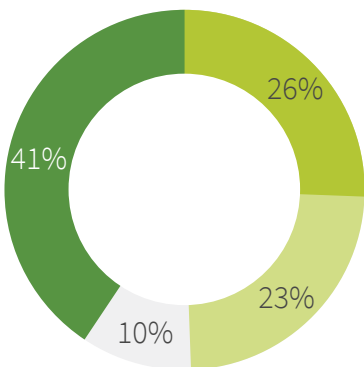


TripBarometer

The world's largest accommodation and traveller survey*
GLOBAL TRAVEL ECONOMY

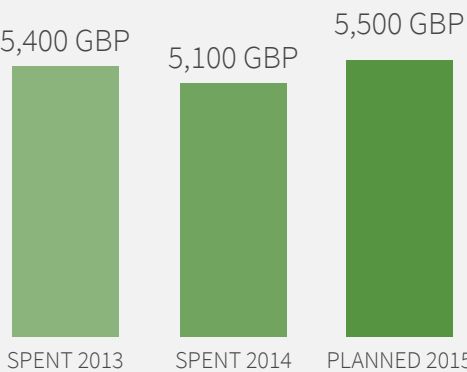
Globally, travel spending is up for 2015.

2015 global travel budgets



■ Spend More
■ Spend Same
■ Spend Less
■ Don't Know

UK budgets up close



Why some UK travellers will spend more:

- 43% are going to a dream destination
- 43% feel they deserve it
- 38% are planning long haul trips

Average number of international trips



Global travelers:
+15% in 2015



UK travelers:
+11% in 2015

Hoteliers everywhere are confident about 2015.
Some markets are more confident than others. How do we know?
The Hotelier Confidence Index.

We started with 3 key measurements on a 5-point scale:

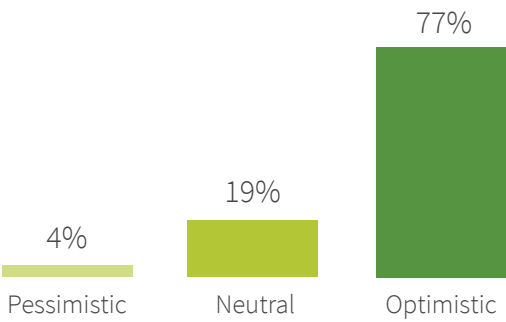
HOTELIER CONFIDENCE INDEX INDICATORS



UNITED KINGDOM

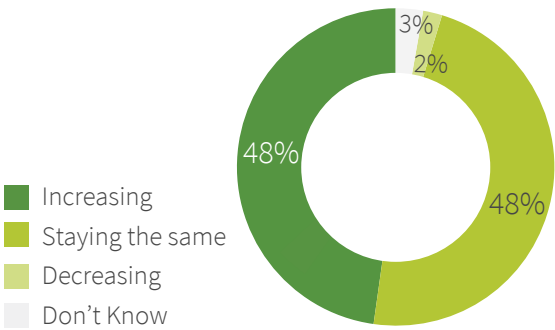
Optimism about profitability

Rank: 13 out of 27
4.05 / 5.00



Room rates

Rank: 15 out of 27
3.51 / 5.00



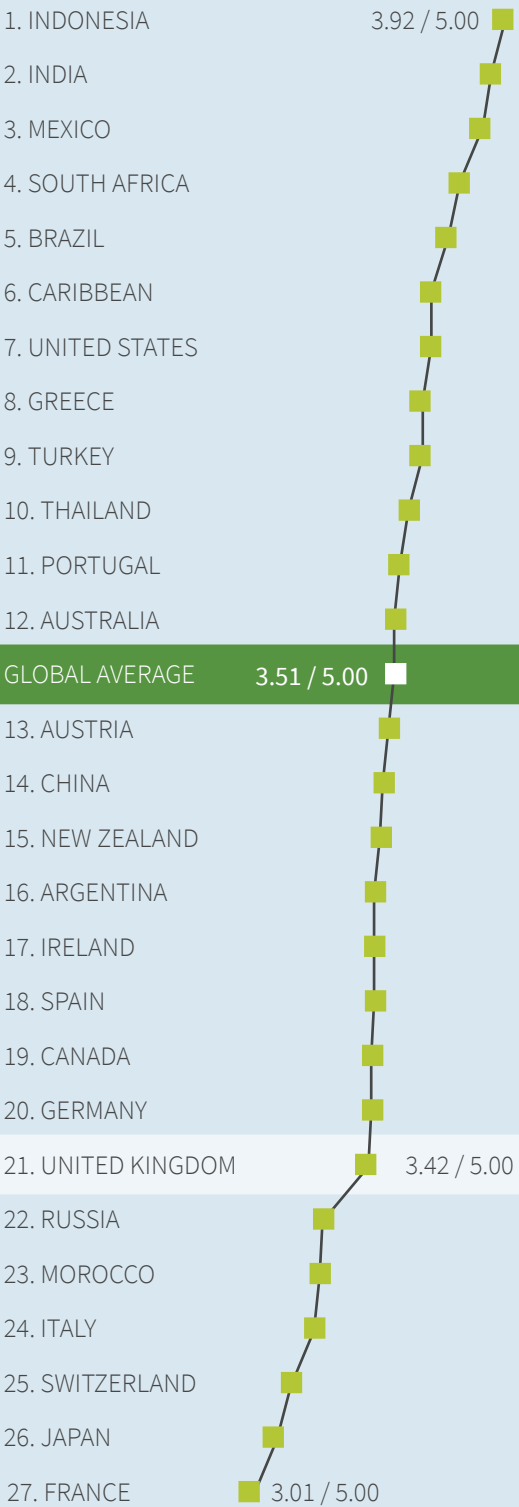
Investment priorities

Rank: 24 out of 27
2.80 / 5.00

- Highest increase**
1. Small scale renovations
 2. Online reputation management
 3. Search engine marketing/optimisation
- Lowest increase**
9. Large scale renovations
 10. Room distribution
 11. Staff hiring

And indexed them to compare key tourism markets:

MARKET RANKINGS



To see the full TripBarometer report and data, go to:
tripadvisor.co.uk/TripBarometer