

## **TRAVEL WISELY: TRIPADVISOR DATA REVEALS THE LEAST EXPENSIVE TIMES TO BOOK HOTELS FOR TRAVEL BETWEEN JUNE AND AUGUST**

### **“Best Time to Book” report shows travellers booking during optimal times can save about 20% on hotels within the period of June to August in popular destinations worldwide**

TripAdvisor®, the travel planning and booking site, today announced its “Best Time to Book” report, revealing the least expensive times to book hotels in popular destinations around the globe between June and August, based on TripAdvisor hotel booking and meta click data<sup>1</sup>.

The research showed that the best time periods to book can vary depending on the region or city where the traveller is looking to visit and that for most destinations, the hotel rates change gradually over time, without dramatic increases or decreases in price.

For example, the least expensive time to book hotels in Asia is within 3 months, when travellers can save 23% compared to the most expensive booking period. In comparison, for European hotels, the best time to book is between 3 - 5 months ahead, when travellers can save 23% compared to the peak period. The least expensive time to book U.S. hotels is within 2 months of the trip but hotel prices remain fairly consistent throughout the year, with a relatively modest potential savings of 7% when booking during the least expensive time period.

“Travellers who are researching their hotel stays would naturally look to be as cost effective as possible so their holiday budgets go a longer way,” said Janice Lee Fang, TripAdvisor’s Communications Director, Asia Pacific. “Our report shows that the lead time to book a hotel stay varies depending on where you’re planning to travel to and also what sort of savings you can expect when you book on TripAdvisor during this period.”

TripAdvisor analysed hotel booking and interest in nine popular regions around the world for the months of June, July and August. The best time to book was defined as periods when hotel prices were less than the average for the destination. Below is the breakdown of potential savings for nine world regions when comparing the least expensive to most expensive times to book hotels between June and August.

#### **Best Time to Book Hotels between June to August in World Regions**

**Best value for Asia hotels when booked within 3 months**– Travellers can save 23% versus peak pricing by booking a hotel within three months of the trip. Asia prices rise slightly 3-5 weeks ahead, before seeing the lowest prices within the final two weeks before the travel date.

**South Pacific savings unlocked when booked within 5 months**– Travellers can save 19% or more per night by booking within 5 months of their travel date.

**Plan for longer lead times when booking hotels in Europe**– Travellers looking to visit Europe should plan to book their hotel rooms 3-5 months ahead to save 23% versus the peak booking period for the region.

**Within 4 months is best for Middle East** –For those planning a Middle East trip, the optimal booking period is within 4 months when travellers can get 24% savings. Prices increase slightly between weeks 3-4 before dropping again for last minute deals within a couple weeks of the travel date.

**U.S. hotel rates consistent but travellers can save by booking within 2 months**– U.S. hotel pricing remains fairly steady throughout the year, but those booking within 2 months of their trip can save 7% on their hotel.

**Within 4 months is best for the Caribbean**– Booking within 4 months ahead is the sweet spot for Caribbean hotels when travellers can save 7% compared to the peak pricing periods.

**Modest savings in Central America within 3 months** –Booking a hotel within 3 months of a trip is the most cost-effective approach for Central America, when travellers can save 7% compared to peak periods.

**Within 4 months is ideal for South America** –Travellers heading to South America can find 20% savings by booking within 4

months of the trip. For those willing to wait, they can save 2-4% by booking within the last few weeks before the travel date.

**Wide booking window for African hotels** – Travellers booking a hotel in Africa can save 21% when booking within 5 months of the trip. Hotel rates rise slightly between 3-5 weeks ahead, before dropping during the last two weeks before the travel date.

More information on the best time to book hotels in 25 popular world cities between June to August can be found in the accompanying supplement.

TripAdvisor is the world's largest travel site\*. Travelers can read millions of reviews and opinions and book their next trip at: [www.tripadvisor.com](http://www.tripadvisor.com).

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**Notes to editors:**

<sup>1</sup>Hotel pricing and average city rates are based on TripAdvisor hotel instant booking and meta click data, aggregated from booking partners, including online travel agencies and direct hotel suppliers.

TripAdvisor analysed data from April 2014- February 2016 including all hotels with sufficient pricing data.

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