

## TripAdvisor Data Reveals The Cheapest Time To Book Hotels For Summer Travel ‘Best Time to Book’ Report Shows Travellers Booking During Optimal Periods Can Save About 20% on Hotels for Summer in Popular Destinations Worldwide

Booking travel last minute is often considered a great way to bag the best deal but the ‘Best Time to Book’ report, released today by the travel planning and booking site TripAdvisor, reveals that this isn’t always the case. In fact, the best time to book is completely dependent on where you’re heading and can vary dramatically from destination to destination

This inaugural report highlights the least expensive times to book hotels for summer travel in popular destinations around the globe, based on TripAdvisor hotel booking and meta click data<sup>1</sup>

“One of the biggest questions for travellers researching trips are when to book in order to get the best price? Will I save money by booking later?” said James Kay, TripAdvisor spokesperson. “What is interesting is that those who book either very early or very last minute are rarely getting the best deals. For many destinations, hotel prices actually tend to reach a low a few months in advance of the trip.”

A survey of 2,000 British holidaygoers<sup>2</sup> found that consumers’ perception of when the best hotel rates become available does not always match the reality.

A quarter of those surveyed (24%) thought that booking a hotel more than 6 months in advance would give you the best rates.

In fact, of the 25 major destinations included in the research, this was true of only three – Beijing, Moscow and Barcelona – and even then travellers would still benefit from savings in those destinations even if they waited until 4 months prior to the trip to make the hotel booking.

The research also showed that there was no hard and fast rule for when the most savings could be made across all of the major global destinations, which means travellers will often be best served changing their booking behaviour depending on where they plan to go.

For example, for British travellers planning a summer holiday in Europe, the best time to book their hotel is between three to five months out, when they can save 23% compared to peak prices.

For Brits heading to Asian destinations, however, booking this far in advance can actually be counter-productive – the top five places with the shortest lead time needed to secure the best rates are all in Asia with one in the Middle East. Dubai has the shortest lead time with the biggest savings to be made by booking within 2 months of the trip, followed by Jakarta, Mumbai, Bangkok and Hanoi respectively, which all offer the best deals when booking within three months of your trip.

As well as having the shortest lead time for booking, Asia and Middle East destinations offer the biggest savings potential on average at 23% and 24% respectively.

Of the 25 major destinations included in the research, travellers to Moscow stand to gain the most from booking at the right time – with a potential saving of 55% if booking four to seven months out. Dubai follows at 40% when booking within two months of the trip and Jakarta comes closely behind at 39% when booking within three months.

TripAdvisor analysed hotel booking and interest in nine popular regions around the world for the summer 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 the best time to book and potential savings for 25 popular world cities when comparing the least expensive to most expensive times to book hotels for summer.

### Best Time to Book Hotels for Summer in 25 Popular World Cities<sup>3</sup>:

Best Time To Book		
Rank	Destination	(sorted by shortest advance time)
1	Dubai	Within 2 months
2	Jakarta	Within 3 months
3	Mumbai	Within 3 months
4	Bangkok	Within 3 months
5	Hanoi	Within 3 months
6	Cape Town	Within 3 months
7	Paris	Within 4 months
8	Marrakech	Within 4 months
9	Sydney	Within 5 months
10	Istanbul	Within 5 months
11	Singapore	2 weeks to 5 months
12	Buenos Aires	1-4 months out
13	Orlando	1-4 months out
14	New York City	2-4 months out
15	Cancun	2-4 months out
16	Prague	2-5 months out
17	Berlin	2-5 months out
18	Tokyo	2-5 months out
19	Dublin	2-5 months out
20	Beijing	2-6 months out
21	Rome	3-5 months out
22	London	3-5 months out
23	Rio	3-5 months out
24	Barcelona	2-7 months out
25	Moscow	4-7 months out

### Savings to be Made When Booking at the Best Time:

Savings To Be Made		
Rank	Destination	(sorted by most)
1	Moscow	55%
2	Dubai	40%
3	Jakarta	39%
4	Sydney	34%

5	Prague	33%
6	Berlin	33%
7	Paris	32%
8	Rome	32%
9	Tokyo	31%
10	Istanbul	29%
11	Marrakech	28%
12	Barcelona	27%
13	Singapore	26%
14	New York City	25%
15	Buenos Aires	19%
16	London	18%
17	Mumbai	17%
18	Bangkok	16%
19	Beijing	16%
20	Hanoi	16%
21	Cancun	16%
22	Dublin	14%
23	Cape Town	13%
24	Rio	11%
25	Orlando	10%

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

**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.

<sup>2</sup> Survey of 2,000 UK respondents. Survey was conducted between 4-5 April 2016

<sup>3</sup>Ranking is based on a pricing analysis of 25 popular destinations

**About TripAdvisor**

TripAdvisor® is the world's largest travel site\*, enabling travellers to plan and book the perfect trip. TripAdvisor offers advice from millions of travellers and a wide variety of travel choices and planning features with seamless links to booking tools that check hundreds of websites to find hotel prices. TripAdvisor branded sites make up the largest travel community in the world, reaching 350 million unique monthly visitors\*\*, and 320 million reviews and opinions covering 6.2 million accommodations, restaurants and attractions. The sites operate in 48 markets worldwide.

TripAdvisor, Inc. (NASDAQ:TRIP) manages and operates websites under 23 other travel media brands:

[www.airfarewatchdog.com](#), [www.bookingbuddy.com](#), [www.cruise critic.com](#), [www.everytrail.com](#), [www.familyvacationcritic.com](#), [www.flipkey.com](#), [www.thefork.com](#) (including y

\*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, November 2015

\*\*Source: TripAdvisor log files, Q3 2015