

## Northern Lights Revealed As Best Value Experience Of A Lifetime For Brits, Cost Comparison Study Shows

### TripAdvisor's TripIndex Experiences of a Lifetime uncovers the cost of taking 10 of the world's most sought-after trips

#### Study also highlights highly rated value hotels and tours for each experience with savings of up to 82% on offer

Seeing the Northern Lights is the best value experience of a lifetime for Brits, according to the inaugural TripIndex Experiences of a Lifetime, a cost comparison study by travel planning and booking site, TripAdvisor. While admiring the Aurora Borealis comes out as the cheapest experience of a lifetime for Brits, the study also revealed that travellers planning ahead can save up to 82% on tours and hotels making pricier experiences of a lifetime much more affordable.

TripIndex Experiences of a Lifetime, conducted in partnership with independent research firm Kantar TNS, outlines the cost per day for two people to take a trip to experience ten of the world's most popular once in a lifetime experiences, taking into account the cost of a return flight, return airport transfer, a stay in a four-star hotel, dinner and a day tour of the experience of a lifetime.

The study found that the average price for an experience of a lifetime trip for two across 10 of the most popular choices, is £2,324, with flight prices impacting the total cost significantly from destination to destination. Seeing the Northern Lights in Reykjavik has the lowest cost experience for Brits with a trip costing £1,459 for two per day, inclusive of the flight, airport transfer and tour. Diving the Great Barrier Reef in Cairns comes out as the most expensive for Brits at £4,550.

"For Brits wishing to book a trip of a lifetime in 2017, the TripIndex Experiences of a Lifetime study shows that the Northern Lights and Santorini sunset experiences offer the best value. However, the pricier experiences don't have to be off limits. As our research of booking rates on TripAdvisor shows, it's possible to dramatically reduce the overall cost of a trip with highly rated hotels and tours available to book for up to 82% less than the destination average price," commented TripAdvisor spokesperson, Hayley Coleman.

#### Key findings

- It's cheapest for British travellers to fly to Reykjavik to see the Northern Lights but it's worth bearing in mind that this destination is actually the most expensive place to eat dinner and to get a taxi to and from the airport
- While Angkor Wat in Cambodia is the third most expensive experience for Brits to fly to, Siem Reap is the cheapest destination to eat dinner and for a taxi to and from the airport
- When flight prices are excluded, the lowest cost experiences of a lifetime for Brits are visiting Angkor Wat (£360), going on Safari in South Africa (£418) and visiting the Galapagos Islands (£544). In contrast, seeing the Northern Lights (£854), visiting the Taj Mahal (£927) and trekking the Inca Trail to Machu Picchu have the highest cost (£1,637)

#### TripIndex Experiences of a Lifetime at a glance

From the least expensive to the most expensive (green and orange indicate least and most expensive destinations for each item respectively):

Experience of a Lifetime	Destination	Flights (per person)	Transfer	Dinner (per person)	Hotel	Tour (per person)	TOTAL (per person)	TOTAL (2 people)
See the Northern Lights	Reykjavik	£303	£211	£57	£220	£154	£945	£1,459
Admire the sunset over Santorini	Oia	£420	£96	£30	£374	£117	£1,037	£1,604
Go on Safari in South Africa	Nelspruit	£668	£100	£12	£60	£117	£957	£1,753
Walk the Great Wall of China	Beijing	£582	£28	£27	£79	£275	£991	£1,876
Marvel at the wonder of the Taj Mahal	Agra	£519	£105	£12	£61	£368	£1,065	£1,965
Visit Angkor Wat	Siem Reap	£880	£11	£11	£61	£133	£1,096	£2,120
See the Grand Canyon	Phoenix	£868	£26	£31	£167	£186	£1,277	£2,362
Explore the Galapagos Islands	Santa Cruz	£1,015	£25	£29	£171	£145	£1,385	£2,575
Trek the Inca Trail to Machu Picchu	Cusco	£671	£16	£21	£183	£698	£1,590	£2,980
Dive the Great Barrier Reef	Cairns	£1,884	£30	£36	£98	£291	£2,339	£4,550

#### Make savings when booking an experience of a lifetime trip

Planning on booking an experience of a lifetime trip? These highly rated hotels and tours on TripAdvisor are bookable for up to 82% less than the average TripIndex Experiences of a Lifetime price.

Experience of a Lifetime	Stay at	Bookable on TripAdvisor for [i]	Saving against average hotel rate	Experience	Bookable on TripAdvisor from [ii]	Saving against average tour rate
See the Northern Lights	<a href="#">Icelandair Hotel Reykjavik Marina, Reykjavik</a>	£200 per night	9%	<a href="#">Northern Lights Night Tour from Reykjavik</a>	£41 per person	75%
Admire the Sunset over Santorini	<a href="#">Alexander's Boutique Hotel of Oia, Oia</a>	£229 per night	42%	<a href="#">Oia sunset and traditional villages tour in Santorini</a>	£67 per person	46%
Go on Safari in South Africa	<a href="#">Protea Hotel by Marriott Nelspruit, Nelspruit</a>	£63 per night	Equal	<a href="#">Full-Day Kruger Park Open Vehicle Safari from Hazyview</a>	£53 per person	55%

Walk the Great Wall of China	<a href="#">Rishengchang Hotel, Beijing</a>	£50 per night	40%	<a href="#">Mutianyu Great Wall Hiking Tour from Beijing with Lunch</a>	£49 per person	82%
Marvel at the wonder of the Taj Mahal	<a href="#">PL Palace Lords Inn Agra, Agra</a>	£39 per night	40%	<a href="#">Viator Exclusive: Private Taj Mahal and Agra Fort Tour. Dine with a View and Optional Photographer</a>	£108 per person	71%
Visit Angkor Wat	<a href="#">Popular Residence Hotel, Siem Reap</a>	£36 per night	45%	<a href="#">Angkor Temples Small-Group Tour</a>	£55 per person	61%
See the Grand Canyon	<a href="#">Radisson Hotel Phoenix North, Phoenix</a>	£92 per night	47%	<a href="#">Small-group deluxe Grand Canyon and Sedona day trip</a>	£140 per person	29%
Explore the Galapagos Islands	<a href="#">Cucuve Suites, Puerto Ayora</a>	£138 per night	23%	<a href="#">Full-day Floreana tour</a>	£156 per person	Equal
Trek to Machu Picchu	<a href="#">Sonesta Hotel Cusco, Cusco</a>	£109 per night	44%	<a href="#">Machu Picchu Day Trip from Cusco</a>	£280 per person	60%
Dive the Great Barrier Reef	<a href="#">Half Moon Bay Resort, Cairns</a>	£71 per night	31%	<a href="#">Great Barrier Reef Diving and Snorkelling Cruise from Cairns</a>	£95 per person	67%

-Ends-

#### Notes to editors:

#### Methodology

The TripIndex Experiences of a Lifetime experiences list is comprised of 10 of the most popular experiences of a lifetime. Most popular experiences of a lifetime were determined based on internal editorial research.

TripIndex Experiences of a Lifetime prices out the cost for the following items in each destination, multiplied by two (where applicable) to represent the daily cost inclusive of return flights and airport transfers for two people.

- **Return flight:** Round trip flight from main airport(s) serving destination, for travel between 1/9/16 – 31/1/17
- **Airport transfer:** Return taxi between destination airport and city centre
- **Dinner:** Starter, main meal and bottle of local beer
- **Hotel:** Accommodation in a 4-4.5-star hotel
- **Tour:** Average cost of bookable day tours for each experience of a lifetime

Research was conducted by Kantar TNS in collaboration with TripAdvisor and prices were collected through telephone and web search as well as from TripAdvisor hotel, tour and flight price data. Prices in each market (except for hotel) were taken in local currencies between August 2016 and October 2016. Prices in each market for hotel were taken in USD. Currency conversion rates were taken from Oanda.com on 4<sup>th</sup> October 2016.

**Return flights:** Prices specify the average cost of a return flight from the main origin destination airport(s) to each experience of a lifetime destination. Pricing displayed is for travel dates between 1 September 2016 to 31 January 2017 based on searches made between 1 August 2016 to 20 October 2016. Weighted average prices were determined using impressions for each itinerary and fare quoted by the respective provider. Origin airports and destination airports list available upon request. Source: TripAdvisor.

**Airport transfer:** Prices specify the average cost of a return taxi journey between destination airport and a city centre location in each destination city. This includes other transport modes if required (e.g. Santa Cruz ferry + taxi for Galapagos Islands). Source: local website (e.g. taxi company, airport, tourist information).

**Dinner:** Prices specify the average cost for one person of a starter course/entree, main meal, plus beer at a 4-5-'bubble' rated restaurant on TripAdvisor. Source: Restaurants were randomly selected from TripAdvisor, filtered by 4-5 bubble rating. Prices were obtained from menus on restaurant websites by Kantar TNS. Prices were collected from a minimum of 5 restaurants per destination. Data collected August to September 2016.

Dinner meal items include:

- **Starter course/entree:** Prices recorded for two typical local dishes per restaurant (actual dishes vary by destination).
- **Main course:** Prices recorded for two typical local dishes per restaurant (actual dishes vary by destination).
- **Beer:** Price recorded for one typical beer brand in each destination (price of bottled water used instead of beer for Agra, as beer prices not widely listed).

**Hotel:** Room rates specify the average cost of one night's stay in 4 and 4.5 star hotels in each destination. Pricing displayed is for travel dates between 1 September 2016 to 31 January 2017 based on searches made between 1 August 2016 to 20 October 2016, aggregated from booking partners, including online travel agencies and direct hotel suppliers. Source: TripAdvisor.

**Tour:** Prices specify the average cost for one person of a day tour of each of the experiences of a lifetime. Relevant tours were filtered to bookable tours from Viator. Only tours categorised as a "Day Trip", "Full-day tour", "Half-day tour" and "Private Day Trip" were included. Tours were selected if they were listed within the destination 'locationid' and included a mention of the experience of a lifetime in their product text. E.g. Tours in the Reykjavik locationid with the mention of "Northern Lights" in their product text were selected for the 'See the Northern Lights' experience of a lifetime. Source: TripAdvisor.

[i] Highly rated value hotels in the experiences of a lifetime destinations are 4-4.5 star hotels with a minimum TripAdvisor bubble rating of 4 out of 5. Value hotels were determined using Machine Learning tags. Hotel pricing is for stays between 1 September 2016 to 31 January 2017 based on searches on TripAdvisor made between 1 August 2016 to 20 October 2016, aggregated from booking partners, including online travel agencies and direct hotel suppliers. Prices converted from USD to GBP at xe.com on 25th October 2016

[ii] Highly rated tours for each of the experiences of a lifetime are bookable tours from Viator, categorised as a "Day Trip", "Full-day tour", "Half-day tour" or "Private Day Trip". Prices converted from USD to GBP at xe.com on 25th October 2016

#### **About TripAdvisor**

TripAdvisor® is the world's largest travel site\*, enabling travellers to unleash the full potential of every 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 great hotel prices. TripAdvisor branded sites make up the largest travel community in the world, reaching 350 million average monthly unique visitors\*\*, and reached 385 million reviews and opinions covering 6.6 million accommodations, restaurants and attractions. The sites operate in 48 markets worldwide. TripAdvisor: Know better, Book better and Go better.

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[www.airfarewatchdog.com](http://www.airfarewatchdog.com), [www.bookingbuddy.com](http://www.bookingbuddy.com), [www.citymaps.com](http://www.citymaps.com), [www.cruisecritic.com](http://www.cruisecritic.com), [www.familyvacationcritic.com](http://www.familyvacationcritic.com), [www.flipkey.com](http://www.flipkey.com), [www.thefork.com](http://www.thefork.com) (including [www.dimmi.com.au](http://www.dimmi.com.au)), [www.gateguru.com](http://www.gateguru.com), [www.holidaylettings.co.uk](http://www.holidaylettings.co.uk), [www.holidaywatchdog.com](http://www.holidaywatchdog.com), [www.housetrip.com](http://www.housetrip.com), [www.independenttraveler.com](http://www.independenttraveler.com), [www.jetsetter.com](http://www.jetsetter.com), and [www.virtualtourist.com](http://www.virtualtourist.com).

\*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, May 2016

\*\*Source: TripAdvisor log files, Q2 2016

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<https://tripadvisor.mediaroom.com/2016-11-15-NORTHERN-LIGHTS-REVEALED-AS-BEST-VALUE-EXPERIENCE-OF-A-LIFETIME-FOR-BRITS-COST-COMPARISON-STUDY-SHOWS>