

UK Hotel Sector Set For Boost As Global Travelers Snap Up Cheaper Room Rates In 2017 TripAdvisor Hotel Pricing Report Reveals Increasing Spending Power of Tourists Visiting the UK

LONDON, UK, February 28, 2017 – [TripAdvisor®](#), the travel planning and booking site, today announced the results of its 2017 Hotel Pricing Report, revealing global accommodation trends based on TripAdvisor hotel booking data.

Designed to highlight destinations that offer the greatest year-over-year accommodation value, the report reveals that, for many global travellers, UK hotel room rates will be significantly cheaper in 2017 compared to 2016.

Driven in large part by a drop in the value of the pound, many inbound travellers to the UK are likely to see their spending power increase in 2017, potentially providing a welcome boost to the UK hotel sector.

Japanese travellers will see the biggest price decrease, with UK hotel room rates - when converted to yen - decreasing by 17% year-on-year. Brazilian tourists stand to benefit from a 15% decrease in UK room rates in their local currency, while Australians and those in the Eurozone are also benefitting from marked price drops (13% and 8% in their local currencies respectively).

The increased spending power of travellers from these countries has seen the UK rise up the TripAdvisor Hotel Shopping Ranking*, which ranks countries and markets according to global traveller interest, based on TripAdvisor hotel instant booking and meta click data. In 2017, the UK ranks sixth on the list of 184 countries, up from ninth position in 2016 – leapfrogging Japan, Italy and Thailand in the process.

However, the report also reveals that not all international travellers will see a drop in room rates when visiting the UK this year. American travellers will actually see a modest increase of 2% year-on-year, while Indonesian travellers will see a jump of 9% in the cost of staying in the UK.

“For lots of foreign travellers planning a trip to the UK in 2017, the price they pay for their room will be significantly cheaper than it was last year. Whether the UK hotel sector can take advantage of this may depend on how well they target their marketing efforts to attract customers from those countries that are enjoying the biggest price decreases,” commented James Kay, TripAdvisor spokesperson.

Year-on-Year Average UK Hotel Room Rates for Inbound Tourists**

Country of Origin	2016 Avg. Nightly Rate on TripAdvisor (in local currency)	2017 Avg. Nightly Rate on TripAdvisor (in local currency)	YoY Price Change
Japan	¥ 28,621	¥ 23,873	-17%
Brazil	R\$ 676	R\$ 572	-15%
Australia	A\$ 298	A\$ 260	-13%
Singapore	S\$ 283	S\$ 255	-10%
Germany	€ 157	€ 145	-8%
France	€ 157	€ 145	-8%
Italy	€ 157	€ 145	-8%
Spain	€ 157	€ 145	-8%
Ireland	€ 157	€ 145	-8%
India	₹ 14,176	₹ 13,431	-5%
United States	\$212	\$216	+2%
Indonesia	Rp 2,550,609	Rp 2,792,119	+9%

TripAdvisor Hotel Shopping Ranking*

Based on TripAdvisor hotel instant booking and meta click data

2017 Ranking	Country/Market	2016 Ranking	YOY Change
1	United States	1	No change
2	Spain	3	↑ 1
3	Caribbean	4	↑ 1
4	Brazil	2	↓ 2
5	Mexico	8	↑ 3
6	United Kingdom	9	↑ 3
7	Japan	5	↓ 2
8	Italy	6	↓ 2
9	Thailand	7	↓ 2
10	India	10	No change

Notes to editors:

*Hotel Shopping Ranking is based on TripAdvisor hotel instant booking and meta click data for hotel check-ins from January to June 2017, compared to the same period of 2016.

**The 2017 average nightly hotel rates are based on TripAdvisor pricing data for hotel check-ins from January to June 2017, compared to the same period of 2016, aggregated from booking partners.

About TripAdvisor

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

**Source: TripAdvisor log files, Q3 2016

<https://tripadvisor.mediaroom.com/28-02-2017-Hotel-Pricing-Report>