

TripAdvisor Reveals Most Visited Spots By Travelers Vs. Locals In Top Tourism Destinations Around The World World's Largest Travel Site Launches its First-Ever Mobile "Check-Index" to Uncover Where Consumers are Actually Spending Their Time at Home and Abroad

LONDON, UK, 25 April, 2017 – TripAdvisor today launched its first-ever mobile Check-Index revealing travellers' and locals' most frequented hotels, restaurants and attractions in major European tourism destinations. The study was based on TripAdvisor's massive trove of mobile location data.

"Our mobile Check-Index shows the points of interest where consumers are voting with their feet and actually spending their time," said Jeff Chow, vice president of product, consumer experience, TripAdvisor. "It's interesting to see how in some cities travellers and locals are drawn to the same things to do or places to eat, while in others you see distinct differences in their preferences."

To glean these insights, TripAdvisor studied check-ins via smartphone GPS and motion sensors to predict when and where anonymous users are visiting a spot or if they are just passing by.

Points of Interest with the Greatest Number of Visits: Travellers vs. Locals

CITY	TRAVELER	LOCAL
London		
Attractions	<ol style="list-style-type: none"> 1. Tower of London 2. Borough Market 3. British Museum 	<ol style="list-style-type: none"> 1. Borough Market 2. St Paul's Cathedral 3. Sky Garden
Restaurants: Independent	<ol style="list-style-type: none"> 1. Duck & Waffle 2. Novikov Restaurant & Bar 3. The Wolseley 	<ol style="list-style-type: none"> 1. The Folly Bar 2. Madison 3. Novikov Restaurant & Bar
Restaurants: Chain	<ol style="list-style-type: none"> 1. Dishoom - Covent Garden 2. Five Guys – Covent Garden 3. Yauatcha - Soho 	<ol style="list-style-type: none"> 1. Dishoom – King's Cross 2. Big Easy – Canary Wharf 3. Yauatcha - Soho
Paris		
Attractions	<ol style="list-style-type: none"> 1. Musée du Louvre 2. Eiffel Tower 3. Galeries Lafayette 	<ol style="list-style-type: none"> 1. Les Quatres Temps 2. Les Halles 3. Printemps
Restaurants: Independent	<ol style="list-style-type: none"> 1. Lafayette Gourmet 2. L'Avenue 3. Cafe Les Deux Magots 	<ol style="list-style-type: none"> 1. Lafayette Gourmet 2. Le Chalet 16 3. Klay Saint Sauveur
Restaurants: Chain	<ol style="list-style-type: none"> 1. Laduree 2. McDonald's 3. Angelina Paris 	<ol style="list-style-type: none"> 1. Laduree 2. Starbucks 3. Relais de l'Entrecote
Rome		
Attractions	<ol style="list-style-type: none"> 1. Colosseum 2. Trevi Fountain 3. Spanish Steps 	<ol style="list-style-type: none"> 1. Stadio Olimpico 2. Spanish Steps 3. Villa Borghese
Restaurants: Independent	<ol style="list-style-type: none"> 1. Angelino "ai Fori" dal 1947 2. Grazia & Graziella 3. Momart Café' 	<ol style="list-style-type: none"> 1. Momart Café' 2. Dolce 3. Il Fungo - Piano Zero e Quattordicesimo Piano
Restaurants: Chain	<ol style="list-style-type: none"> 1. Stagioni, l'Osteria di Eataly 2. McDonald's 3. Hard Rock Cafe Rome 	<ol style="list-style-type: none"> 1. Stagioni, l'Osteria di Eataly 2. Caffe Tomeucci 3. Mamma Pizza
Barcelona		
Attractions	<ol style="list-style-type: none"> 1. Basilica of the Sagrada Família 2. Mercat de Sant Josep de la Boqueria 3. Park Guell 	<ol style="list-style-type: none"> 1. La Manquita 2. L'illa Diagonal 3. Casa Batllo
Restaurants: Independent	<ol style="list-style-type: none"> 1. El Nacional Barcelona 2. Cervecería Catalana 3. La Fonda del Port Olímpic 	<ol style="list-style-type: none"> 1. Cervecería Catalana 2. El Nacional Barcelona 3. Fabrica Moritz Barcelona
Restaurants: Chain	<ol style="list-style-type: none"> 1. Brunch & Cake 2. Tapas 24 3. Bilbao Berria 	<ol style="list-style-type: none"> 1. Bacoa - Universitat 2. Sopa 3. Nostrum

Hotels with the Greatest Number of Visits by Travellers

CITY	HOTELS
London	<ol style="list-style-type: none"> 1. Park Plaza Westminster Bridge London 2. Hilton London Metropole 3. Grosvenor House, A JW Marriott Hotel

Paris	<ol style="list-style-type: none"> 1. Le Meridien Etoile 2. Pullman Paris Montparnasse 3. Paris Marriott Champs Elysees Hotel
Rome	<ol style="list-style-type: none"> 1. Rome Cavalieri, Waldorf Astoria Hotels & Resorts 2. NH Collection Roma Vittorio Veneto 3. The Westin Excelsior, Rome
Barcelona	<ol style="list-style-type: none"> 1. Barcelo Sants 2. W Barcelona 3. Hotel Arts Barcelona

Methodology: TripAdvisor studied anonymised, aggregated mobile data to reveal the most frequented points of interest in select major tourism destinations. Points of interest highlighted were required to have minimum of 100 check-ins within the month of March 2017. Grocery stores, transportation facilities, convention centres and shopping malls were excluded from this edition of the TripAdvisor Check-Index. Local check-ins were based on consumers originating within a geo less than 50 km from a respective destination, while traveller check-ins were defined by users originating outside of this perimeter.

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, with 465 million reviews and opinions covering 7 million accommodations, restaurants and attractions, and a wide variety of travel choices and planning features — checking more than 200 websites to help travellers find and book today's lowest hotel prices. TripAdvisor branded sites make up the largest travel community in the world, reaching 390 million average unique monthly visitors** in 49 markets worldwide. TripAdvisor: Know better. Book better. Go better.

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

**Source: TripAdvisor log files, Q3 2016