

## TripAdvisor Announces 'Luxury for Less Guide' to Help Travellers Afford Their Dream Holiday

### Think you can't afford a holiday in your dream destination? Think again. TripAdvisor price study reveals you can save more than 50% just by timing your trips right

**LONDON, UK, 4<sup>th</sup> of October 2017** – Travellers can save over 50% on trips to Mauritius and Bali by carefully selecting the time of year they visit, according to a price guide released today by [TripAdvisor](#).

TripAdvisor, the travel site that helps travellers find the latest reviews and lowest prices, has released the Luxury for Less Guide to show travellers how to make huge savings on dream destinations - without compromising on good weather.

From Bali to Bora Bora, the TripAdvisor Luxury for Less Guide highlights 9 of the most lust-worthy destinations and reveals ideal times to visit when smart shoppers can save between 20% - 50% on their hotels.

The list of nine dream destinations was informed by the TripAdvisor global social media community\*, who called out the places that they would love to visit but thought were out of their price range. This Luxury for Less Guide highlights the time periods with the lowest rates for these destinations and also factors in variables such as weather and seasonal activities to identify the "best value time period"\*\*\* to travel.

#### What Smart Shoppers Really Need To Know To Save

TripAdvisor hotel price comparison data reveals that travellers longing to experience the tropical island of **Bali** – the number one destination in the world according to the 2017 TripAdvisor Travellers' Choice Destination Awards – can save up to 52% if they travel during the May-June period compared to peak season hotel prices – a saving of £195.

The best time to visit **Mauritius**, the destination offering the second highest savings (51%), is September according to the Luxury for Less Guide.

Travellers who prefer to indulge in beautiful natural scenery should consider a trip to **Botswana** or the **Iguazu Falls** in May where hotel prices are down nearly a third compared to peak season.

For those dreaming of a visit to **New York City**, March is the perfect time to shop until you drop onto your hotel bed – after saving an average of 33% on accommodation.

"Our Luxury for Less Guide shows that by taking a savvy and flexible approach to travel dates, you can save a lot of money on hotels in destinations you may have previously considered too expensive. Using TripAdvisor to compare prices on over 200 sites before you book will ensure you're finding the lowest price, for example, travellers can save an average of nearly £215 on hotel prices in Mauritius, and over £370 in Bora Bora by going during the best value time period," commented Hayley Coleman from TripAdvisor.

Dream Destination	Best Value Months (according to TripAdvisor hotel price comparison data and seasonal factors)	Average savings in % and total*** (compared to peak season)	
		%	Total
<b>Bali</b>	May / June	52%	£195
<b>Mauritius</b>	September	51%	£215
<b>Bora Bora</b>	April	38%	£377
<b>New York City</b>	March	33%	£117
<b>Botswana</b>	April	32%	£177
	October		
<b>Iguazu Falls (Brazil)</b>	May	31%	£37
<b>Tokyo (Japan)</b>	May	21%	£50
<b>Seychelles</b>	September	20%	£85
<b>Hawaii</b>	April / May	20%	£74
	September / October		

#### Methodology:

\* Featured dream destinations were selected by asking the community – via the TripAdvisor social media channels – which destinations they would love to visit but thought they couldn't afford. These comments were analysed and weighted and used by TripAdvisor to inform the final destination list for the Luxury for Less Guide.

\*\* Best Value Time Period is defined by TripAdvisor hotel price comparison data and factors such as local weather and seasonal activities.

\*\*\* Average savings are determined by comparing hotel prices in the peak travel season vs. best value time period using the TripAdvisor hotel price comparison tool taking into account 3\*+ accommodations with a minimum of 3.5 bubbles on TripAdvisor.

### **About TripAdvisor**

TripAdvisor, the world's largest travel site\*, enables travellers to unleash the full potential of every trip. With more than 535 million reviews and opinions covering the world's largest selection of travel listings worldwide -- over 7 million accommodations, airlines, attractions, and restaurants -- TripAdvisor provides travellers with the wisdom of the crowds to help them decide where to stay, how to fly, what to do and where to eat. TripAdvisor also compares prices from more than 200 hotel booking sites so travellers can find great prices on the hotel that's right for them. TripAdvisor-branded sites are available in 49 markets, and are home to the world's largest travel community of 415 million average unique monthly visitors,\*\* all looking to get the most out of every trip. TripAdvisor: Know better. Book better. Go better.

The subsidiaries and affiliates of TripAdvisor, Inc. (NASDAQ:TRIP) own and operate a portfolio of websites under 20 other travel media brands:

[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

\*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, May 2017

\*\*Source: TripAdvisor log files, Q1 2017

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<https://tripadvisor.mediaroom.com/TripAdvisor-Announces-Luxury-for-Less-Guide-to-Help-Travellers-Afford-Their-Dream-Holiday>