

TRIPADVISOR ATTRACTIONS INDEX REVEALS TOP 15 TRENDING HOLIDAY ACTIVITIES SOUTH EAST ASIA

Outdoor Markets and Natural Attractions See Increase in Interest; TripAdvisor Also Identifies Outstanding Tours and Experiences to Book for Local Insights

TripAdvisor®, the travel planning and booking site, today announced the top 15 attractions from its Attractions Trend Index that have seen the greatest increase in traveller interest during September - October 2016.¹

“The Attractions Trend Index reveals the diverse mix of sites and activities in South East Asia that are rising with travellers when they move around the region,” said Ms Janice Lee Fang, communications director for TripAdvisor, Asia Pacific. “From beautiful beaches to art appreciation and lively market shopping, travellers can find incredibly local experiences across markets that are completely bookable on TripAdvisor this year-end.”

Top Trending Attractions in South East Asia²:

Attraction	Reason to Go and What to Book	YoY Traffic Increase
1. Sindhu Market – Sanur, Indonesia	This charming market, made up of small shops selling local delights, fresh produce, as well as trinkets and souvenirs, is a hit with locals and tourists alike. Experience this on two wheels with a sunrise cycling tour in Sanur which costs around S\$76 per person.	242%
2. Nacpan Beach – El Nido, Philippines	Ranked as Asia’s 2 nd best beach on this year’s Travellers’ Choice™ awards by TripAdvisor, Nacpan beach is slightly more off-the-beaten path option. TripAdvisor users have hailed the beach as one that is more ‘tourist-less’ and thus paradise for travellers looking for peace and solitude.	218%
3. Nguyen Hue Street – Ho Chi Minh City, Vietnam	This pedestrian-only street comes alive at night with an eclectic showcase of parades, music and dance. The best way to discover it is through a walking street food tour with a local guide , costing approximately S\$48 per person, where you can sample local specialties such as <i>bahn mi</i> , <i>com tam</i> , Vietnamese coffee and <i>che</i> , a sweet dessert soup.	181%

<p>4. <u>Pinto Art Museum – Antipolo City, Philippines</u></p>	<p>Nestled in the heart of Antipolo City, Pinto Art Museum houses a collection of local contemporary art pieces by famous Filipino artists. The museum itself is made up of a sprawling complex of six great storytelling gallery spaces and is acknowledged as 'instagram-worthy' by TripAdvisor users.</p>	<p>149%</p>
<p>5. <u>Nong Nooch Tropical Botanical Garden – Pattaya, Thailand</u></p>	<p>Voted a Pattaya “must-see” by TripAdvisor users, Nong Nooch Garden has more than 20 themed gardens featuring European, Asian and North American plants and topiary. Admire the beauty of the landscaped gardens, sculpture displays and watch a traditional Thai cultural show with a <u>tour of the gardens followed by a local lunch</u> from S\$55 per person.</p>	<p>147%</p>
<p>6. <u>Bua Thong Waterfalls (Nam Phu Chet Si) – Chiang Mai, Thailand</u></p>	<p>Best known for its unusual, stair-like limestone face which can be climbed easily by children and adults alike, the Bua Thong Waterfalls rewards climbers with spectacular aerial views of the surrounding forest at the summit. <u>Zipline over five kilometres of rainforest, three sky bridges and two rappel descents</u> at S\$165 per person.</p>	<p>137%</p>
<p>7. <u>Gili Meno Beach – Gili Meno, Indonesia</u></p>	<p>Rated as the best beach in Indonesia in TripAdvisor’s 2016 Travellers’ Choice™, Gili Meno is the smallest and most peaceful among the Gili islands, making it a favourite with honeymooners and solo travellers. Also known as a popular dive site, travellers can book a <u>snorkelling tour of the Gili Meno and its two neighbouring islands</u> to explore shipwrecks, reef gardens and swim alongside turtles from S\$110 per person.</p>	<p>136%</p>

<p>8. <u>Cartoon Network Amazone</u> – Jomtien Beach, Thailand</p>	<p>A hit with kids and adults, the world's first Cartoon Network-themed waterpark comprises 10 entertainment zones, more than 30 water rides and slides and the world's largest aqua playground. TripAdvisor users say this attraction is great for families with plenty of activities to keep everyone entertained for hours. A one-day adult ticket costs approximately S\$52 for Thais and S\$64 for tourists.</p>	<p>121%</p>
<p>9. <u>Monkey Hill</u> – Phuket Town, Thailand</p>	<p>True to its name, visitors to Monkey Hill can expect macaques for company as they make their way up Phuket's highest peak. Be rewarded with bird's eye views of Phuket town at the summit and <u>extend it with a city tour</u>, which offers breath-taking views of Phuket's coastline from key lookout points and a visit to the exquisite Wat Chalong temple. City tours cost S\$12 per person.</p>	<p>117%</p>
<p>10. <u>Krabi Weekend Night Market</u> – Krabi Town, Thailand</p>	<p>This lively night market is a foodie's delight, offering a wide variety of Thai curries, noodles, snacks and dessert, while souvenir-hunters can also pick up local art and crafts at bargain prices. Round off your evening with a <u>sunset island tour</u> where you can visit the "Phallus Shrine" cave, famous for its stalactites and stalagmites, explore the underwater reefs and caves of Koh Si and swim with phosphorescent plankton in the waters of Railay West beach. Island tours cost S\$47 per person.</p>	<p>116%</p>

<p>11. <u>Tegenungan Waterfall</u> – Ubud, Indonesia</p>	<p>Make the most out of your visit to Ubud with a <u>private guided tour</u>, where one of the stops is the spectacular Tegenungan Waterfalls. Described as a “must-visit” in Ubud by TripAdvisor users, the 20 metre falls are best known for its natural scenery, clean waters and huge waterfall pool which is ideal for swimming. Private tours cost S\$110 per person.</p>	<p>112%</p>
<p>12. <u>Nuvali</u> – Santa Rosa, Philippines</p>	<p>As the Philippines’ largest self-sustaining eco development, Nuvali comprises acres of green space, a bird-watching sanctuary, cycling trails and lakes. It is popular with travellers in pursuit of outdoor activities such as biking, wakeboarding and fishing while nature-lovers can volunteer for tree planting at Nuvali’s three-hectare tree nursery or visit its organic farm some vegetable and fruit picking. The best part? There’s no entrance fee!</p>	<p>111%</p>
<p>13. <u>Puri Saren Palace</u> – Ubud, Bali, Indonesia</p>	<p>Take a step into Balinese history with a <u>cultural tour of Ubud</u>, which includes a visit to Puri Saren, the former residence of Bali’s last monarch. Acknowledged as a “great piece of history” by TripAdvisor users, Puri Saren’s intricate carvings and structures are recognised as some of the best examples of traditional Balinese architecture. Cultural tours start from S\$78 per person.</p>	<p>108%</p>
<p>14. <u>Kawasan Falls</u> – Moalboal, Visayas, Philippines</p>	<p>Known for its clear waters and natural beauty, Kawasan Falls is <u>best explored with a local guide</u>: trek through surrounding local villages, cross abandoned bridges and hop on a wooden raft for a ‘hydro massage’ under the falls. Tours start from S\$228 per person.</p>	<p>94%</p>

<p>15. Mid Valley Megamall – Kuala Lumpur, Wilayah Persekutuan, Malaysia</p>	<p>With more than 400 retailers spread over 1.7 million square feet, travellers should set aside at least half a day to explore Mid Valley Megamall's wide range of fashion, dining and entertainment options. First timers to Kuala Lumpur can also learn more about the city's culture and history with a tour of Kuala Lumpur's top landmarks and attractions, from S\$45 per person.</p>	<p>92%</p>
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Notes to editors:

¹The Attractions Trend Index rankings were determined based on the percent increase in search sessions on TripAdvisor desktop and mobile for South East Asia travellers between 2015 and 2016 for the period of September 1- October 15. Attractions were required to have a minimum of 458 sessions during the 2015 period and at least four out of five bubbles on TripAdvisor to qualify.

²'South East Asia' includes the following markets: Thailand, Vietnam, Indonesia, Singapore, Malaysia, Philippines, Cambodia, Myanmar, Laos, Brunei, East Timor.

<https://tripadvisor.mediaroom.com/press-releases?item=125336>