

TripAdvisor “ ”

2017 5 15—— TripAdvisor “ ” TripAdvisor 2 UNWTO 2017“ ” [i]
 “ ” 2000

2016 “ ”

2016 TripAdvisor “ ” 33

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TripAdvisor APP “ ” 33 2016 10 325% 112% 98% 98% 88% 80% 69% 68%
 66% 65%

“ ” 33 2016 TripAdvisor 5 5 ① 4.46 ② 4.43 ③ 4.36 ④ 4.36 ⑤ 4.34

TripAdvisor 2017 2 “ ” 15,711 [ii] 46% “ ” “ ” 5

① “ ” 61%

② “ ” 58%

③ “ ” 44%

④ 39%

⑤ 39%

2016 TripAdvisor “ ” 33 2013 2

UNWTO · Taleb Rifai “ ‘ ’ ‘ ’ ”

TripAdvisor “ ‘ ’ TripAdvisor ”

[i] “ ” 33

[ii] TripAdvisor UNWTO “ ” <http://silkroad.unwto.org/publication/tripadvisor-travel-trends-silk-road-2017>

<https://tripadvisor.mediaroom.com/press-releases?item=125376>