

TripAdvisor Reveals Most Visited Spots by Travellers 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

TripAdvisor today launched its first-ever mobile Check-Index revealing travelers' and locals' most frequented hotels, restaurants and attractions in major world 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 travelers 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.

Analysis of foot traffic in the following cities reveals the following interesting trends:

- Travelers and locals both tend to have good taste, generally choosing highly rated points of interest
- Many travelers and locals are drawn to the same tasty eateries, with crossover in several cities studied
- The most frequented chain restaurants in these select cities are Starbucks, McDonald's and Hard Rock Café
- Travelers are drawn to major tourist attractions, whereas locals often find alternative things to do

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

CITY	TRAVELERS	LOCALS
Sydney	1. <u>Sydney Opera House</u>	1. <u>Olympic Stadium</u>
<i>Attractions</i>	2. <u>Darling Harbour</u>	2. <u>Sydney Opera House</u>
	3. <u>Bondi Beach</u>	3. <u>The Star</u>
	1. <u>The Grounds of Alexandria</u>	1. <u>The Grounds of Alexandria</u>
<i>Restaurants: Independent</i>	2. <u>The Glenmore</u>	2. <u>The Beresford</u>

	1.<u>Hard Rock Cafe</u>	1.<u>Salt Meats Cheese</u>
<i>Restaurants: Chain</i>	2.<u>Pancakes on the Rocks</u>	2.<u>McDonald's</u>
	3.<u>Ribs and Rumps</u>	3.<u>Hard Rock Cafe</u>
	1.<u>Shangri-La Hotel Sydney</u>	
<i>Hotels</i>	2.<u>The Westin Sydney</u>	<i>Not Applicable</i>
New York City	3.<u>InterContinental Sydney</u>	
	1. <u>Madison Square Garden</u>	1.<u>Madison Square Garden</u>
<i>Attractions</i>	2. <u>The National 9/11 Memorial & Museum</u>	2. <u>Bryant Park</u>
	3.<u>Times Square</u>	3.<u>One World Observatory – World Trade Center</u>
	1.<u>Katz's Deli</u>	1. <u>Pershing Square</u>
<i>Restaurants: Independent</i>	2.<u>Balthazar</u>	2. <u>The Dead Rabbit</u>
	3.<u>Ellen's Stardust Diner</u>	3.<u>Balthazar</u>
	1.<u>Hard Rock Café</u>	1.<u>Shake Shack (East 86th St)</u>
<i>Restaurants: Chain</i>	2. <u>Shake Shack (Columbus Ave)</u>	2. <u>Starbucks (Columbus Ave)</u>
	3.<u>Starbucks (Madison Ave)</u>	3.<u>Starbucks (Astor Pl)</u>

	1. <u>New York Hilton Midtown</u>	
<i>Hotels</i>	2. <u>Sheraton New York Times Square Hotel</u>	<i>Not Applicable</i>
	3. <u>New Yorker A Wyndham Hotel</u>	
Chicago	1. <u>The Magnificent Mile</u>	1. <u>The Magnificent Mile</u>
<i>Attractions</i>	2. <u>The Art Institute of Chicago</u>	2. <u>United Center</u>
	3. <u>Navy Pier</u>	3. <u>East Bank Club</u>
	1. <u>Quartino</u>	1. <u>Chicago French Market</u>
<i>Restaurants: Independent</i>	2. <u>Girl & The Goat</u>	2. <u>Chicago Cut Steakhouse</u>
	3. <u>Chicago Cut Steakhouse</u>	3. <u>Quartino</u>
	1. <u>Portillo's</u>	1. <u>Portillo's</u>
	2. <u>Wildberry Pancakes & Cafe</u>	2. <u>Wildberry Pancakes & Cafe</u>
<i>Restaurants: Chain</i>	3. <u>Giordano's (North Rush St)</u>	3. <u>Starbucks (S Drexel Ave)</u>
	1. <u>Hyatt Regency Chicago</u>	
<i>Hotels</i>	2. <u>The Palmer House Hilton</u>	<i>Not Applicable</i>
	3. <u>Hyatt Regency McCormick Place</u>	
San Francisco		

	<u>1.Pier 39</u>	<u>1.Ferry Building Marketplace</u>
<i>Attractions</i>	<u>2.Union Square</u>	<u>2. Union Square</u>
	<u>3.Fisherman's Wharf</u>	<u>3.Market Street</u>
	<u>1.The Slanted Door</u>	<u>1.Town Hall</u>
<i>Restaurants: Independent</i>	<u>2.Scoma's</u>	<u>2.Yank Sing (Stevenson St.)</u>
	<u>3.Cliff House</u>	<u>3.Foreign Cinema</u>
	<u>1.In-N-Out Burger</u>	<u>1.The Grove – Yerba Buena</u>
<i>Restaurants: Chain</i>	<u>2.Super Duper Burgers (Downtown)</u>	<u>2.Super Duper Burgers (Downtown)</u>
	<u>3.Bubba Gump Shrimp Co. Restaurant & Market</u>	<u>3.Roam Artisan Burgers (Union St.)</u>
	<u>1.Hilton San Francisco Union Square</u>	
<i>Hotels</i>	<u>2.San Francisco Marriott Marquis</u>	<i>Not Applicable</i>
Los Angeles	<u>3.InterContinental San Francisco</u>	
	<u>1.Universal Studios Hollywood</u>	<u>1.Staples Center</u>
<i>Attractions</i>	<u>2.Hollywood Walk of Fame</u>	<u>2.The Original Farmers Market</u>
	<u>3.The Original Farmer's Market</u>	<u>3.The Grove</u>

	<u>1.Gjelina</u>	<u>1.Rose Cafe</u>
<i>Restaurants: Independent</i>	<u>2.Perch</u>	<u>2.Perch</u>
	<u>3.Rose Cafe</u> <u>1.The Ivy</u>	<u>3.Bottega Louie</u> <u>1.BCD Tofu House</u>
<i>Restaurants: Chain</i>	<u>2.BCD Tofu House</u>	<u>2.IHOP</u>
	<u>3.In-N-Out Burger</u> 1. <u>The Westin</u> <u>Bonaventure Hotel &</u> <u>Suites</u>	<u>3.Urban Plates</u>
<i>Hotels</i>	<u>2.JW Marriott Los Angeles</u> <u>L.A. Live</u>	<i>Not Applicable</i>
London	<u>3.Hilton Los Angeles</u> <u>Airport</u>	
	<u>1.Tower of London</u>	<u>1.Borough Market</u>
<i>Attractions</i>	<u>2.Borough Market</u>	<u>2.St Paul's Cathedral</u>
	<u>3.British Museum</u> <u>1.Duck & Waffle</u>	<u>3.Sky Garden</u> <u>1.The Folly Bar</u>
<i>Restaurants: Independent</i>	<u>2.Novikov Restaurant &</u> <u>Bar</u>	<u>2.Madison</u>
	<u>3.The Wolseley</u> <u>1.Dishoom Covent Garden</u>	<u>3.Novikov Restaurant &</u> <u>Bar</u> <u>1.Dishoom Covent Garden</u>
<i>Restaurants: Chain</i>	<u>2.Five Guys</u>	<u>2.Big Easy</u>
	<u>3.Yauatcha</u>	<u>3.Yauatcha</u>

**1.Park Plaza Westminster
Bridge London**

Hotels

2.Hilton London Metropole

Not Applicable

**3.Grosvenor House, A JW
Marriott Hotel**

Paris

1.Musée du Louvre

1.Les Quatres Temps

Attractions

2.Eiffel Tower

2.Les Halles

3.Galleries Lafayette

3.Printemps

1.Lafayette Gourmet

1.Lafayette Gourmet

Restaurants: Independent

2.L'Avenue

2.Le Chalet 16

3.Cafe Les Deux Magots

3.Klay Saint Sauveur

1.Laduree

1.Laduree

Restaurants: Chain

2.McDonald's

2.Starbucks

3.Angelina Paris

3.Relais de l'Entrecote

1.Le Meridien Etoile

Hotels

**2.Pullman Paris
Montparnasse**

Not Applicable

**3.Paris Marriott Champs
Elysees Hotel**

Rome

	<u>1.Colosseum</u>	<u>1.Stadio Olimpico</u>
<i>Attractions</i>	<u>2.Trevi Fountain</u>	<u>2.Spanish Steps</u>
	<u>3.Spanish Steps</u>	<u>3.Villa Borghese</u>
	<u>1.Angelino "ai Fori" dal 1947</u>	<u>1.Momart Café'</u>
<i>Restaurants: Independent</i>	<u>2.Grazia & Graziella</u>	<u>2.Dolce</u>
	<u>3.Momart Café'</u>	<u>3.II Fungo - Piano Zero e Quattordicesimo Piano</u>
	<u>1.Stagioni, l'Osteria di Eataly</u>	<u>1.Stagioni, l'Osteria di Eataly</u>
<i>Restaurants: Chain</i>	<u>2.McDonald's</u>	<u>2.Caffe Tomeucci</u>
	<u>3.Hard Rock Cafe Rome</u>	<u>3.Mamma Pizza</u>
	<u>1.Rome Cavalieri, Waldorf Astoria Hotels & Resorts</u>	
<i>Hotels</i>	<u>2.NH Collection Roma Vittorio Veneto</u>	<i>Not Applicable</i>
Barcelona	<u>3.The Westin Excelsior, Rome</u>	
	<u>1.Basilica of the Sagrada Familia</u>	<u>1.La Manquista</u>
<i>Attractions</i>	<u>2.Mercat de Sant Josep de la Boqueria</u>	<u>2.L'illa Diagonal</u>
		<u>3.Casa Batllo</u>
	<u>3.Park Guell</u>	

	1.<u>El Nacional Barcelona</u>	1.<u>Cervecería Catalana</u>
	2.<u>Cervecería Catalana</u>	2.<u>El Nacional Barcelona</u>
<i>Restaurants: Independent</i>	3.<u>La Fonda del Port Olímpic</u>	3.<u>Fabrica Moritz Barcelona</u>
	1.<u>Brunch & Cake</u>	1.<u>Bacoa - Universitat</u>
<i>Restaurants: Chain</i>	2.<u>Tapas 24</u>	2.<u>Sopa</u>
	3.<u>Bilbao Berria</u>	3.<u>Nostrum</u>
	1.<u>Barcelo Sants</u>	
<i>Hotels</i>	2.<u>W Barcelona</u>	<i>Not Applicable</i>
Berlin	3.<u>Hotel Arts Barcelona</u>	
	1.<u>Alexanderplatz</u>	1.<u>Alexanderplatz</u>
<i>Attractions</i>	2.<u>Mauermuseum</u>	2.<u>Mauermuseum</u>
	3.<u>Berlin TV Tower</u>	3.<u>Berlin TV Tower</u>
	1.<u>Monsieur Vuong</u>	1.<u>Monsieur Vuong</u>
<i>Restaurants: Independent</i>	2.<u>Burgermeister</u>	2.<u>Martkhalle Neun Berlin Kreuzberg</u>
	3.<u>KaffeeMitte</u>	3.<u>SETs</u>

	<u>1.KaDeWe</u> <u>Feinschmeckerbars</u>	<u>1.KaDeWe</u> <u>Feinschmeckerbars</u>
<i>Restaurants: Chain</i>	<u>2.Hofbräu München</u> <u>Berlin</u>	<u>2.IKEA Restaurant</u>
	<u>3.Hard Rock Café</u> <u>Berlin</u>	<u>3.Spreegold</u>
	<u>1. InterContinental</u> <u>Berlin</u>	
<i>Hotels</i>	<u>2. Park Inn by Radisson</u> <u>Berlin Alexanderplatz</u>	<i>Not Applicable</i>
	<u>3. Hilton Berlin</u>	
Bangkok	<u>1. Khao San Road</u>	<u>1. Siriraj Medical</u> <u>Museum</u>
	<u>2. Temple of the</u> <u>Reclining Buddha</u> <u>(Wat Pho)</u>	<u>2. Lumpini Park</u>
<i>Attractions</i>	<u>3.Temple of the Emerald</u> <u>Buddha (Wat Phra Kaew)</u>	<u>3. Ganesha Shrine</u>
	<u>1. Thip Samai</u>	<u>1. Roast</u>
<i>Restaurants: Independent</i>	<u>2. Go Ang - Pratunam</u> <u>Chicken Rice</u> <u>Restaurant</u>	<u>2. Papaya</u>
	<u>3.T&K Seafood</u>	<u>3. Thip Samai</u>
	<u>1.Secret Recipe Cafe</u>	<u>1.After You Dessert Café –</u> <u>Intersect Rama 3</u>
<i>Restaurants: Chain</i>	<u>2.Hard Rock Café Bangkok</u>	<u>2.Secret Recipe Cafe</u>
	<u>3.Baan Khanita by the</u> <u>River</u>	<u>3.MK Restaurant</u>

1. Pathumwan Princess Hotel

Hotels

2. Shangri-La Hotel, Bangkok

Not Applicable

3. Amari Watergate Bangkok

Methodology: TripAdvisor studied anonymized, aggregated mobile data to reveal the most frequented points of interest in select major tourism destinations. Points of interest highlighted were required to have a minimum of 100 check-ins within the month of March 2017. Grocery stores, transportation facilities, convention centers 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 traveler check-ins were defined by users originating outside of this perimeter.

<https://tripadvisor.mediaroom.com/press-releases?item=125391>