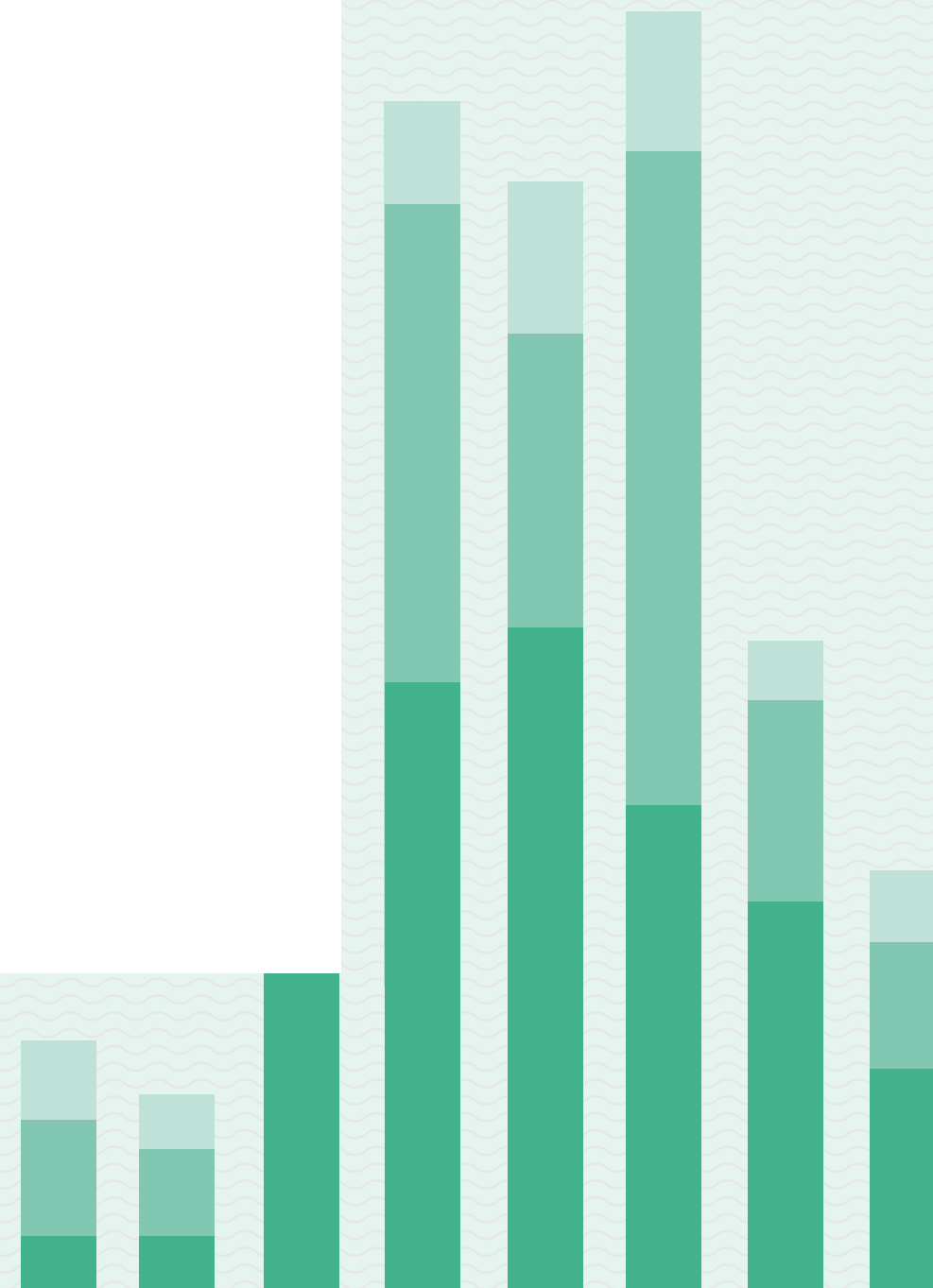




Report

# trivago Industry Insights: United Kingdom

Discover key findings about traveller  
search behaviour



# Metasearch users' behaviour in the UK

For 68% of UK travellers<sup>1</sup>, the online booking journey starts on metasearch. Not only that, two out of three guests are searching for a hotel online, and they are leaving behind a huge data footprint.

trivago presents this travel trends report compiled from all the searches to UK destinations and user behaviour data from 2016-2017<sup>2</sup>, revealing:

- types of travellers to UK destinations
- where they come from
- the most popular destinations
- how long they stay
- how much they spend
- which filters they use when searching for hotel

<sup>1</sup> Source: Phocuswright (June 2015): Search, Shop, Buy: The New Digital Funnel"

<sup>2</sup> About the data: the data is collated from all trivago searches to UK destinations between 1 August 2015 – 31 July 2017, for hotel stays during the period of 1 August 2016 – 31 July 2017.

**Over 400,000 hoteliers trust us to help them secure more bookings.**

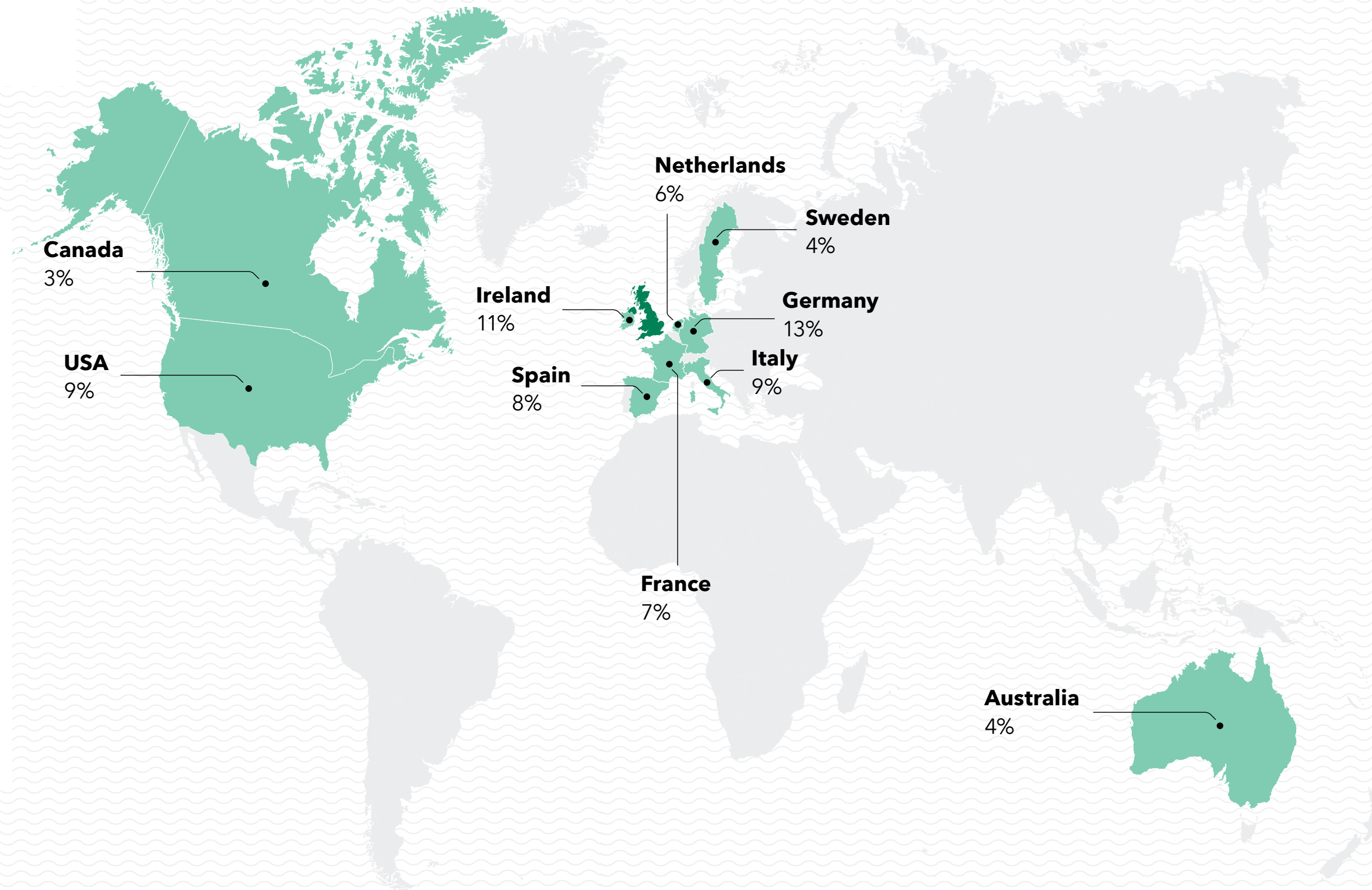
Here's why:  
trivago is comparing deals from approximately **1.8 million hotels**, on more than **400 booking sites**. We receive **million of visits** per month from travellers looking for their ideal hotel for the best price.

# Key findings & insights

# Travellers: where do they come from?

**80%**  
of traffic to UK destinations  
comes from domestic  
travellers

**74%** of all international searches for UK destinations come from just 10 countries: Germany, Ireland, Italy, Spain, the US, France, The Netherlands, Sweden, Australia and Canada.



# What kind of guests travel to the UK?

Weekend travellers account for the largest group of guests in the UK

Based on internal data, trivago identifies three types of travellers and their search behaviour.



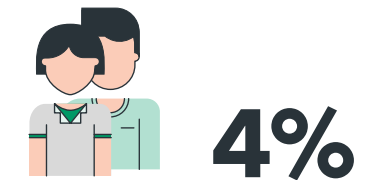
## Business/Weekday travellers

are those who look for short stays at the beginning of the week. They most frequently apply the filters for free Wifi, breakfast and gym, suggesting that they seek hotel features that offer them routine and home comforts.



## Weekend travellers

are those who search for travel dates at the weekend. They are interested in a great breakfast, pool, 24-hour check in and other services that can add value and convenience to their stay.



## Holiday travellers

are those who stay at least six days, and they plan and book their travel on weekends. They seek free Wifi, complimentary breakfast and swimming pool.



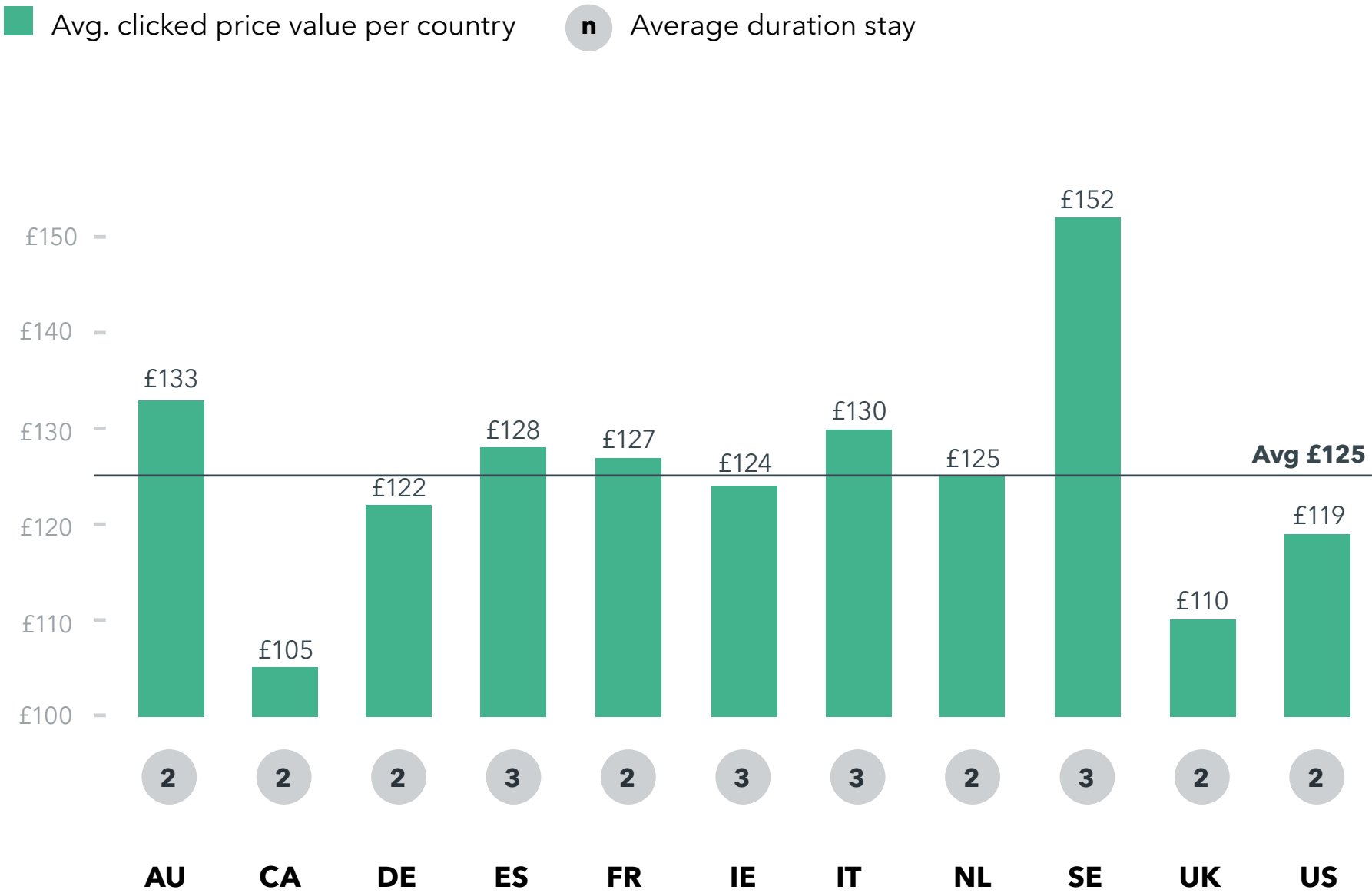
# Who are the guests from the key markets?

The majority of visitors from the key markets are weekend and business/weekday travellers.

While 6 out of 10 Brits travelling domestically search for weekend getaways, visitors from Australia, Canada and the US, stand out from the crowd in the number of longer holiday visits.



# What are travellers willing to pay and how long do they stay?



Guests from the key markets choose rooms at £125 per night on average and search for 2 to 3 night stays.

**Travellers from Sweden choose more expensive rooms on average, compared to other key markets, followed by Australia and Italy.**

UK residents spend 13% less per night than the average of the top 10 incoming markets, and visitors from Spain, Italy and Sweden stay the longest.

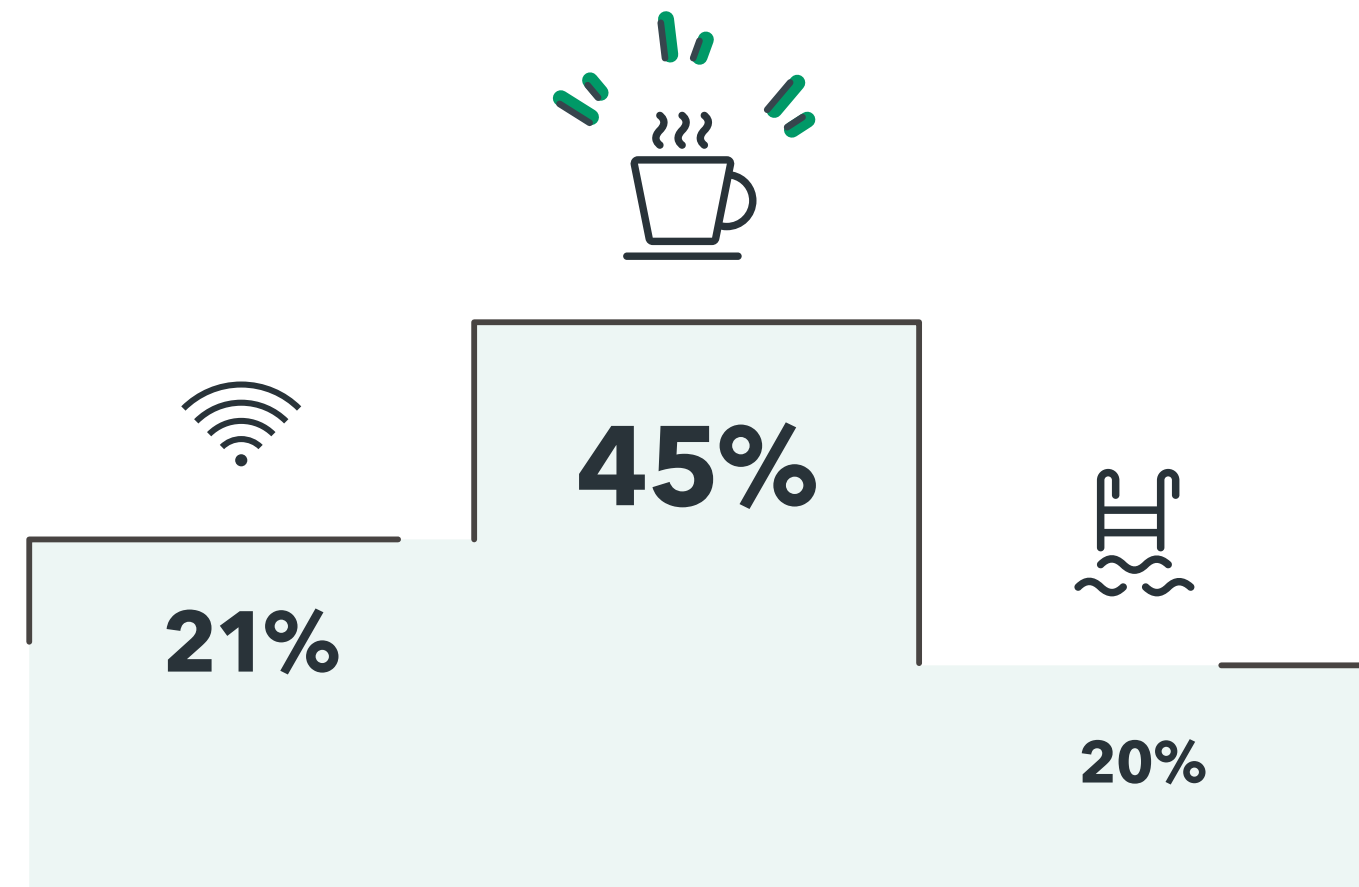
**The average clicked price per night increased by 12% over the last two years.**

# What are the top 3 filters?

Breakfast is the most popular top filter, when searching for a hotel.

For 45% travellers that use the top filters, the breakfast offer is their first concern. The Wifi and Pool feature high as the second and third most important factors.

Within the different destinations in the UK popular filters vary remarkably. Travellers to Blackpool & York tend to select the Pet filter, while travellers to London search for hotels that also offer Spa options.





# Spotlight on top filters for German travellers



Business/  
Weekday



Weekend



Holiday



63%



64%



52%



24%



22%



30%



7%



7%



10%



5%



6%



6%

Looking at the users of the top-filter feature, **Germans heading to the UK for weekend getaways put even more importance on breakfast than other markets, with 64% selecting this filter.**

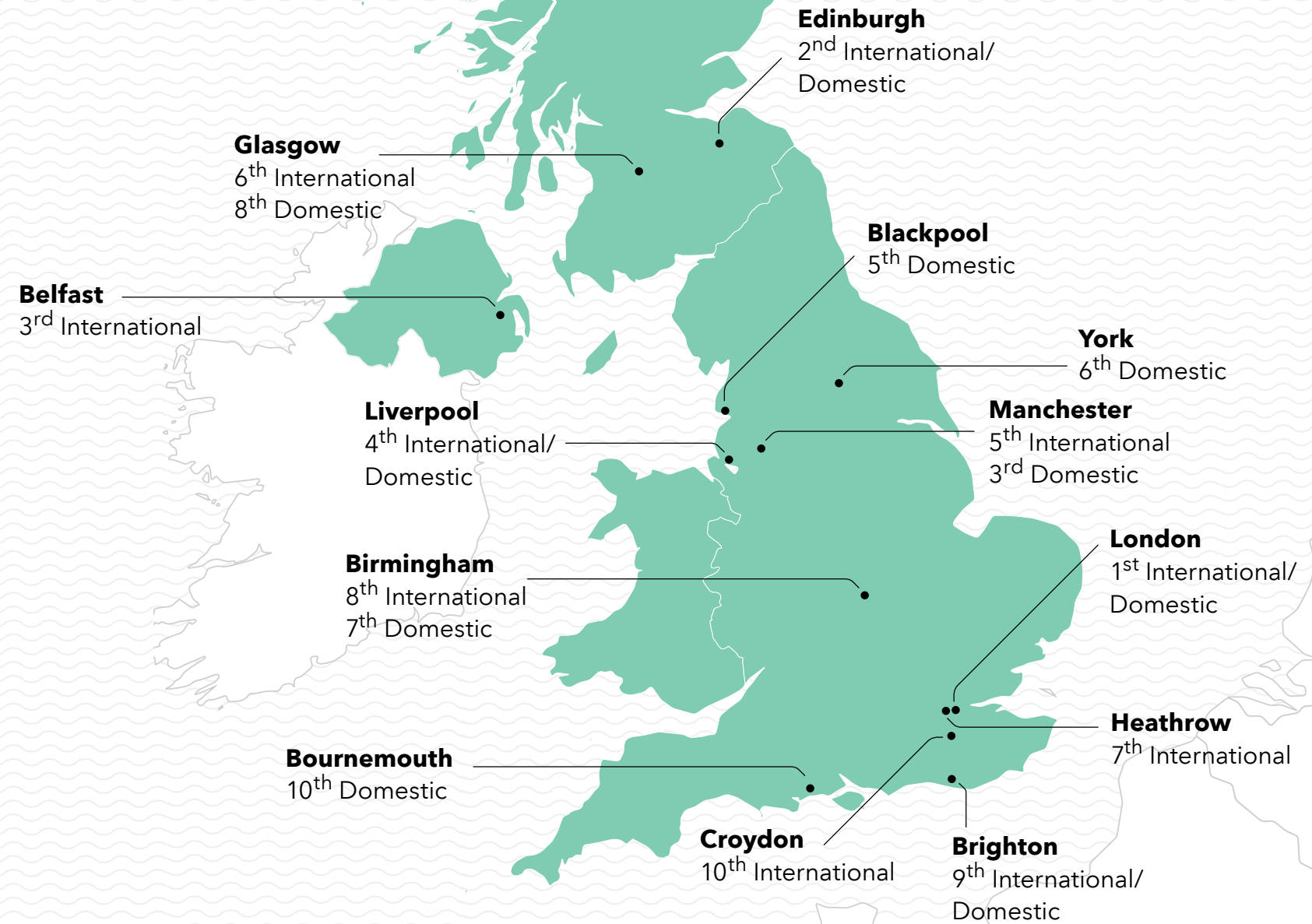
Guests taking longer holidays are likely to search for rooms with free Wifi, and one out of ten will opt for pool.

# What are the most popular destinations in the UK?

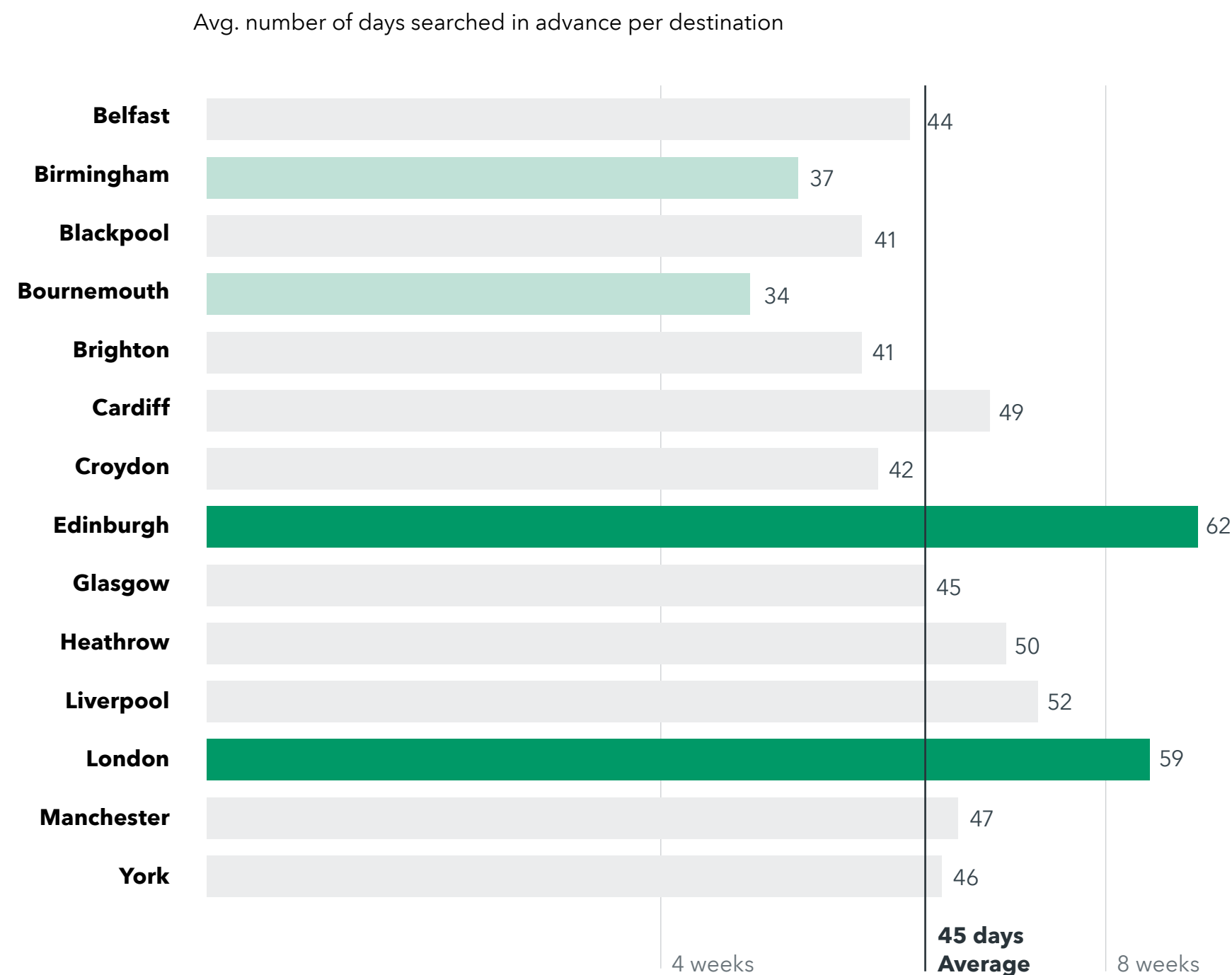
London & Edinburgh are the two top destinations for both domestic and international travellers.

Big cities dominate the list of the most searched destinations. **London ranks number 1 for international visitors, accounting for 59% of all UK searches** from the top 10 visiting countries (but only 13% of domestic searches).

Edinburgh is followed by Belfast in third position for the international travellers, while UK residents prefer Manchester.



# When do your guests search for a hotel stay?



On average, travellers to UK destinations search 45 days in advance.

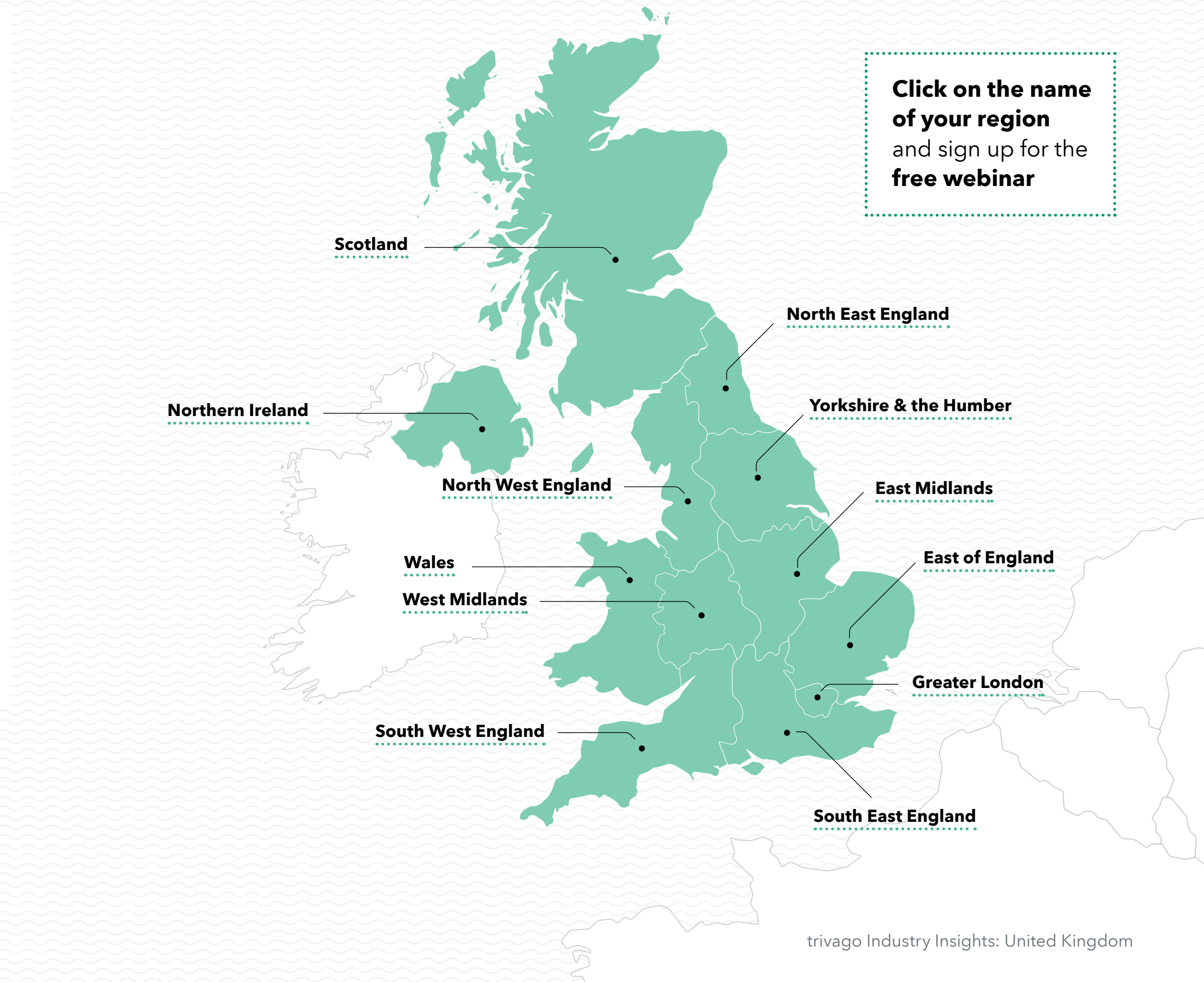
Visitors to Edinburgh and London plan their holiday 8-9 weeks before their actual trip, whereas visitors to Bournemouth and Birmingham plan only 5 weeks in advance.

# Would you like to know more?

Get more data and key insights in a webinar tailored for your region.

Register for our trivago Industry Insights Webinars to get data and figures **related to regions across the UK**. We'll extend the presentation with **seasonal data insights** and further statistics.

Participants will also learn about the easy-to-use technology that enables hoteliers to access invaluable data and to increase competitiveness online. Webinar attendees have exclusive access to **download the full regional report for free**.





# Contact us

For further information about the report and webinars please contact Lenka Trckova.



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