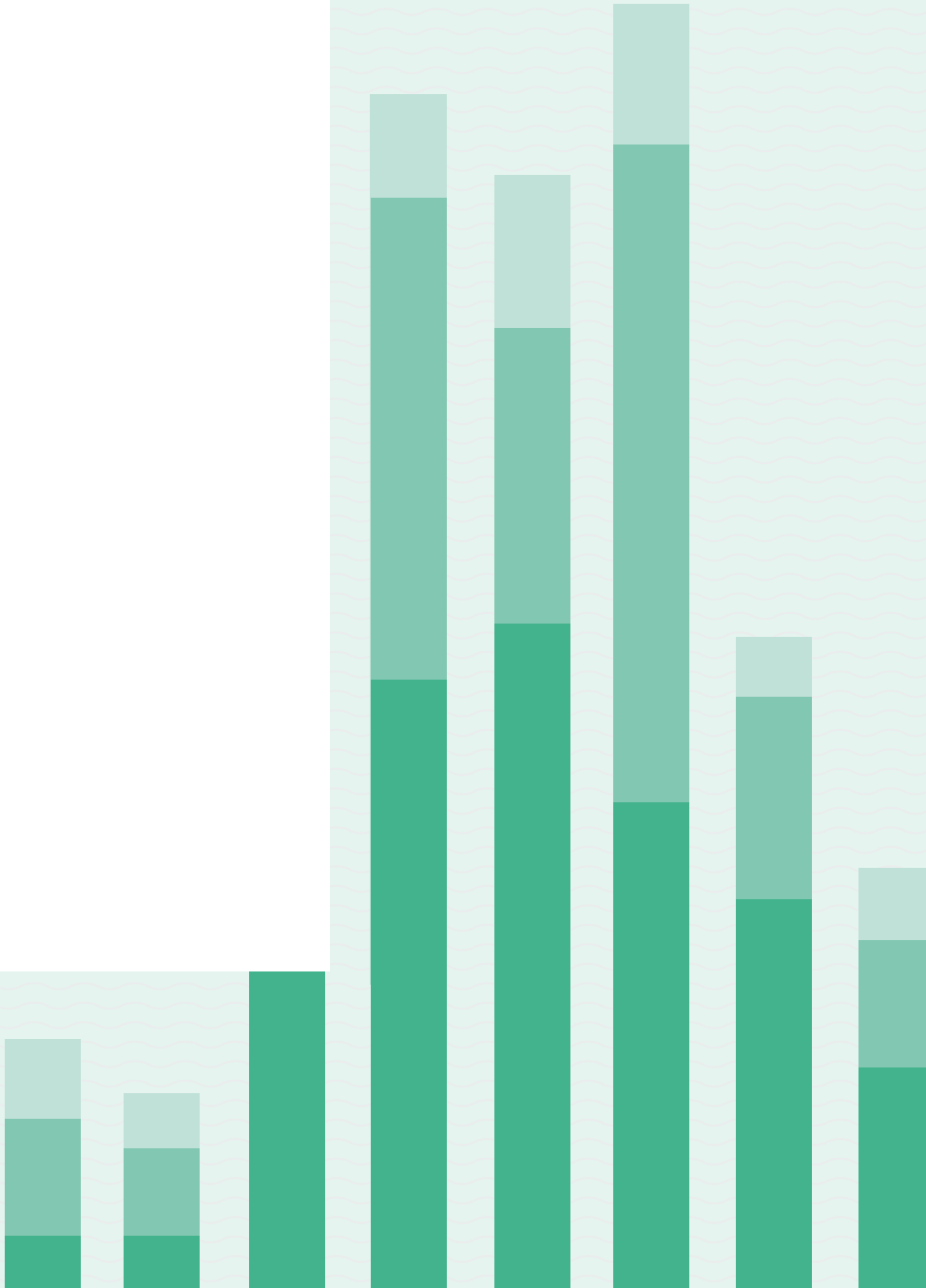




Report

trivago Industry Insights: East of England

Discover key findings about traveller
search behaviour



Metasearch users' behaviour in the UK

For 68% of UK travellers¹, 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 searches to destinations in the East of England and user behaviour data from 2016-2017², revealing:

- where do travellers to destinations in the East of England come from
- what types of travellers visit the East of England
- who are visitors from the key markets
- how long do they stay & how much do they spend
- how seasonality affects the average clicked price
- how much travellers plan to spend per season
- what are the most popular destinations
- what is the seasonal traffic share of domestic & international travellers
- when do travellers search for a hotel
- which filters do they use

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

² About the data: the data is collated from all trivago searches to destinations in the East of England between 1 December 2015 - 30 November 2017, for hotel stays during the period of 1 December 2016 - 30 November 2017. All prices shown are the weighted average clicked prices selected by trivago users for a standard double room.

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

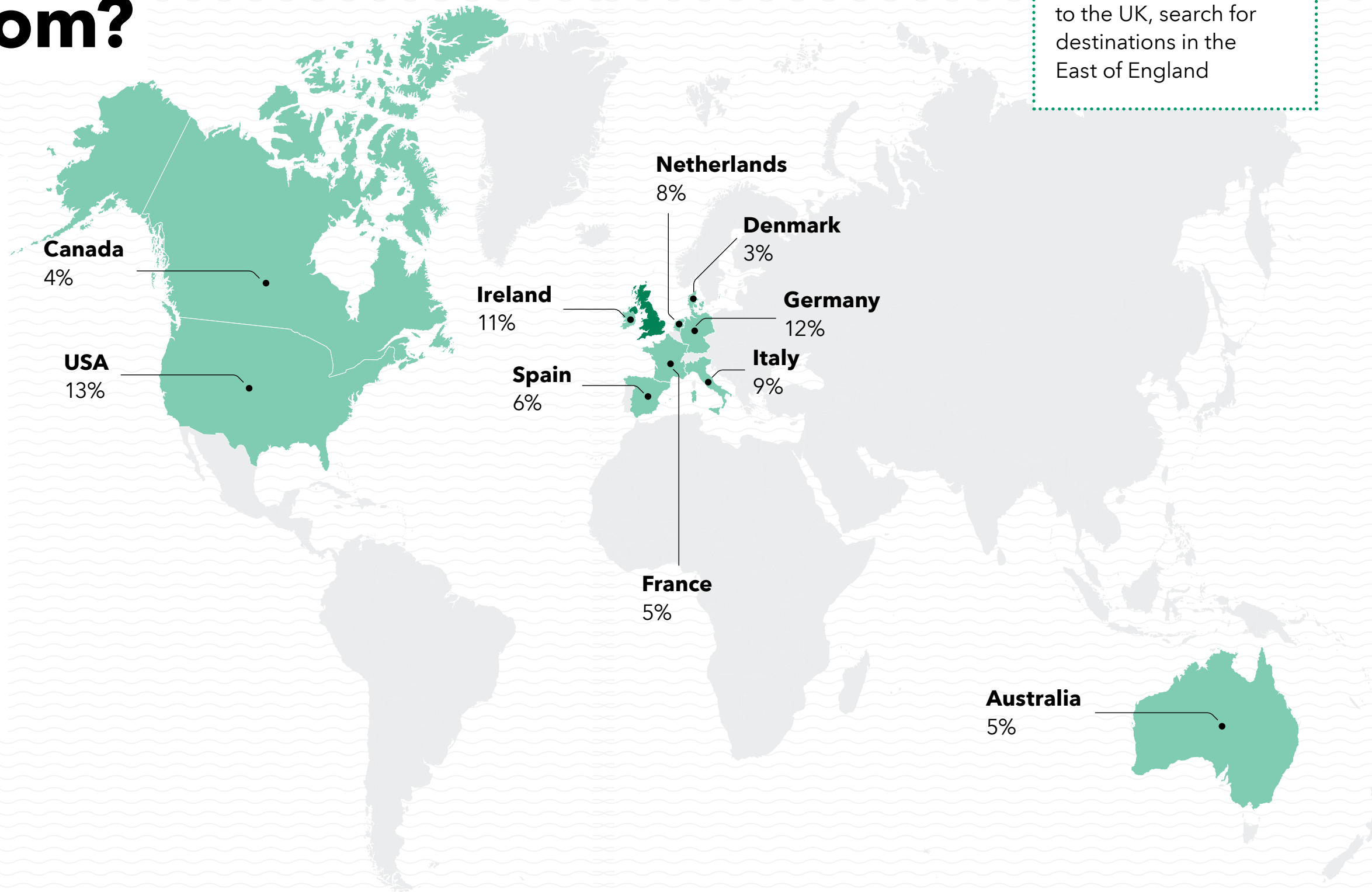
Here's why:
trivago is comparing deals from approximately **1.8 million hotels**, on more than **400 booking sites**. We receive **million of visits** per month from travellers looking for their ideal hotel for the best price.

Key findings & insights

Travellers: where do they come from?

90% of traffic to destinations in the East of England comes from domestic travellers

Based on search volume, **76%** of all international searches for destinations in the East of England come from just ten countries: The US, Germany, Ireland, Italy, the Netherlands, Spain, France, Australia, Canada and Denmark.



3% of all international travellers coming to the UK, search for destinations in the East of England

What kind of guests travel to the East of England?

Weekend travellers account for the largest group of guests

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



Business/weekday travellers

are those who look for stays of less than six days with the majority of stays on weekdays. 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

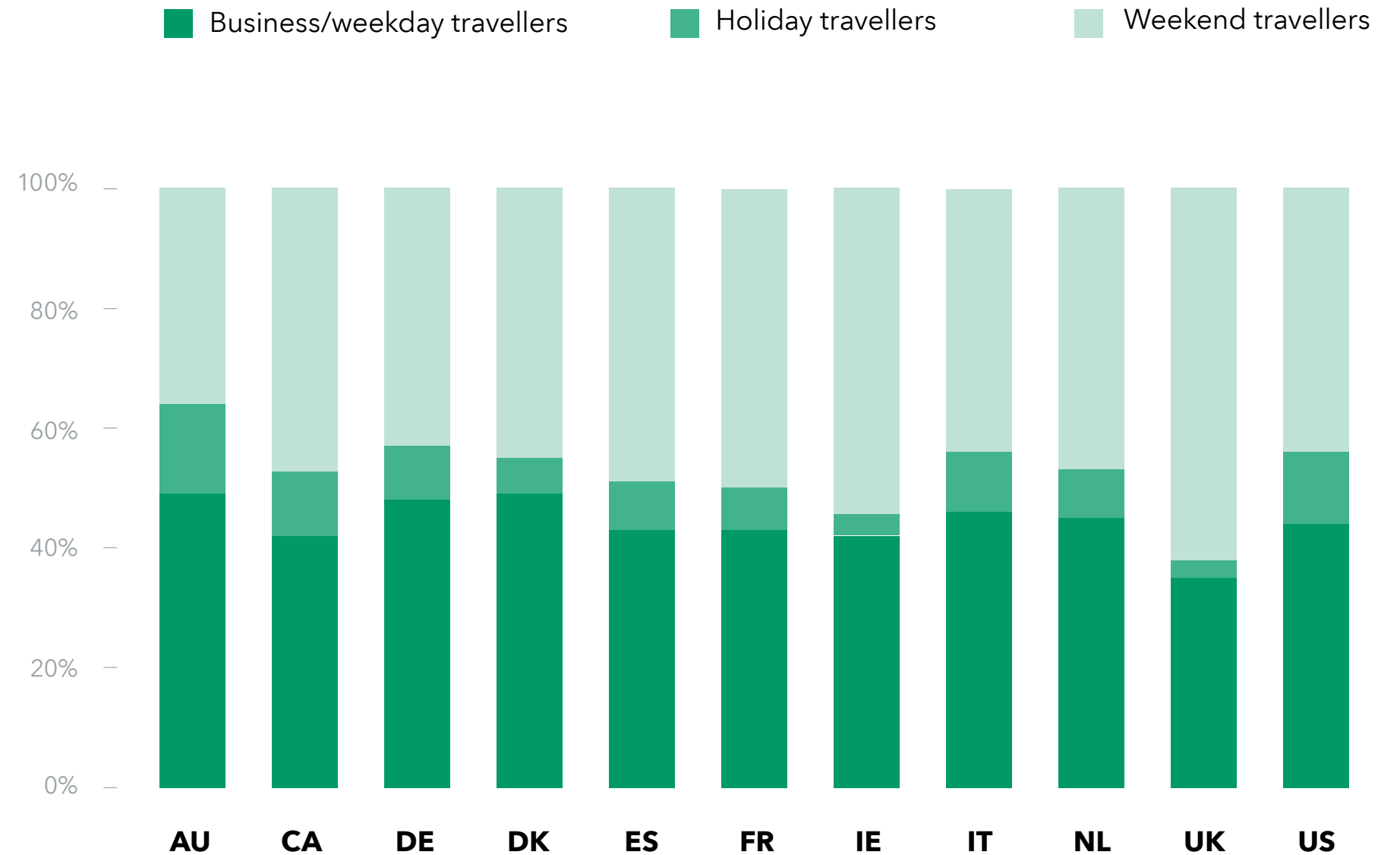
are those who stay at least six days, and they plan and book their travel on weekends. They seek free Wifi, complimentary breakfast and swimming pool.

Who are the guests from the key markets?

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

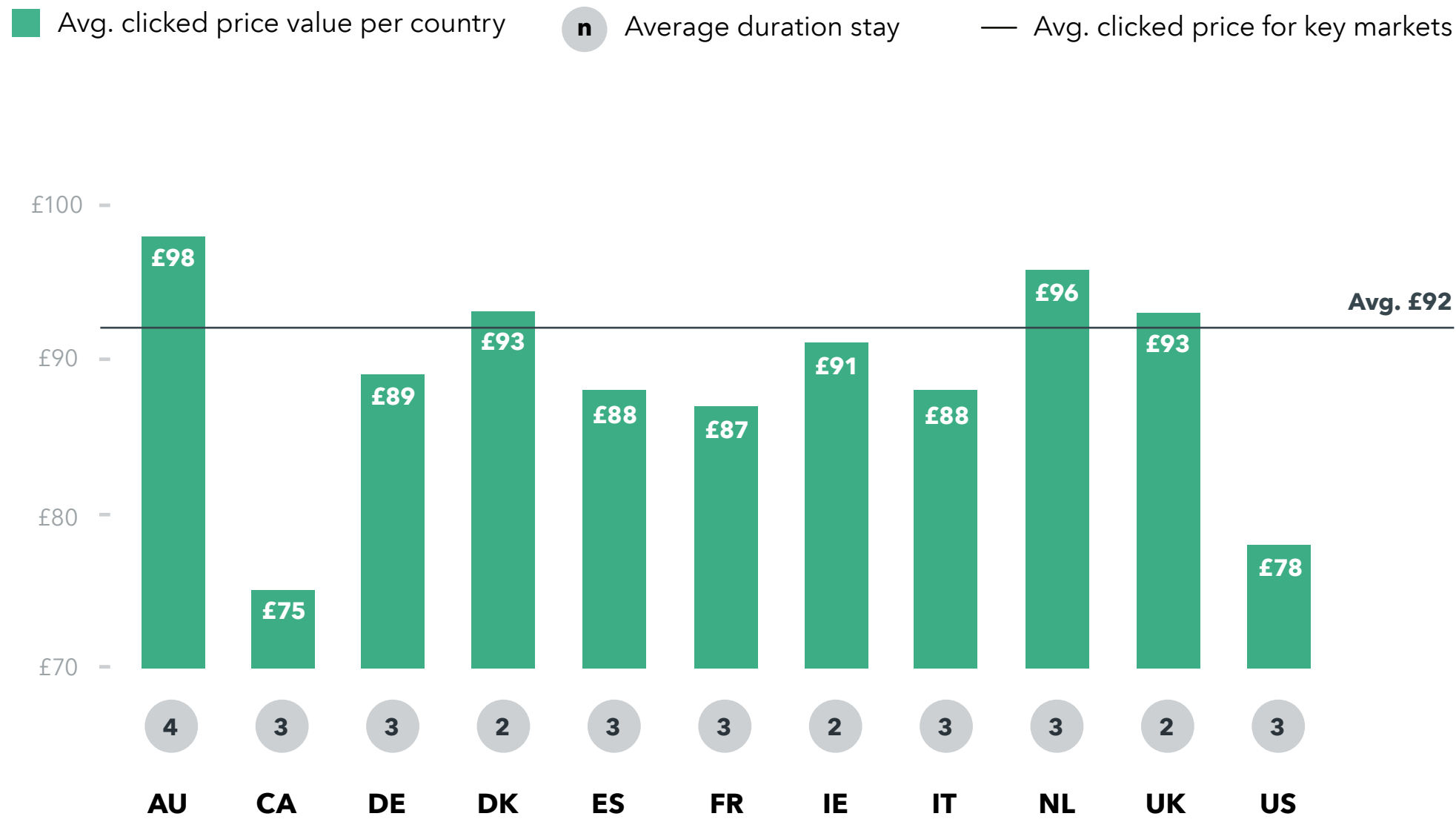
Data shows that six out of ten domestic travellers search for weekend stays and almost half of travellers from Australia and Denmark search for visits during the week.

Visitors taking long-haul flights from Australia, the US, and Canada, stand out from other markets with a higher number of searches for stays of at least six nights. Similar to UK residents, travellers from Ireland have the lowest number of searches for holiday stays and prefer weekend visits.



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

The average clicked price per night decreased by 4% over the previous 12 months.



Guests from the key markets choose rooms at £92 per night on average and search for stays of 2 to 4 nights.

Travellers from Australia can be considered as the biggest spenders, choosing prices 7% higher, on average, than visitors from other key markets.

The average duration of stay reveals that travellers from Australia search for stays of four nights on average, whereas visitors from Ireland and the UK search for the shortest stays of two nights, on average.

How do seasons affect the average clicked prices?

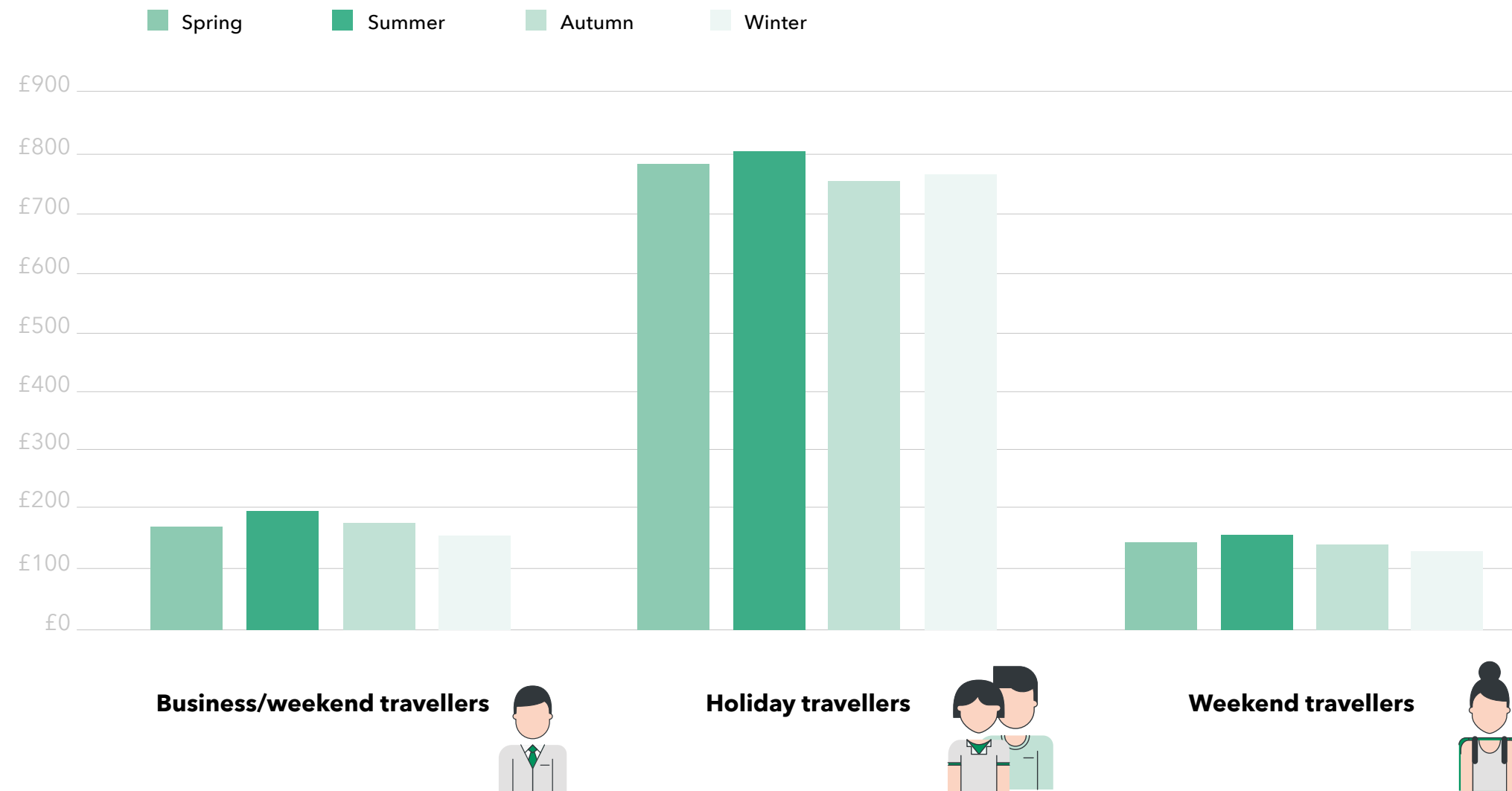
The average clicked price in summer is 13% higher than in winter³.

The average searched price reaches its peak for all key markets in summer, whereas during winter the prices drop below the yearly average.



³ The data is collated for hotel stays during the period of 1 December 2016 - 30 November 2017. The total average clicked price is calculated from all key markets and the seasons are defined as spring (March, April, May); summer (June, July, August); autumn (September, October, November); and winter (December, January, February).

How much are visitors to the East of England planning to spend per season?



Holiday travellers pay up to £813, on average, in total for their summer stay.

Average total basket value reveals how much travellers plan to spend for their whole hotel stay in the East of England. Holiday travellers, who stay more than six nights, capture the highest average total basket value per stay.

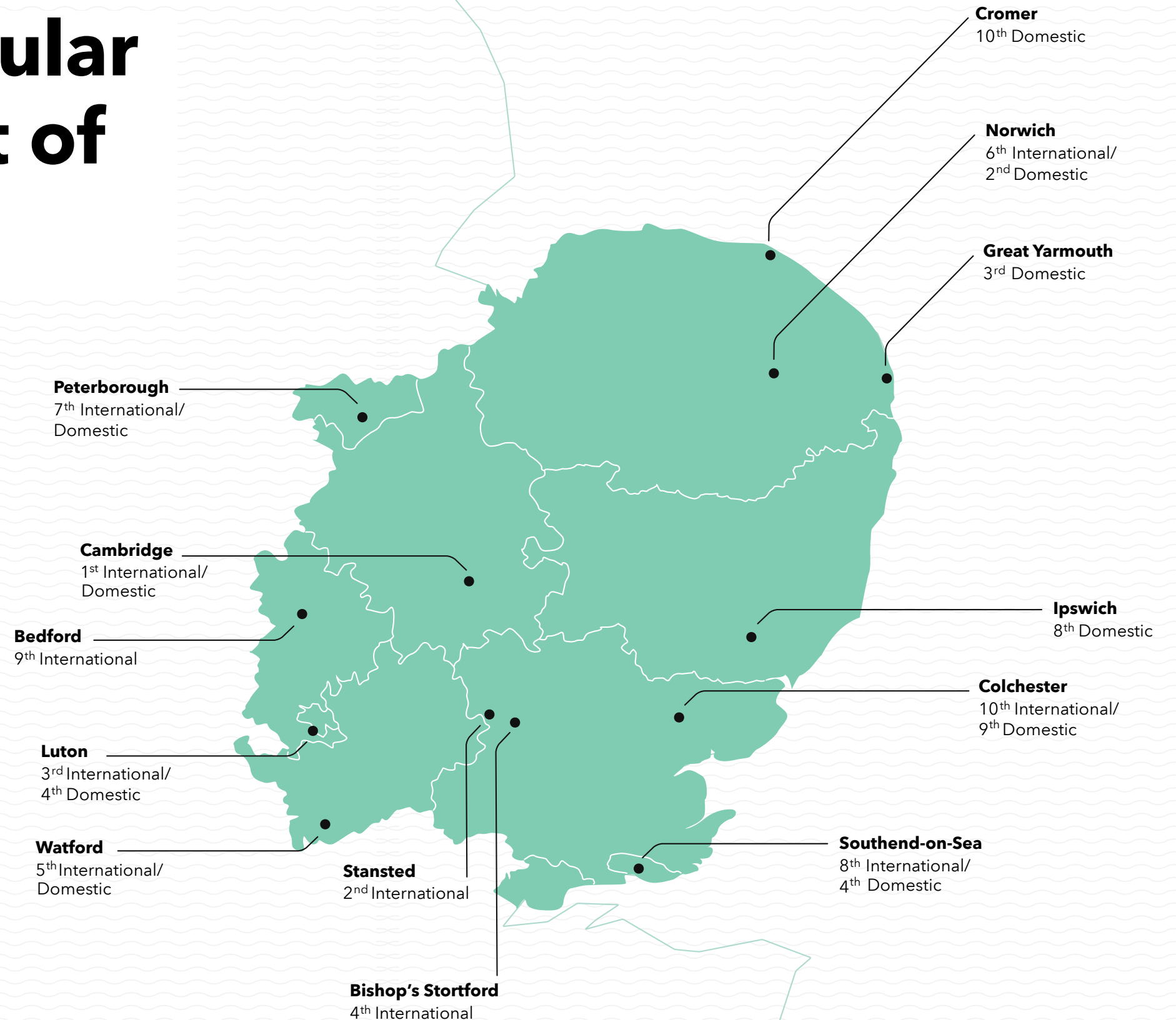
All three types of travellers pay the highest room-rates in summer, when the total basket value reaches its peak.

What are the most popular destinations in the East of England?

Cambridge ranks as the number one destination for both domestic & international travellers.

Cambridge accounts for 23% of all inbound searches to the East of England, but just 11% of searches from domestic travellers.

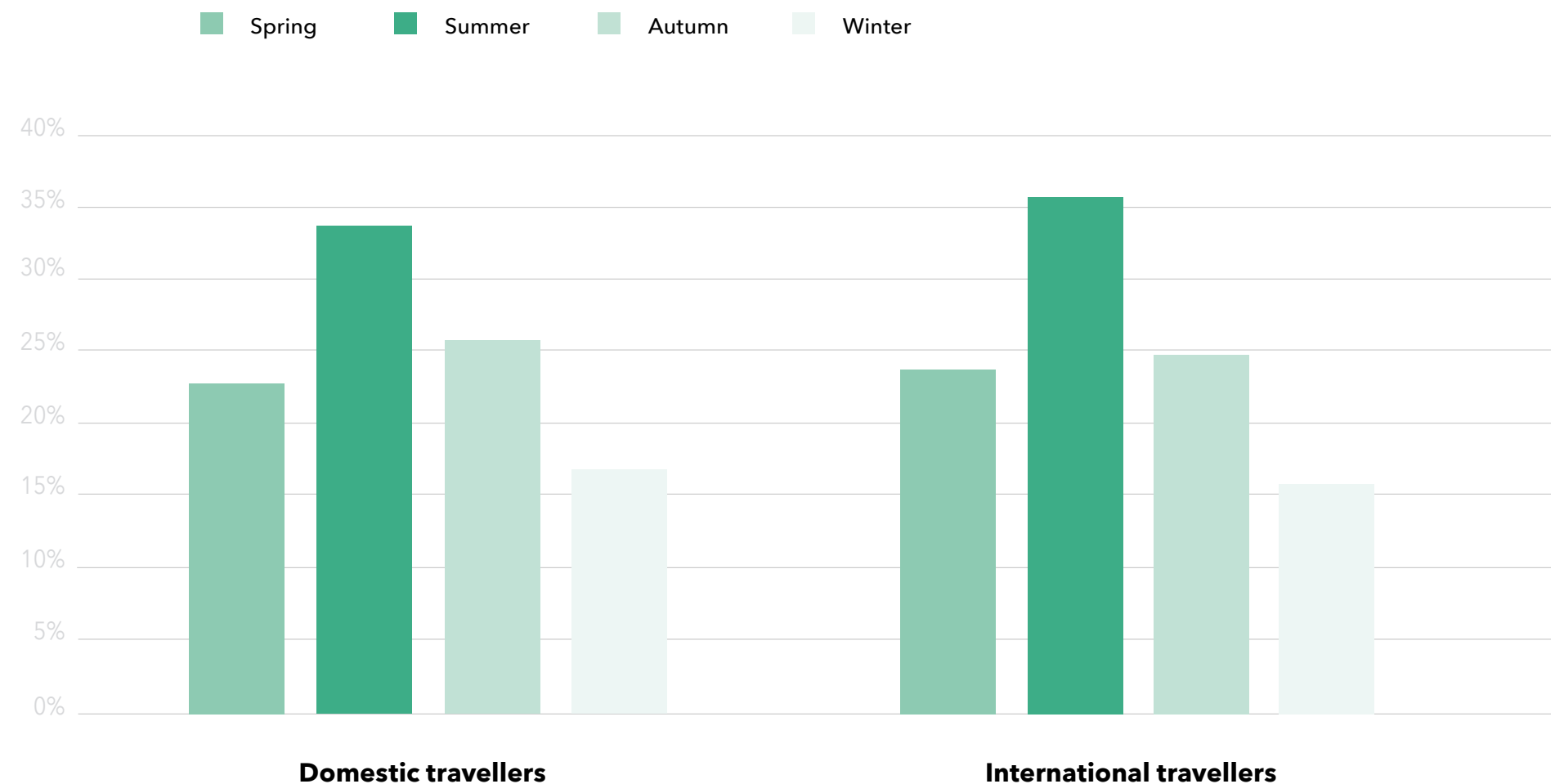
The second and third most searched destinations for international travellers heading to the East of England are Stansted and Luton, both with a proximity to the airport. For UK residents, Norwich follows in second place, and coastal town Great Yarmouth takes third position.



What is the seasonal traffic share of domestic & international travellers?

Visitors to the East of England plan their trips preferably in summer.

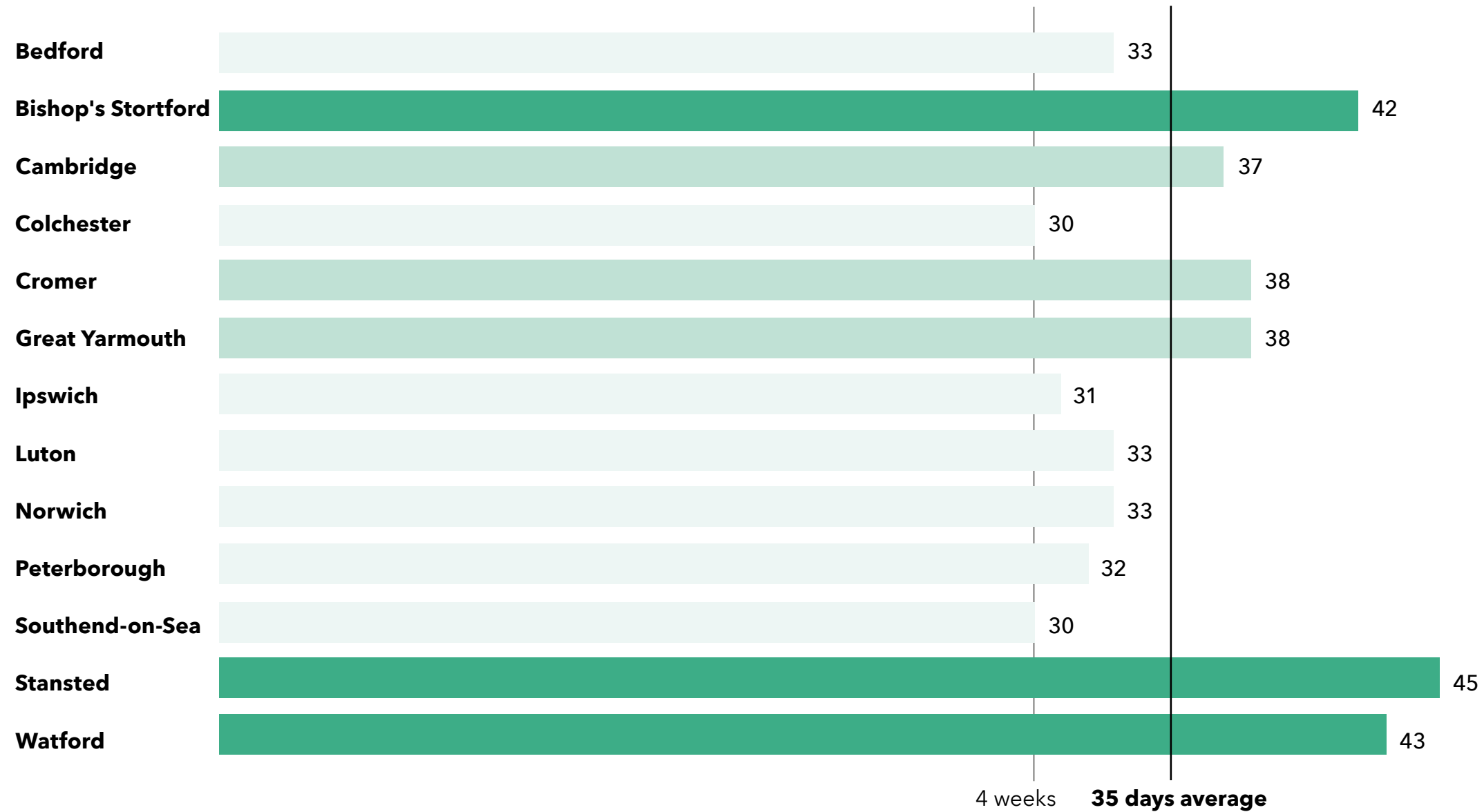
Summer is the most popular season for international and domestic travellers to visit the East of England, accounting for more than a third of all searches per year, for both groups of visitors. Autumn captures approximately one quarter of searches, followed by spring and winter.



Graph compares share of traffic per season, per traveller group. It does not represent a comparison of the overall share of traffic between domestic and international travellers (see page 4 for this information).

When do travellers search for a hotel stay?

Avg. number of days searched in advance per destination



On average, travellers to destinations in the East of England search 35 days in advance.

Visitors to Stansted plan their trip more than six weeks before their actual trip, whereas visitors to Colchester and Southend-on-Sea plan only four weeks in advance.

When do different types of travellers plan their trip?

Holiday travellers search for a summer trip 72 days beforehand, on average.

While weekend and business/weekday travellers search for a hotel on average four to five weeks in advance, visitors heading to the East of England for at least six nights, plan their stays on average eight weeks before their actual trip. Regardless of the type of stay, travellers planning stays in summer, search for hotels farthest in advance.

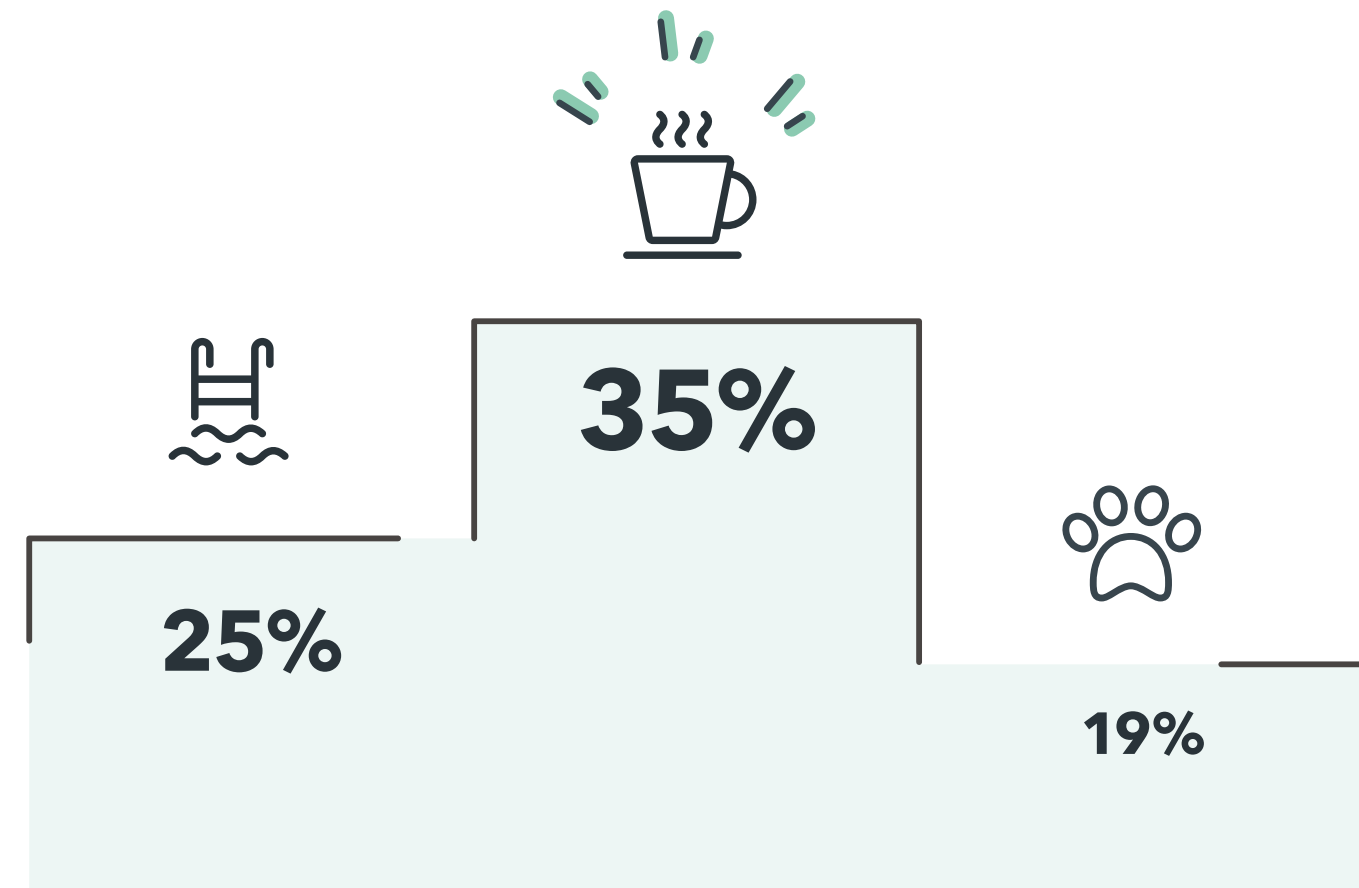


What are the top 3 filters?

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

For 35% of all travellers that use the top filters, the breakfast offer is their first concern, which is 11% less than the National average⁴. The Pool and Pet are the second and third most used filters.

Within other top used filters, Wifi ranks high for all destinations and Beach filter is popular among travellers searching for locations which boast proximity to the sea, such as Southend-on-Sea, Great Yarmouth or Hunstanton.



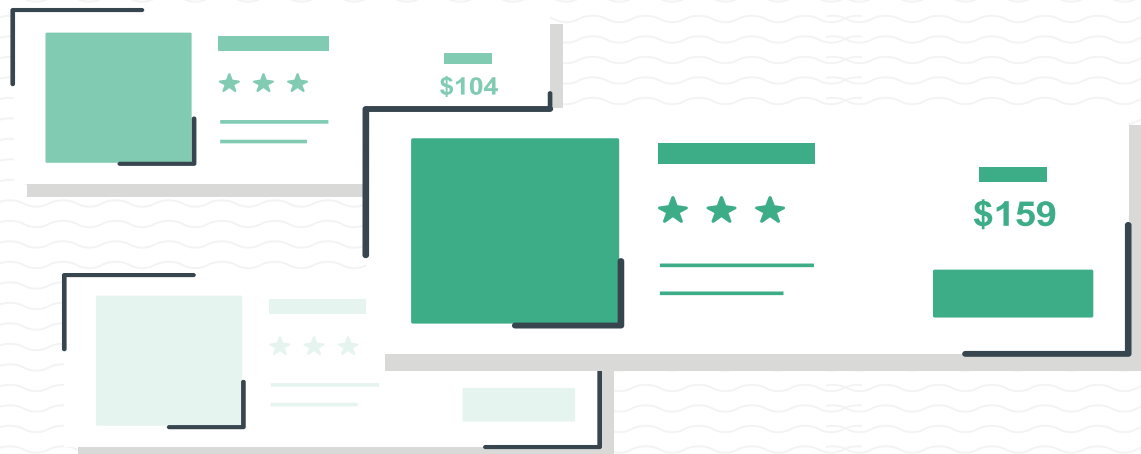
⁴ trivago Industry Insights Report: United Kingdom

Harness the data and take action



Target guests based on where they come from and what type of traveller they are

Set attractive & competitive prices to appeal to travellers' spending preferences



Customise your content according to what travellers want

Get a competitive edge on trivago

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



Lenka Trckova

Industry Manager at trivago

lenka.trckova@trivago.com

+49 (0) 211 387 684 2054



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