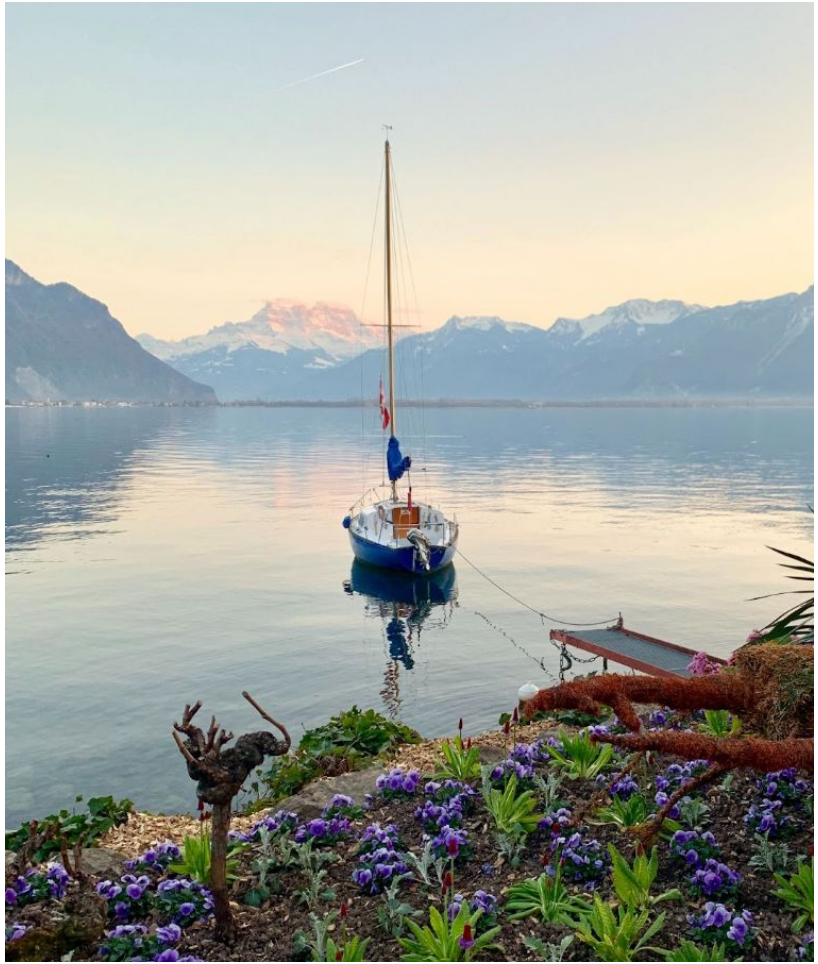
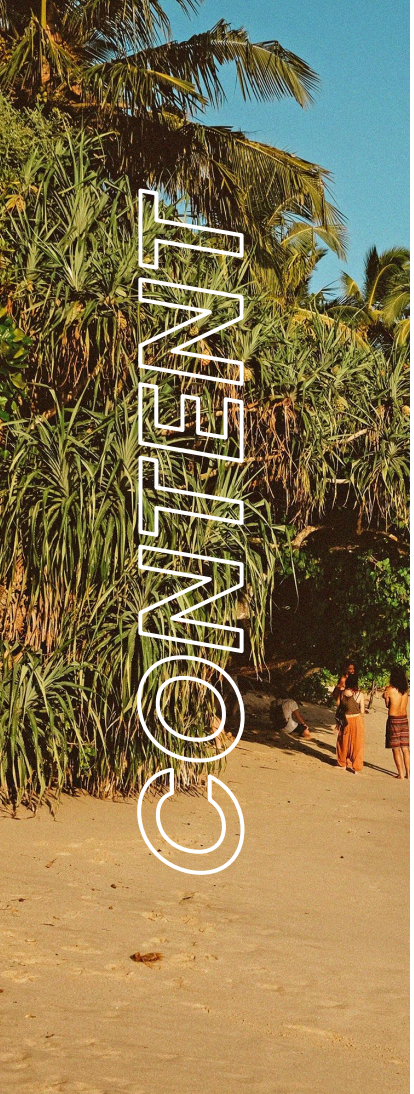


Travel Market Insight Report

Focus on Switzerland

Tripadvisor

December 2022



CONTENT

Global Executive Summary

Year-to-date, hotel clickers are up 34% from prior year in the same period. Travel intent reached 85% of pre-pandemic levels (vs. November YTD 2019).

Global attraction pageviews are up 25% during the month of November 2022 vs. 2021, largely fueled by return of demand out of APAC.

Restaurant demand rose among travellers in nearly all regions, year-over-year. LATAM travellers' appetites increased the most, up 23% since last November.

International travel continues to recapture share, now accounting for 43% of travel intent, just two points shy of pre-pandemic.

Travellers from North America showed the greatest shift towards international travel as destinations abroad captured 6 additional points share since last month. With 41% of travel intent now international, North America has matched pre-pandemic share.

Travellers are enthused by the lifting of APAC restrictions. MoM, demand for APAC locals rose 8%. In contrast, demand for APAC dropped by 3% in Nov. from Oct. in both 2021 and 2019.

International share of travel intent is nearing pre-pandemic for each upcoming month of travel over the next year (within 2 to 4 points of 2019 share).

MoM, average booking value again rose in November for all markets, with North Americans leading the way. In line with ABV growth trend, North American travellers also shifted toward higher end properties MoM.

The most popular filter used in hotel searches is price.

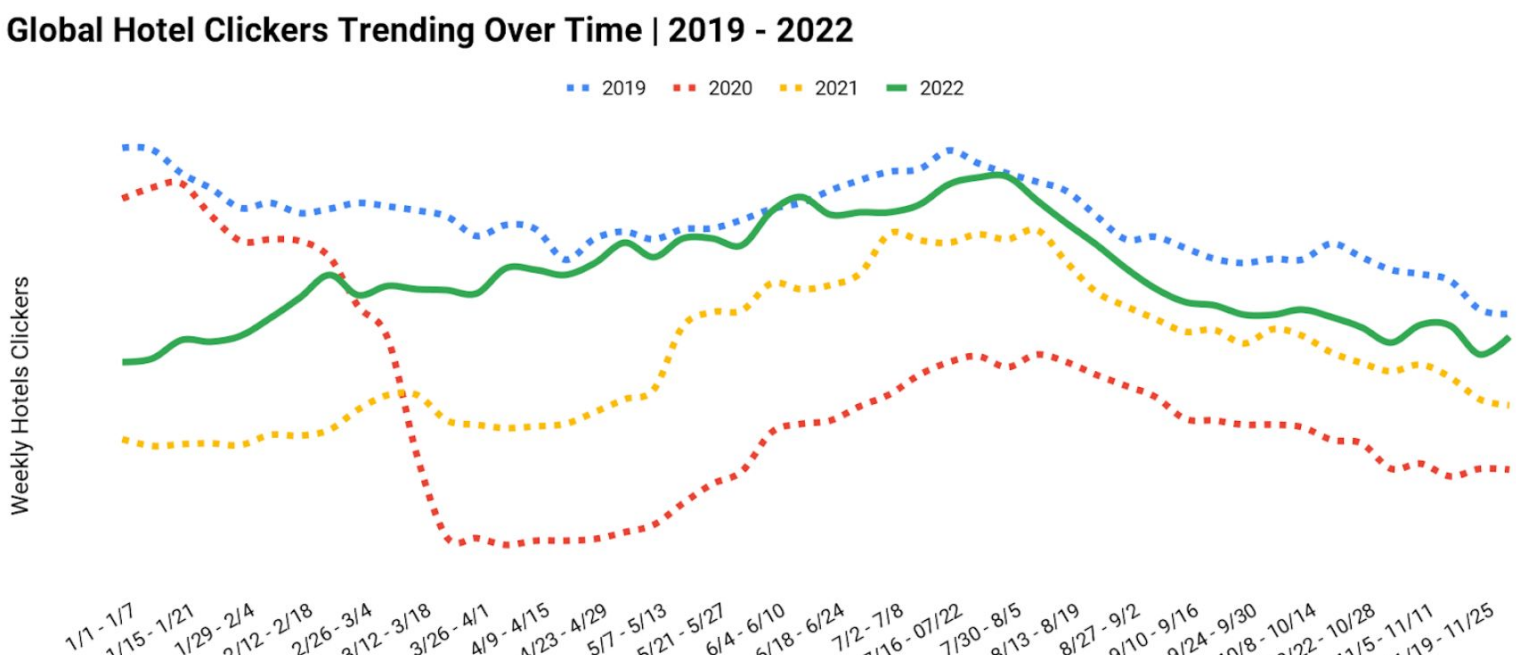
'Outdoors, Nature & Parks' remains the most popular attraction category, with 24% share in November, but again decreased in share the most (-2.5 points) since last year.

Europe lost four spots in the top 15 global attractions list since October as points of interest in Asia and the Middle East rose in rank.

Global Travel Intent Analysis

Year-to-date, Travel intent is 34% above 2021 demand

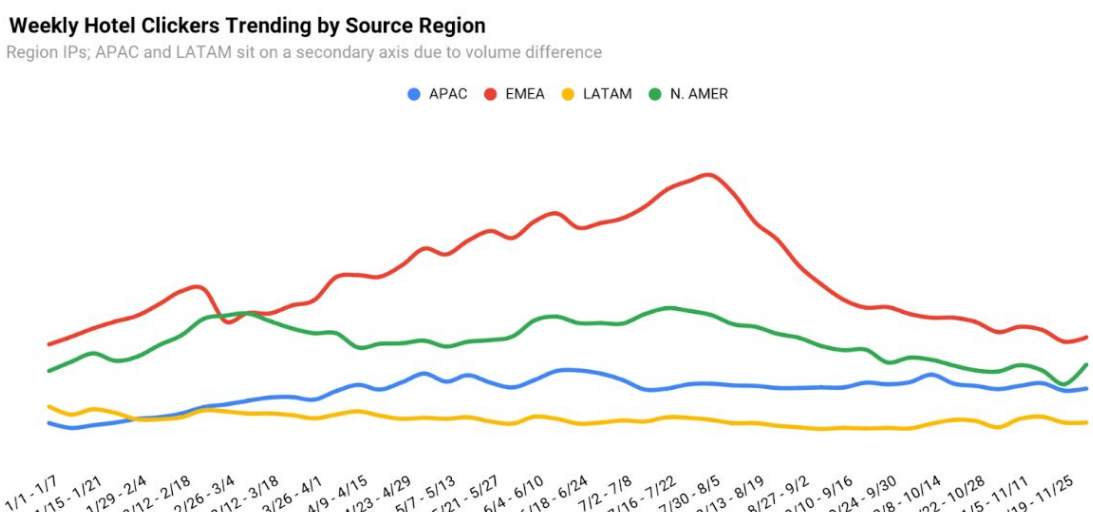
Year-to-date, travel intent (based on site visitors clicking on hotel listings) has reached **85% of 2019 level**. The month of November is up 23% compared to the same month last year

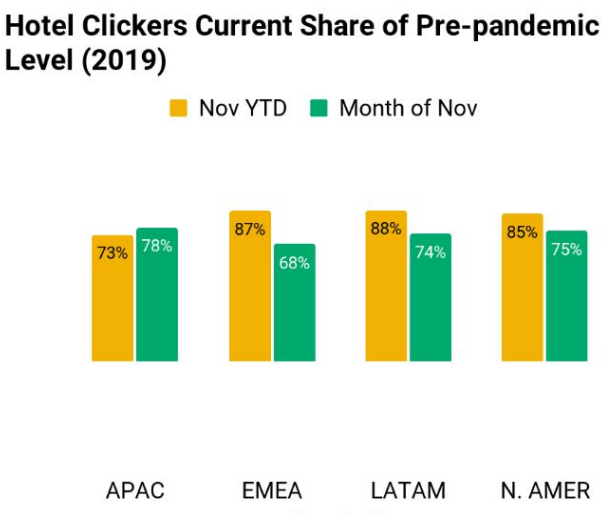


Source: Internal data; based on Hotel Clickers, 1/1/19 - 11/30/22

Allocation of travel intent in EMEA is near on par as pre-pandemic

All regions are steadily recovering from pandemic with positive trends. For the month of November, EMEA registered 68% of the traffic compared to November 2019 and 87% of the traffic compared to the levels of the first eleven months of 2019



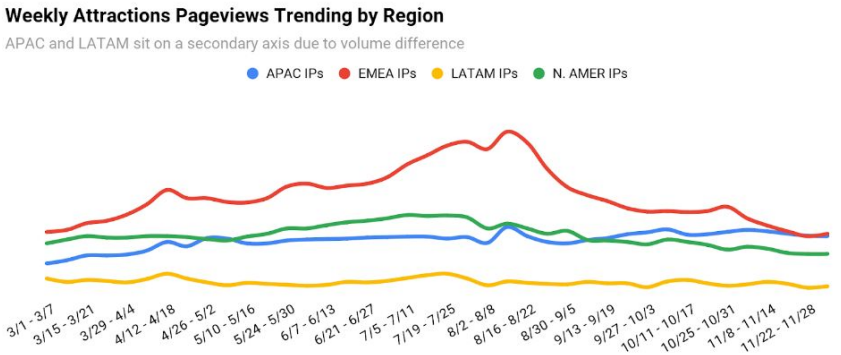


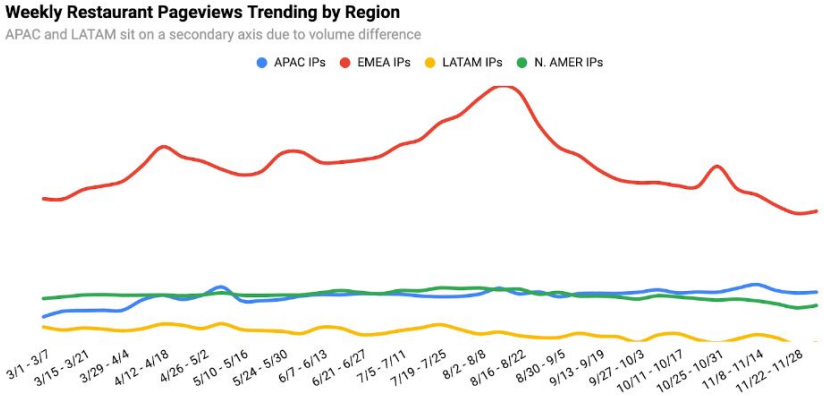
Source: Internal data; based on Hotels Clickers IP, 1/1/19-11/30/19; 1/1/22-11/30/22

EMEA travellers fuel rise in restaurant demand, APAC travellers in experiences demand

Restaurant demand was higher among all regions but APAC in November 2022 compared to the same month in 2021. While diners in EMEA were the largest source of restaurant demand (66% share of global pageviews), diners in LATAM demonstrated the sharpest yearly rise, as restaurant pageviews spiked 23% since last November.

EMEA attractions also saw a positive trend in 2022, with a spike during the summer months.





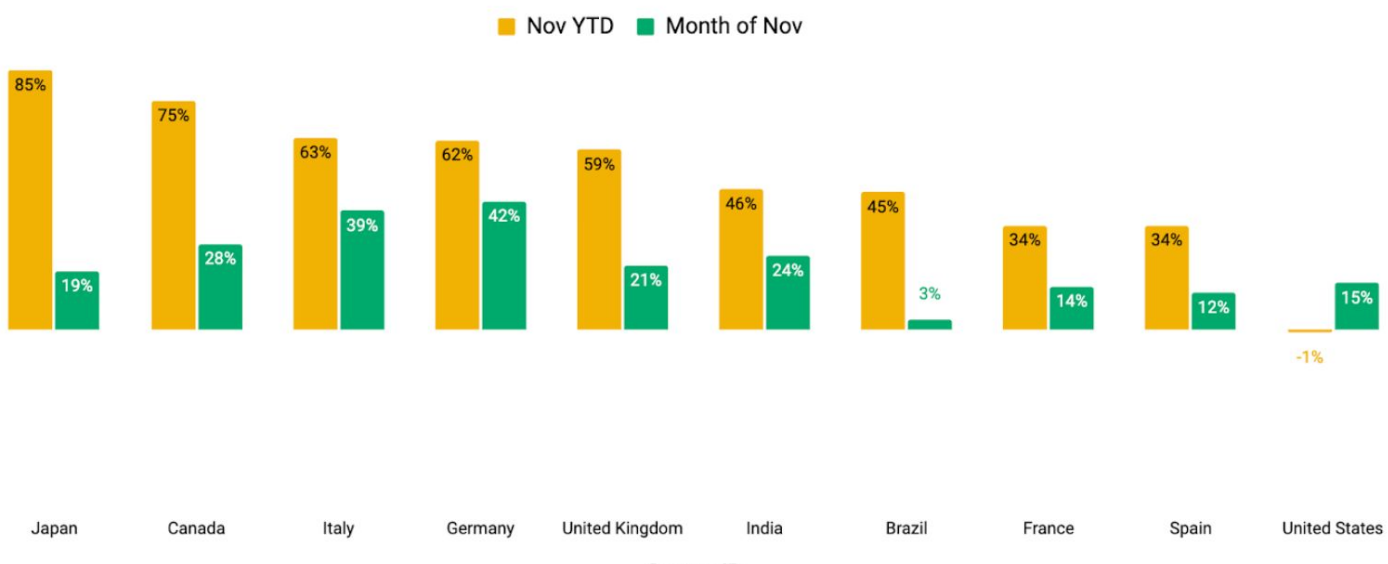
Source: Internal data; based on page views, 3/1/22 - 11/30/22

Positive yearly growth in all top 10 traveller markets in November

November year-to-date, Germany, India and Italy have also surpassed pre-pandemic volumes when compared to the same period in 2019. All European top consumer market are experiencing very positive growth

Hotel Clickers Year-over-Year Growth Rates, Month of and YTD, 2022 vs. 2021

Country IPs



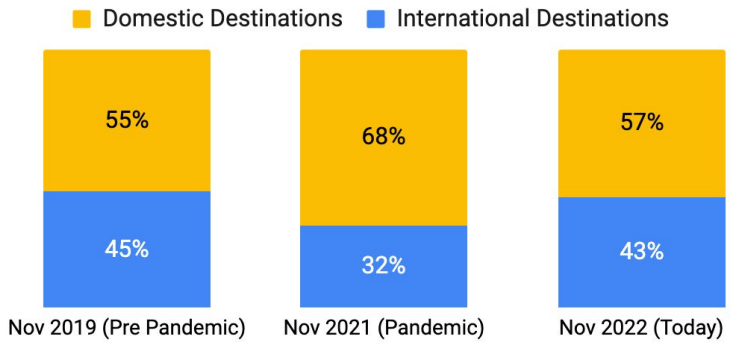
Source: Internal data; based on Hotel Clickers, 1/1 - 11/30, 2021, 2022

Domestic vs. international travel intent

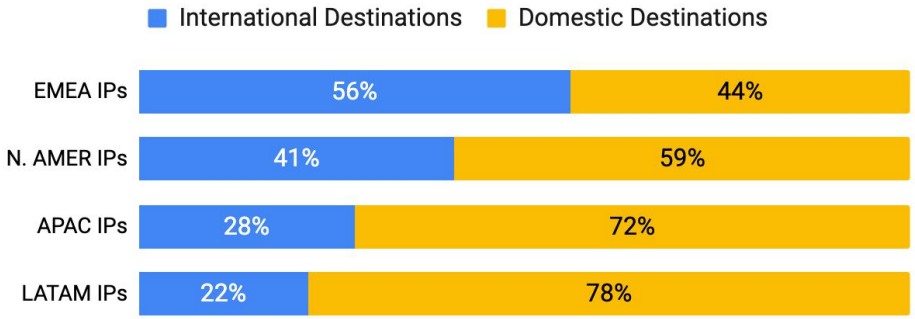
Plans for travel abroad continue to rise monthly. International intent gained 3 points share in November from the prior month. International intent was just 2% shy of pre-pandemic.

Nearly all regions share-shifted towards international month-over-month; international destinations for EMEA travellers are positively recovering 2019 share and accounted for more than half of the travel intent in the region (56%), the highest in the world.

Share Distribution of Travel Intent Over Time | GLOBAL



Share Distribution of Travel Intent

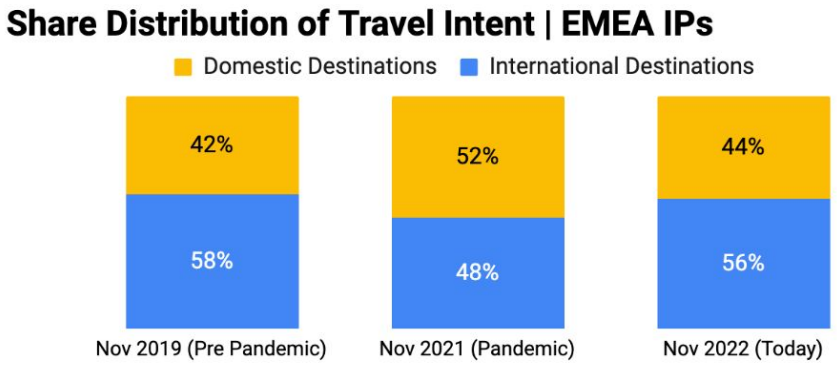


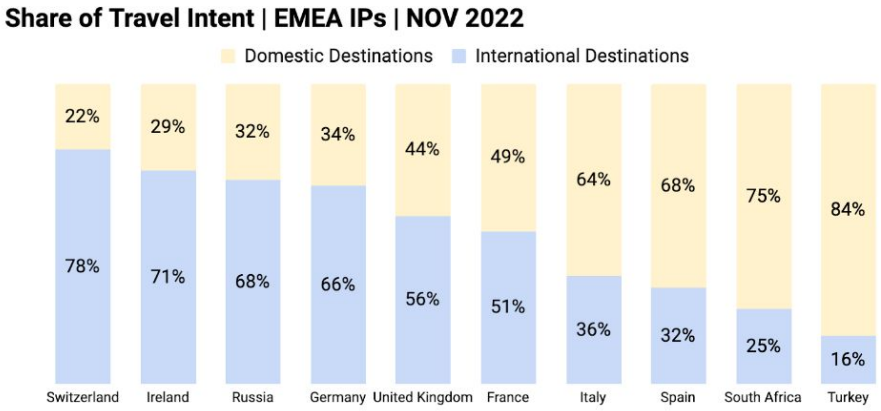
Source: Tripadvisor internal data; Hotel Clickers, Nov. 2019, 2021, 2022

EMEA IPs: domestic vs. international travel intent

International intent continues to gain share among EMEA travellers, with international intent positively recovering 2019 share. International destinations are only 2% shy of pre-pandemic levels, and are 8% higher than the same month in 2021, following a similar trend to global travel intent. They also gained 2 points share since last month.

Italian and South African travellers demonstrated the largest monthly jump in plans to travel abroad, with +4 points share since October. Swiss travellers are the ones looking more to international destinations (78%) with domestic locations lagging behind (22%).





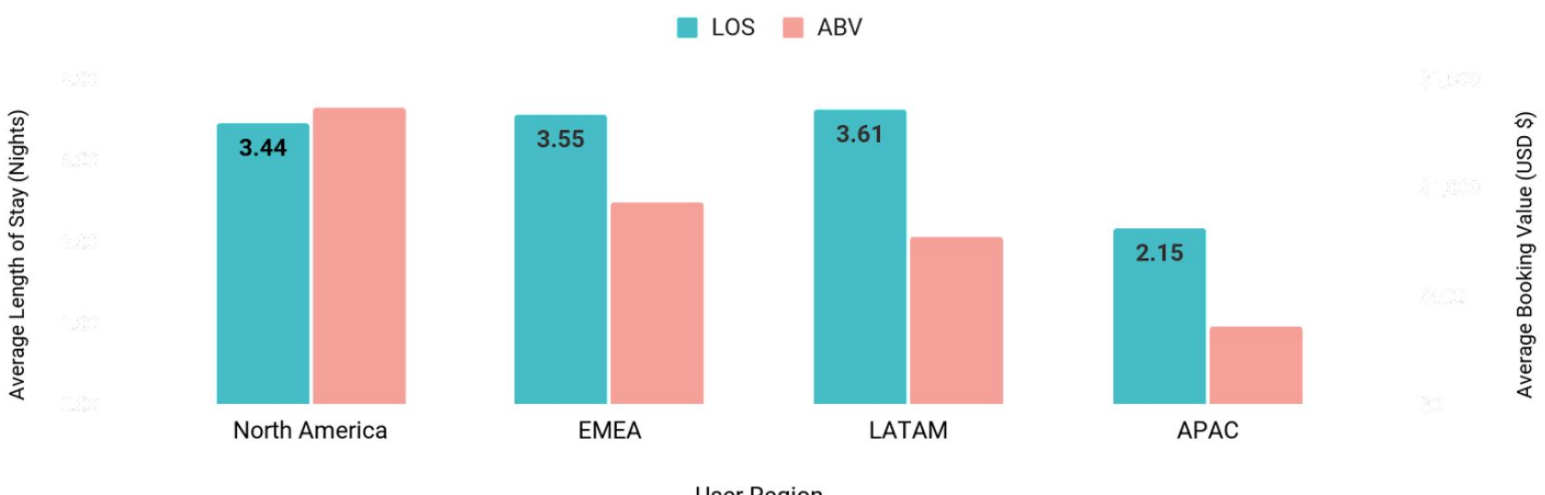
Source: Tripadvisor internal data; Hotel Clickers, Nov. 2019, 2021, 2022

Travellers are spending more and ABV is growing monthly

International travellers consistently stay longer and spend more than domestic travellers from all source markets. EMEA travellers demonstrated the strongest **increase in monthly spent with a 27% rise in ABV**. The average Length Of Stay remained flat

Avg. Length of Stay and Avg. Booking Value (in USD $) by User Region

Stays with user-entered dates only, 2 adults for searches made Nov 24-30, 2022 with check in dates between Nov. 24, 2022 and Feb. 28, 2023



Source: Tripadvisor internal data

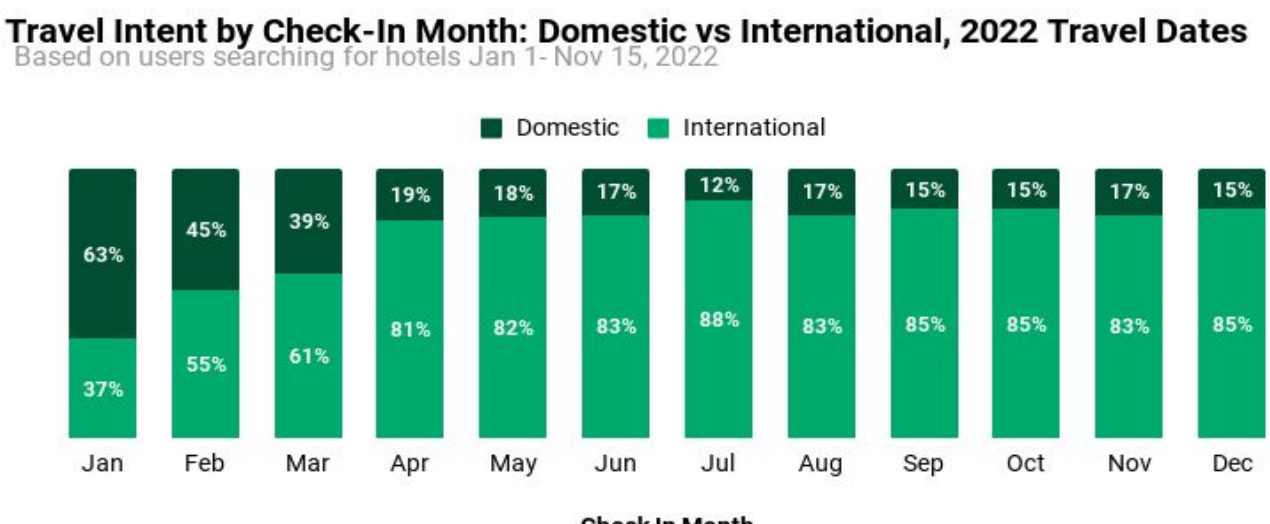
Global Travel Intent & focus on *Switzerland*

Distribution of travel intent by check-in month 2022:

Domestic vs. international

Switzerland

After a first quarter with a strong domestic interest, Swiss travellers started looking at international destinations with more interest, with trends over 80% throughout the entire year



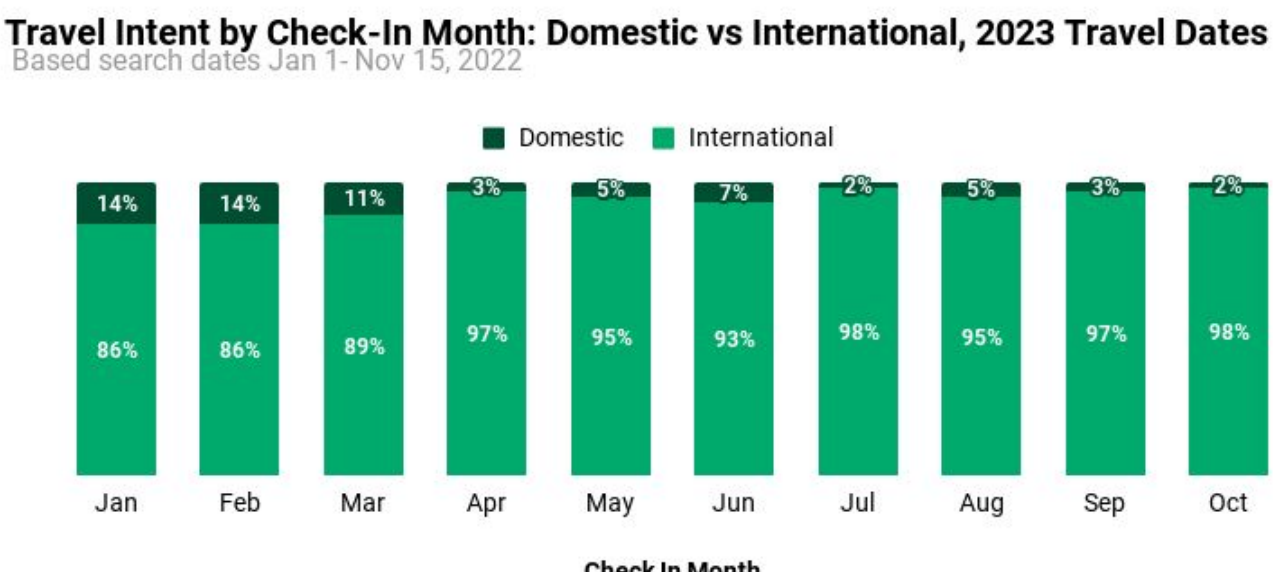
Source: Tripadvisor internal data, November 2022

Prospect of Travel Intent distribution by check-in month 2023:

Domestic vs. international

Switzerland

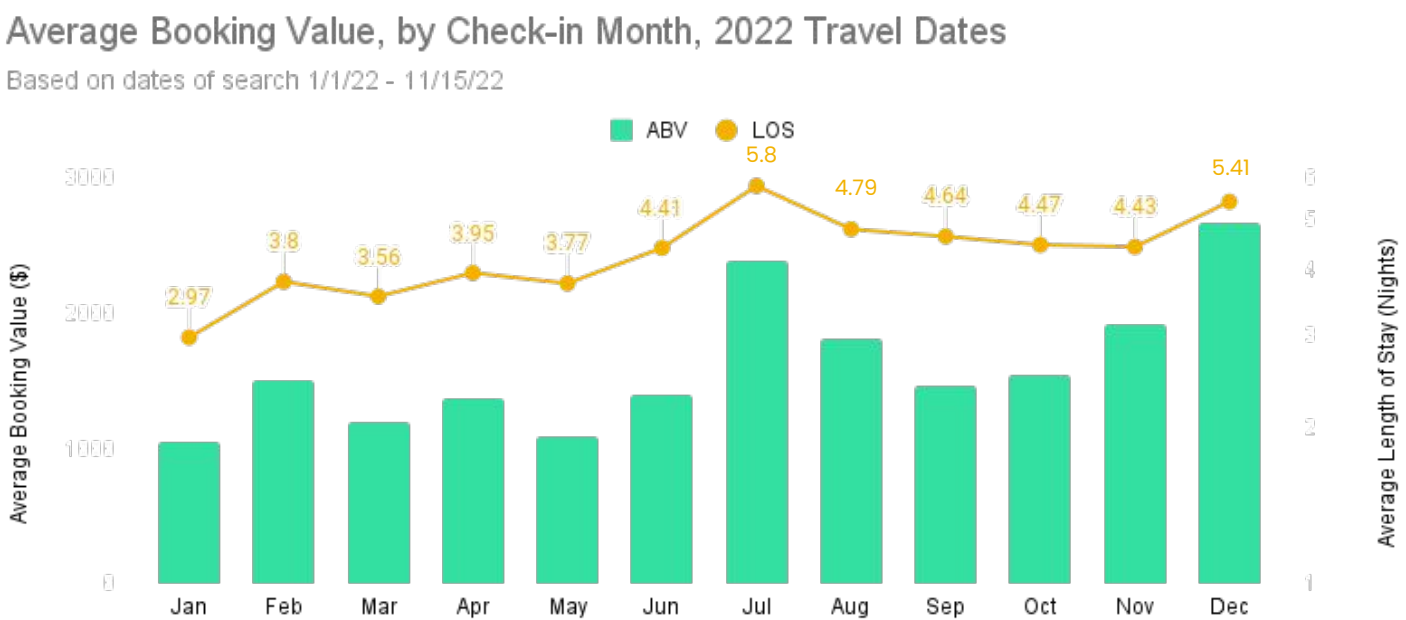
Our data show that international travel will be dominant among Swiss travellers for 2023, especially from Q2



Source: Tripadvisor internal data, November 2022

Length Of Stay and Average Booking Value in Switzerland

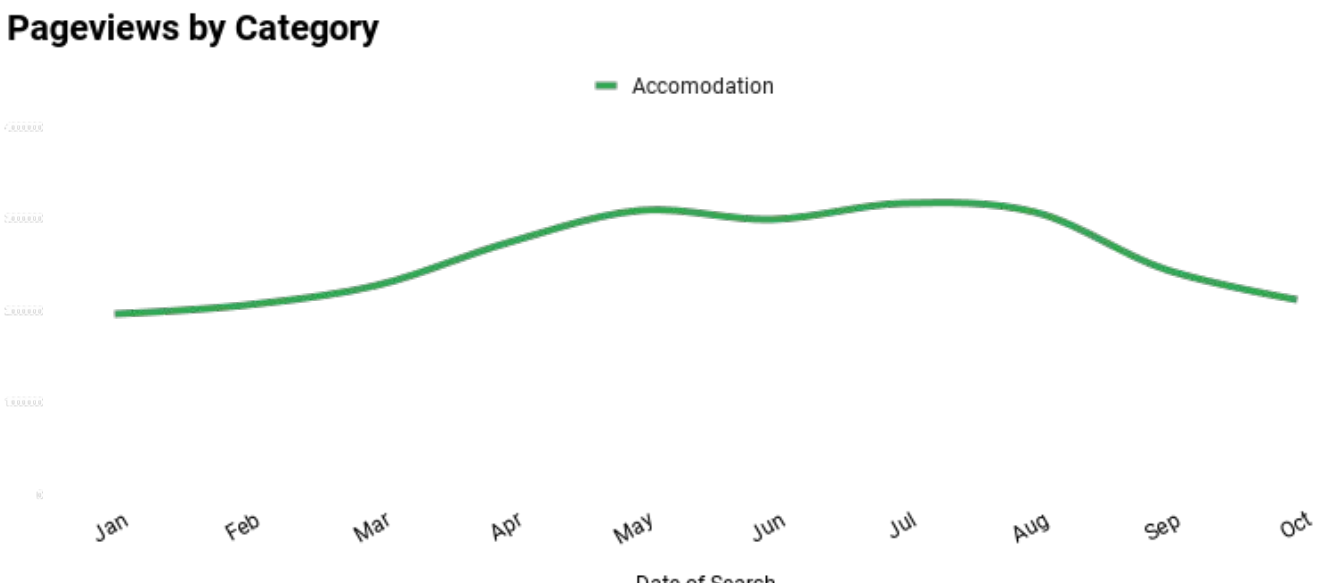
Both LOS and ABV have registered two positive trends in July and December. LOS has increased by 45% from January to December 2022, and ABV has increased by 61% in the same period of time



Source: Tripadvisor internal data, November 2022

Hotel pageviews in Switzerland registered a 8% rise from January to October 2022

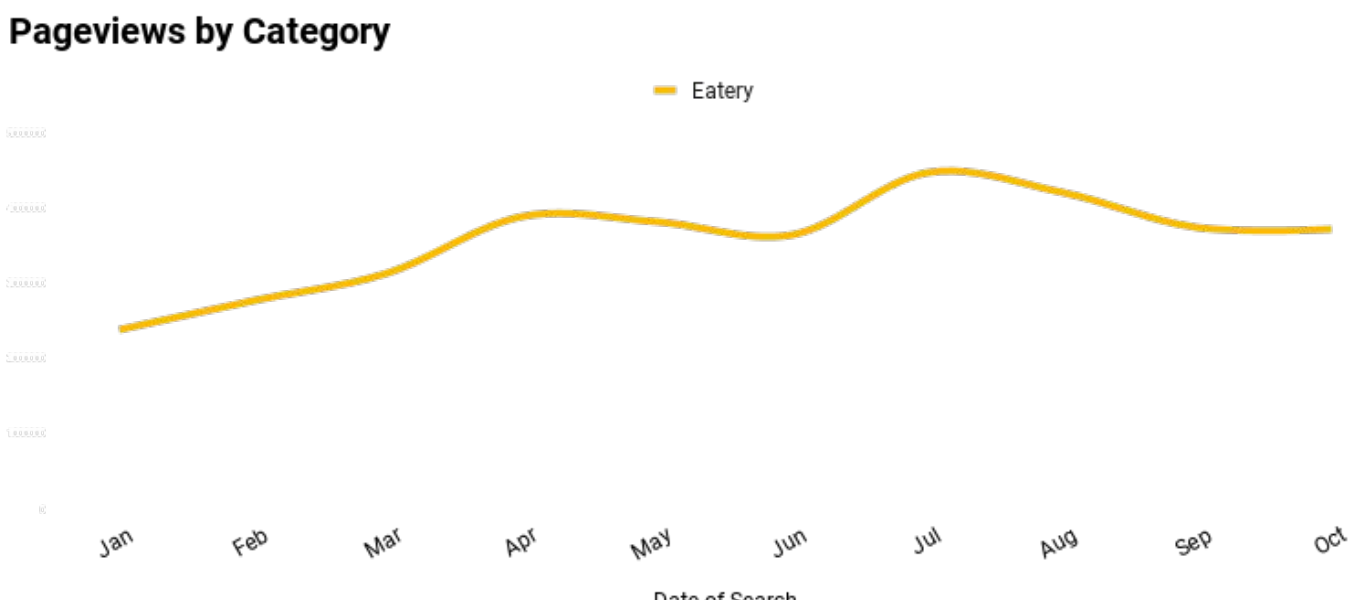
In 2022, the research of **hotel pageviews by Swiss travellers has increased by 8%** since the beginning of the year. The highest spike was recorded in July which was responsible for the 38% growth from January to July 2022



Source: Tripadvisor internal data, November 2022

Eatery pageviews in Switzerland registered an 36% rise from January to October 2022

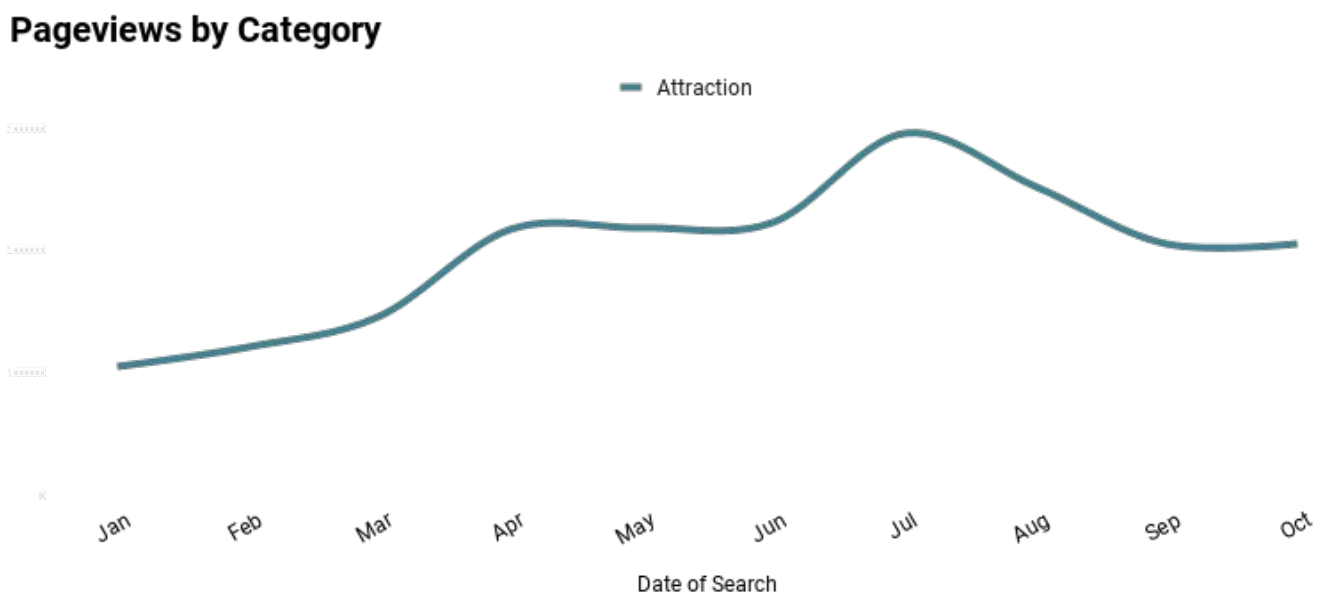
Eatery pageviews grew steadily throughout the entire year in Switzerland, with two spikes registered in April and July. The overall growth of the eatery pageviews across the first ten months of the year is by 36%



Source: Tripadvisor internal data, November 2022

Attractions pageviews in Switzerland registered an increase of 49% from January to October 2022

Attraction pageviews ended the first ten months of the year with a rise of 49% showing two positive trends in April and during the summer months, namely July and August



Source: Tripadvisor internal data, November 2022

POPULAR FILTERS

'**Free Breakfast**' is the most popular filter used on Tripadvisor when choosing a property.

'4 Bubbles and up' comes second, which is a testament to the trust global users have in the ratings displayed on our platform.

Top Accommodation Filters

1	Free Breakfast
2	4 Bubbles and up
3	5 stars
4	4 stars
5	Pool
6	5 Bubbles
7	Family
8	Hotels and Motels
9	Budget
10	Romantic

Source: Tripadvisor internal data, November 2022

POPULAR CATEGORIES

Globally, travellers prefer open air activities with the **'Outdoor, Nature and Parks'** category counting the 23% of the total shares.

The second place is for **'Sights and Landmarks'** with 13% of the total shares.

Top Attractions Categories

1	Outdoors, Nature & Parks
2	Sights & Landmarks
3	Museums
4	Shopping
5	Amusement Parks
6	F&B, Pubs, Club and Nightlife
7	Cultural Sites
8	Tours
9	Transportation & Traveller resources
10	Spa, Wellness & Health

Source: Tripadvisor internal data, November 2022

Top 10 countries looking at *Switzerland*

Ranked #1

55%

of all Swiss accommodations pageviews are from travellers in Switzerland

Top 10 Countries

1	Switzerland
2	United States
3	France
4	Germany
5	United Kingdom
6	Italy
7	The Netherlands
8	Spain
9	India
10	Singapore

Source: Tripadvisor internal data, November 2022

POPULAR DESTINATIONS

Zurich in the top spot as the most in-demand destination for 2022 by Swiss travellers.

When it comes to international destinations, they are attracted mainly to European art cities, with **London, Paris** and **Milan** as the first three international choices.

	Swiss Destinations	International Destinations
1	Zurich	London
2	Geneva	Paris
3	Lucerne	Milan
4	Basel	Barcelona
5	Lausanne	Rome
6	Bern	Berlino
7	Lugano	Lisbona
8	Zermatt	Amsterdam
9	Interlaken	Antalya
10	Montreux	Konstanz

Source: Tripadvisor internal data, November 2022

Top 20 Attractions by pageviews

1) Bernina Express (Swiss Alps)
2) Old Town (Zurich)
3) Lake Lucerne (Lucerne)
4) Harder Kulm (Interlaken)
5) The Matterhorn (Zermatt)
6) Lake Zurich (Zurich)
7) Grindelwald-First (Grindelwald)
8) Chamonix and Mont Blanc Day Trip from Geneva (Geneva)
9) Swiss Alps Day Trip from Zurich: Jungfraujoch and Bernese Oberland (Zurich)
10) Lake Geneva (Geneva)

Source: Tripadvisor internal data, November 2022

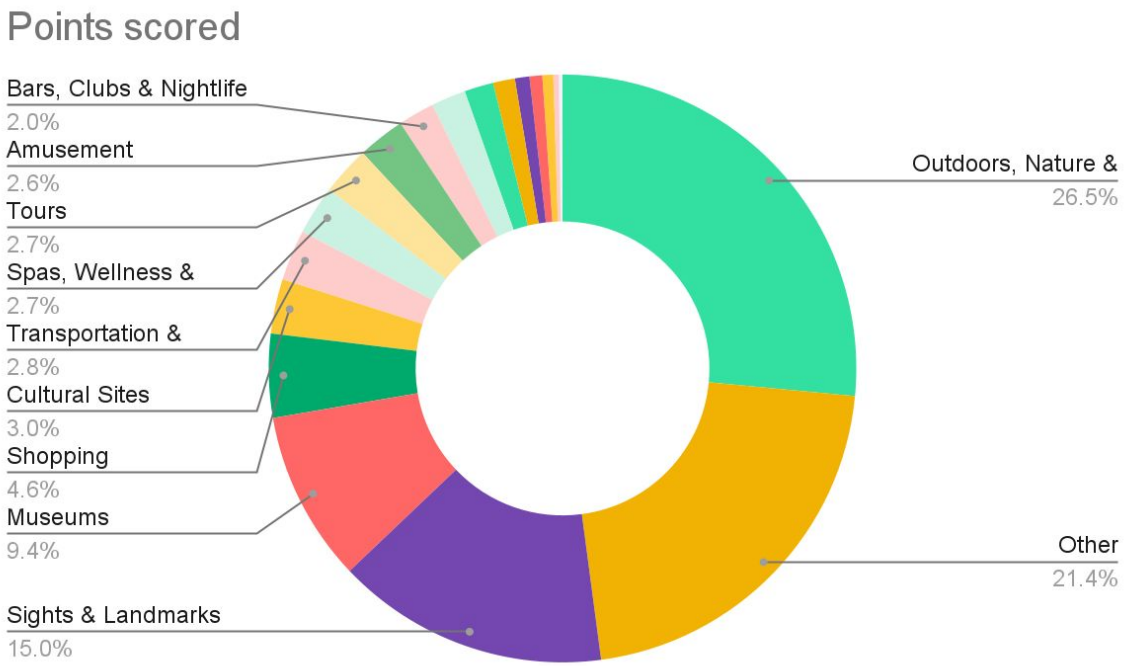
Top 20 Attractions by pageviews

11. Pilatus Luzern (Kriens)
12. Mt. Rigi (Lucerne)
13. Fox Town Factory Stores (Mendrisio)
14. Rhine Falls (Neuhausen am Rheinfall)
15. CERN (Geneva)
16. Uetliberg Mountain (Zurich)
17. Valle Verzasca (Vogorno)
18. Glacier Express (Zermatt)
19. Lake Lugano (Lugano)
20. Mount Titlis (Engelberg)

Source: Tripadvisor internal data, November 2022

TOP 15 attraction categories

1. Outdoors, Nature & Parks
2. Other
3. Sights & Landmarks
4. Museums
5. Shopping
6. Cultural Sites
7. Transportation & Traveller resources
8. Spa, Wellness & Health
9. Tours
10. Amusement
11. Bars, Clubs & Nightlife
12. Zoo and Aquariums
13. Amusement Parks
14. Fields & Stadiums
15. Adventure



Source: Tripadvisor internal data, November 2022

Winter Travel Index

Executive Summary

Holiday Travel Sentiment

- 2 in 3 respondents plan on travelling this winter holiday, 28% of whom have already booked travel.
- 72% respondents have not booked their travel and about half of them will plan their holiday travel in Nov-Dec 2022.
- Holiday travel intent is up by +17% compared to the same time last year.
- International travel intent increased by +17% compared to last year but overall domestic travel still dominates the holiday travel planning.
- 80% respondents said they are saving for holiday travel this year.

General Winter Travel Sentiment

- Urban, rural & beach destinations are most preferred for winter travel.
- More than half of respondents will travel by car this winter season.
- Over half (59%) of those planning a winter trip will go for 4 nights or more.
- Exploring new restaurants is the most exciting element for half of the respondents.

Holiday Purchase

- Gift cards, fragrance, alcohol and apparel tops the list of preferred holiday gifts to shop for.
- When choosing gifts, price and uniqueness of gift are key considerations.

Accommodation/Airline Preferences

- Value for money and price are important aspects for booking accommodations.
- Best price with flexible cancellation is critical for booking flights.

Inflation/ Recession/ Political unrest

- Almost all respondents who state inflation will impact travel still plan on travelling this holiday season, with some adjustments. Looking for budget travel options is one of the major alterations to their travel plan.
- Political and social unrest have not impacted the travel plans for majority of respondents.

Travel stays top priority this winter holiday season, even more than last year

66%

of respondents plan on travelling this holiday season

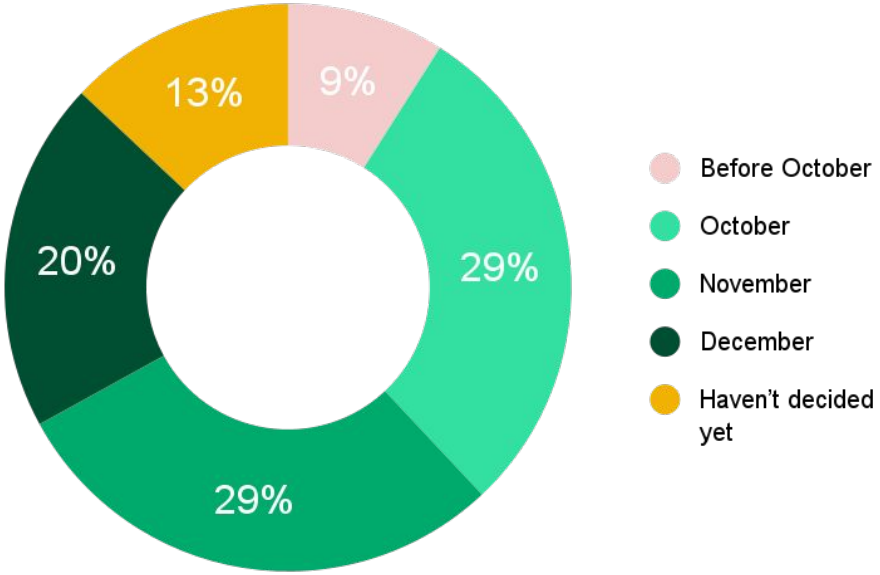
*[**up by +17%** compared to last winter holiday season]*

17% of respondents are undecided about their holiday travel

17% of respondents don't plan on travelling this winter holiday

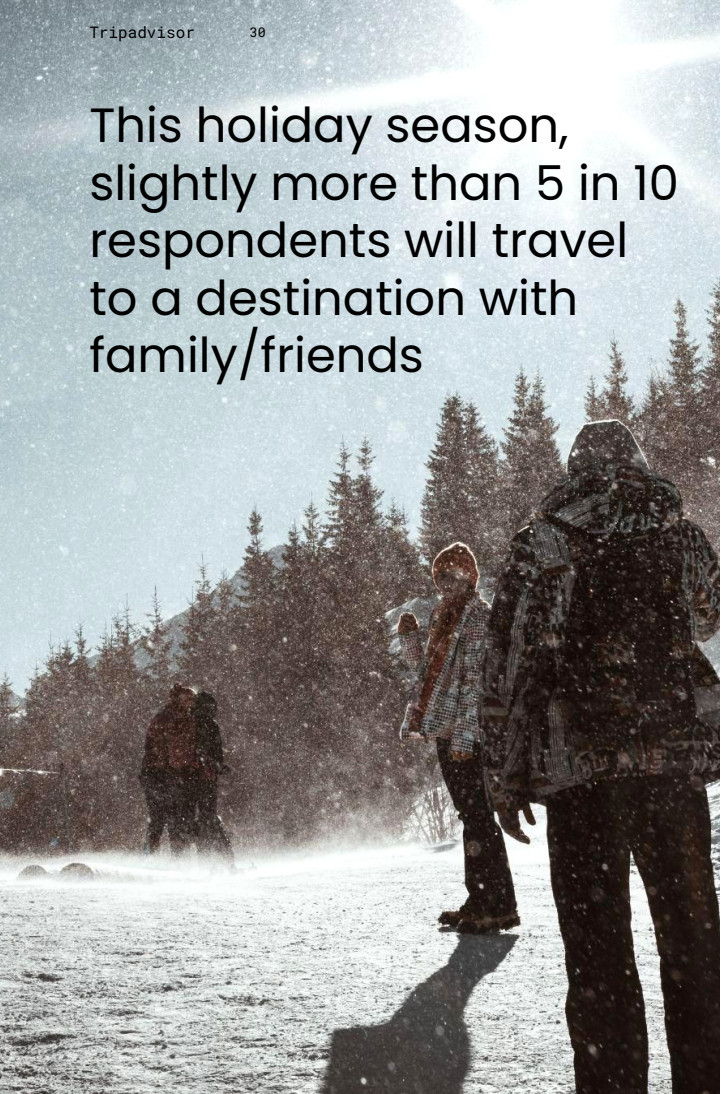
Source: Winter Holiday Travel Study 9/22, N=2,2954; AU, IN, DE, SG, UK, US, JP
Q: Are you planning to travel for holiday-specific reasons this holiday season?

About half of respondents will plan their holiday travel in Nov-Dec 2022



Source: Winter Holiday Travel Study 9/22, N=2,2954; AU, IN, DE, SG, UK, US, JP
Q: When do you think you will plan your holiday travel for this season

This holiday season, slightly more than 5 in 10 respondents will travel to a destination with family/friends



Q: Thinking about your holiday travel this season (Nov 2022 - Jan 2023), which of the following, if any, do you plan to do?

54%	Take a trip with family/friends to a destination
40%	Take a trip to visit family/friends at their home
19%	Stay local and spend time with family near by
16%	Take a trip alone
13%	Spend the holidays in my current home

Source: Winter Holiday Travel Study 9/22, N=430; Germany

Q: Thinking about your holiday travel this season (Nov 2022 - Jan 2023), which of the following, if any, do you plan to do?

International holiday travel intent is up by +17% from the same time last year, but overall domestic travel still dominates holiday travel planning.

60%
are planning to travel domestically

28%
are planning to travel locally

36%
are planning to travel internationally
*(**+17%** compared to last year)*

*Domestic travel (more than 2 hours); Local travel (less than 2 hours)

Source: Winter Holiday Travel Study 9/22, N=2,2954; AU, IN, DE, SG, UK, US, JP
Q: Are you planning to travel locally, domestically or internationally for the holidays this season?

The majority of travellers are **excited, optimistic & hopeful** for travel this holiday season

Q. Which of the following words describe how you feel about the idea of travel during this upcoming holiday season (Nov 2022 - Jan 2023)? *(Top 5 answers)*

67%

Excited

45%

Optimistic

44%

Hopeful

21%

Cautious

12%

Nervous

Source: Winter Holiday Travel Study 9/22, N=2,2954; AU, IN, DE, SG, UK, US, JP
Q: Which of the following words describe how you feel about the idea of travel during this upcoming holiday season (Nov 2022 - Jan 2023)?

Majority will be travelling for leisure this holiday season

Q: For which of the following reasons, if any, do you plan on taking an overnight, non-holiday related, trip between November 2022 and January 2023?

63% For leisure

46% To visit friends and family

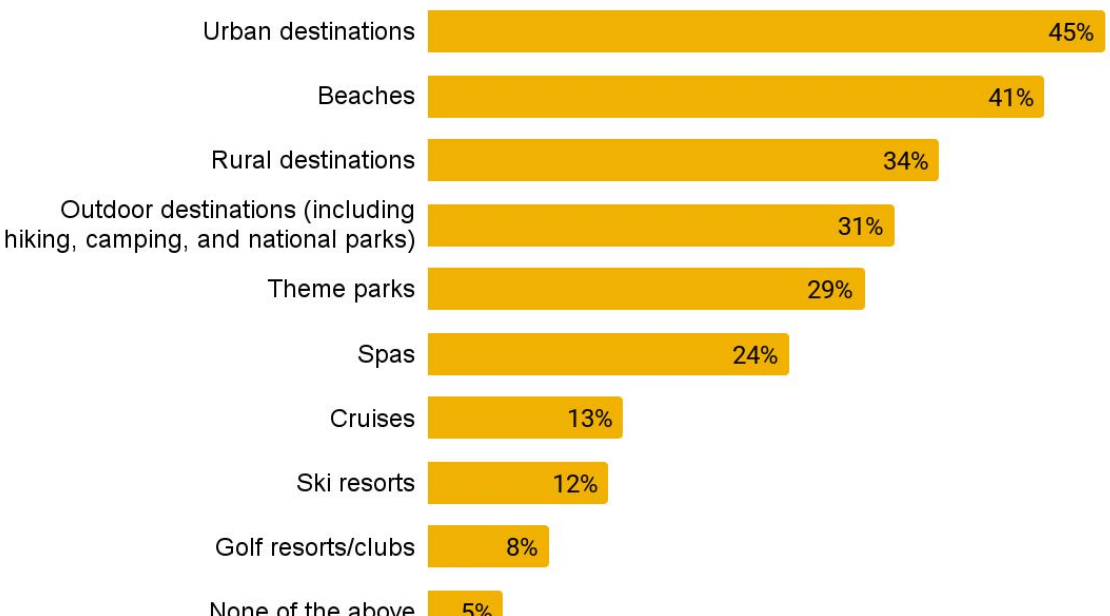
19% For combination of both leisure and business trip

14% For business

Source: Winter Holiday Travel Study 9/22, N=2,2954; AU, IN, DE, SG, UK, US, JP

Q: For which of the following reasons, if any, do you plan on taking an overnight, non-holiday related trip between November 2022 and January 2023?

Urban, rural destinations and beaches are the most popular destination types for travel this winter season



Source: Winter Holiday Travel Study 9/22, N=2,2954; AU, IN, DE, SG, UK, US, JP
Q: Which of the following destination types would you like to visit while travelling between November 2022 and January 2023?

Exploring new restaurants is the most exciting element for half of respondents for their next big trip

50%

Trying new restaurants

47%

Visiting family and friends

38%

Shopping when season sales are happening

19%

Participating in outdoor warm-weather sports

17%

Participating in outdoor cold-weather sports

Source: Winter Holiday Travel Study 9/22, N=2,2954; AU, IN, DE, SG, UK, US, JP
Q: What are you most excited about for your next big trip this coming season between November 2022 and January 2023? *Top 5 answers listed*

Impact of Inflation & Recession

Executive Summary

Change of habits

- Inflations will likely impact spending of non essential habits.
- 45% of all respondents declared they would spend slightly less on non-essential things; whereas the 34% plan to significantly reduce their expenses related to non-essential things.

Areas that suffer from this trend

- When it comes to cutting non-essential spending, respondents will significantly reduce their dining out spending.
- 72% of all respondents will cut down dining out; 60% clothing purchases and 52% feed deliveries.

Impact on the way of travelling

- Value for money and price are important aspects for booking accommodations.
- Best price with flexible cancellation is critical for booking flights.

Positive trends and habits

- Even though most respondents are concerned about the current inflation, 8 in 10 state they are saving for holiday travel this year.
- 90% of respondents worry about the higher cost of living, but 80% among them are budgeting for travel holiday.

Inflation/ Recession/ Political unrest

- Almost all respondents who state inflation will impact travel still plan on travelling this holiday season, with some adjustments. Looking for budget travel options is one of the major alterations to their travel plan.
- Political and social unrest have not impacted the travel plans for majority of respondents.

Sustainability & Travel

Executive Summary

Importance of sustainable travel

- Recent events have raised awareness about the importance of sustainable travel.
- 65% of respondents state that sustainable tourism is more important nowadays than it was pre-pandemic.

Carbon footprint awareness

- 18% of respondents are unsure whether to worry about their carbon footprint when travelling.

Sustainable travel plans

- Travellers are aware of the importance of sustainable travel, but 59% of respondents said they haven't spent more on travel in order to travel more sustainably.
- However, 65% of them stated they are happy to spend more in the future to support sustainable travel.

Implement sustainable features

- When booking an accommodation, respondents are paying more and more attention to sustainable feature.
- 50% of the respondents cite "availability of local food" as top sustainable feature.
- The use of eco-friendly cleaning products, the reuse of plastic items and room sensors to minimize water and electricity usage are other important features selected by responders.
- Eating and shopping locally top the list of sustainable habits for those travelling.

What to expect?

- Respondents would like some help in choosing more sustainable travel option.
- They would like more information on sustainable practices in travel reviews or be able to rate accommodations with the best sustainable approach.


THANK
YOU