

A Look Ahead with Tripadvisor

Tripadvisor X Myrtle Beach



Today's
objectives



Travel Trends

Recap the latest travel trends and traveler insights



Myrtle Beach Trends

Review current Myrtle Beach trends on Tripadvisor and Q1 partnership highlights



Questions

Discuss insights and address questions



Travel Trends





Travel intent is even
higher than 2019

25%

Will take more trips
annually than they did
pre-pandemic





Splurging is trending

Nearly
1/3

Of respondents think splurging on upcoming trips is more important than it was in 2019





...and there's an
added emphasis
on relaxation

49%

Of respondents think
relaxing/taking time to do
nothing on upcoming
trips is more important
than it was in 2019



Travelers are ready
to treat themselves
with leisure travel

both near...

68%

Of US respondents intend to travel
domestically for leisure in 2022

+13%

Increase in intent for US domestic leisure
travel from 2019 to 2022



28%

Of global respondents intend to travel internationally for leisure in 2022

+50%

Increase in intent for global international leisure travel to visit friends/ family from 2019 to 2022

... and far



Future travelers are prioritizing new experiences



75%

seeing new places



73%

having new experiences



69%

going out to restaurants
(trying out new food)



35%

meeting new people



And while **travel is back**,
it still looks a little
different than years prior

Accommodation intent shifts from 2019 to 2022



Hotel

-7%

Intent for staying at hotels is down -7% for 2022 vs. 2019

Friends/Family

-8%

Intent for staying with friends/family is down -8% for 2022 vs. 2019

Vacation Rental

+10%

Intent for staying at vacation rentals is up +10% for 2022 vs. 2019

Campground

+23%


Intent for staying at campgrounds is up +23% for 2022 vs. 2019

B&B

+63%

Intent for staying at B&Bs is up +63% for 2022 vs. 2019





Safety remains a top priority for travelers

50%

When traveling for leisure, I will continue to wear a mask even after COVID-19 restrictions are lifted

63%

I would like to see safety measures in places at hospitality businesses, after after COVID-19 cases have dropped

70%

Cleanliness measures of a hospitality business will be an impact factor in my travel making decisions, even after COVID-19 cases have dropped



Myrtle Beach Trends

Myrtle Beach consistently ranks as one of the most popular destinations in the US

Top 50 Destinations in the US, ranked on Unique User Traffic, Q1'22

Rank (1-10)	Rank (11-20)	Rank (21-30)	Rank (31-40)	Rank (41-50)
New York City	San Francisco	Lahaina	Clearwater	Palm Springs
Las Vegas	New Orleans	Tampa	Savannah	Key Largo
Orlando	Key West	Phoenix	Anaheim	Maui
Los Angeles	Boston	Myrtle Beach	Sedona	Brooklyn
Honolulu	Washington DC	Austin	Sarasota	St. Pete Beach
Miami Beach	Fort Lauderdale	Dallas	Denver	Columbus
Miami	Kissimmee	Naples	Portland	St. Augustine
Chicago	Atlanta	Charleston	Philadelphia	Gatlinburg
San Diego	Houston	Seattle	Pigeon Forge	Panama City Beach
Nashville	San Antonio	Scottsdale	Tucson	Kailua-Kona



But when we narrow the focus to demand over the next few months, that popularity only increases

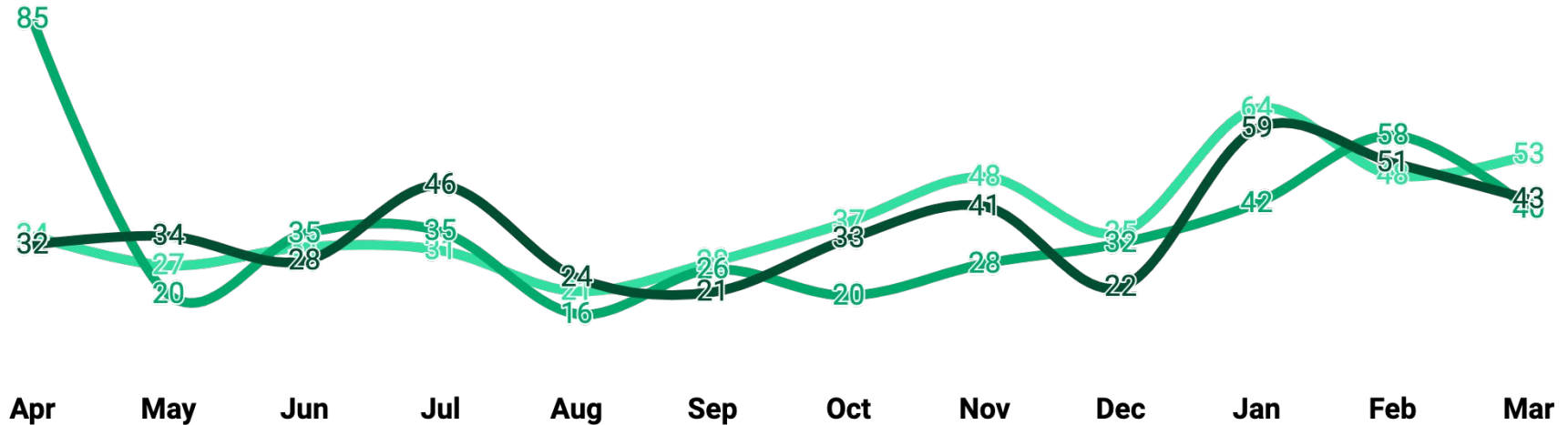
Top 50 Destinations in the US, ranked on Clicks to Book with Q2 Check-In Dates, Q1'22

Rank (1-10)	Rank (11-20)	Rank (21-30)	Rank (31-40)	Rank (41-50)
New York City	Lahaina	St. Pete Beach	Virginia Beach	Wailea
Orlando	San Diego	Kissimmee	Seattle	Tampa
Las Vegas	Los Angeles	Sedona	Pigeon Force	Atlantic City
Miami Beach	Anaheim	Key Largo	Ocean City	Hollywood, FL
Honolulu	Washington DC	Savannah	San Antonio	Gatlinburg
Key West	Clearwater	Charleston	Islamorada	Sanibel Island
Myrtle Beach	Chicago	Panama City Beach	Marathon	Austin
Nashville	San Francisco	Scottsdale	Sarasota	Phoenix
New Orleans	Miami	Naples	Palm Springs	Santa Barbara
Fort Lauderdale	Boston	Atlanta	Fort Myers	Hilton Head



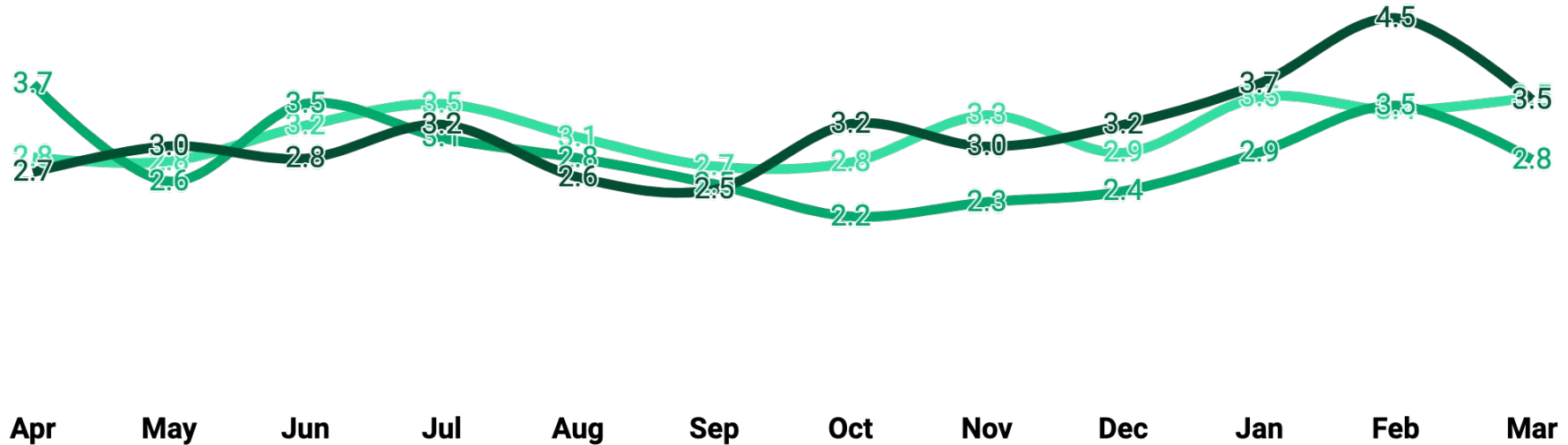
After the obvious outlier in April 2020, booking windows to Myrtle Beach have held mostly constant in recent years

- 2019-2020 - 2020-2021 - 2021-2022



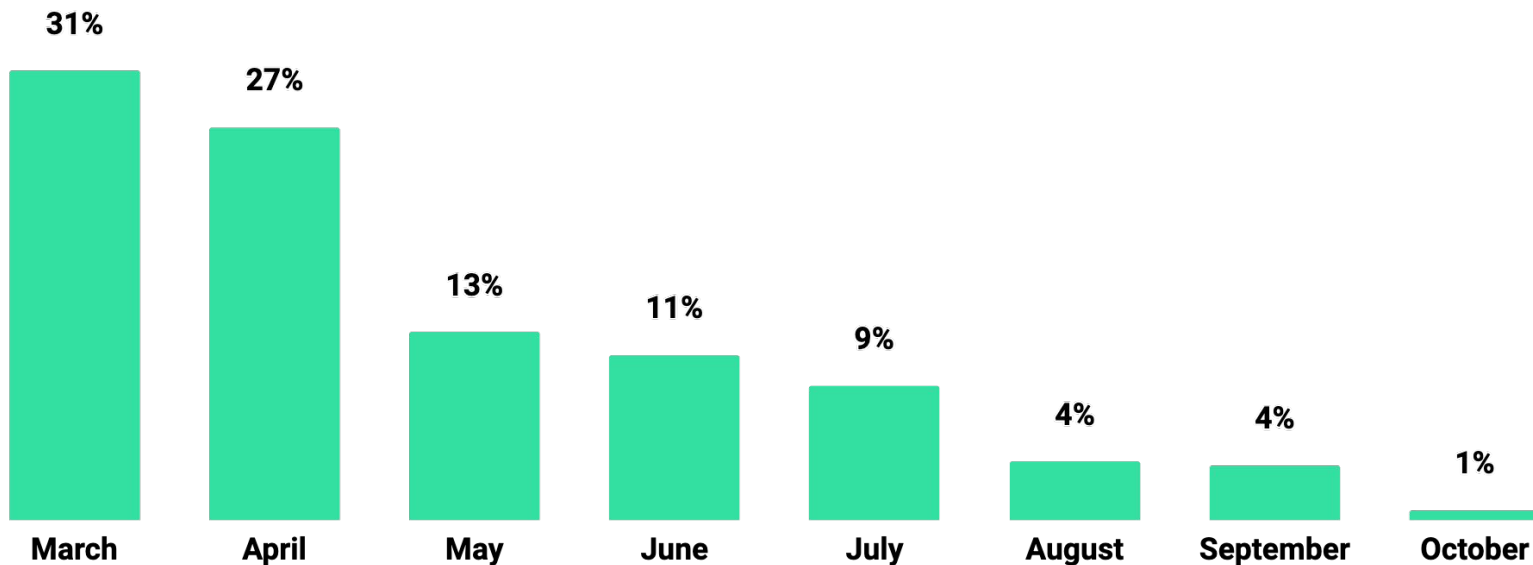
In Q1 of 2022, average length of stay is exceeding even pre-pandemic levels

- 2019-2020 - 2020-2021 - 2021-2022



And current demand for Myrtle Beach is mostly centered around the near term

% Share of March Accommodation Clicks to Book by Check-in Month





Partnership Highlights Q1



Through the first quarter of this year, Tripadvisor has built on a successful 2021, driving incremental interest and demand for Myrtle Beach

Ad exposed users across the site have driven:

60%

More pageviews/user

50%

More clicks to book/user

40%

More POI views/user





**THANK
YOU**