



## **Workshop: 'Implementation of the Package Travel Directive - Challenges Ahead'**

**11 May 2017**

Véronique Corduant – Director Public Policy Europe



# TripAdvisor Today

465

MILLION

reviews & opinions



123

MILLION

members



7

MILLION

businesses listed



over

135,000+

destinations



over

> 287

user contributions every minute

390  
MILLION

Unique visitors  
a month

1.1 million +

hotels, B&B & specialty lodging



4.3

MILLION

restaurants



49 Domains in  
28 languages



835,000

vacation rentals



760,000

attractions



# TripAdvisor Highlights

First ever traveler review is posted on TripAdvisor



Restaurants added to the site for the first time

Vacation Rentals are added to the site

TripAdvisor launches first iPhone app



TripAdvisor introduces instant booking

2001

2002

2004

2009

2010

2013

2014

Today

Popularity Index launched, ranking properties according to traveler feedback

TripAdvisor forums are created



A flights search feature is launched on the site

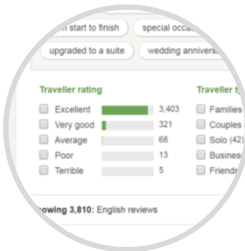
Partners with Facebook



Hotel price comparison launches

TripAdvisor acquires **viator** and **lafourchette**

TripAdvisor reaches **390 million** Unique monthly users





# What about the new PTD?

## Lots of questions, few answers

- Recognition that the Directive tries to embrace new practices and offers of travel services online and offline to continue to protect consumers
- BUT what products and services are covered by the new concepts and definitions ?
  - ‘Trader’
  - ‘Package’
  - ‘Linked Travel Arrangement’
    - ‘Targeted manner’
    - ‘Facilitating’
- Complex and diverse B2B services and marketing arrangements along the travel value chain between different stakeholders
- Need of harmonised interpretation of the Directive’s requirements which is
  - Workable for operators
  - Meaningful for the consumers