



## trivago Reveals Top 10 US Summer Vacation Destinations: Data shows increased pricing, yet a willingness to spend to get away

June 23, 2022

**DÜSSELDORF, GERMANY – June 23, 2022** – Global accommodations search platform [trivago](#) N.V. (NASDAQ: TRVG) revealed the top 10 searched destinations for this summer with Las Vegas taking the No. 1 spot and Florida coming up as the top location for July 4<sup>th</sup> weekend. A [recent survey](#) by the company also indicated an increased willingness to spend just to get away, even as the U.S. experiences its highest inflation rate in 40 years.

### Top 10 Domestic Destinations

## Top destinations for summer travel



### US Domestic

1. Las Vegas
2. Myrtle Beach
3. Orlando
4. Panama City Beach
5. New York
6. Honolulu
7. Miami Beach
8. Ocean City
9. Destin
10. Lake Buena Vista

Internal data - Top searched destinations in the US

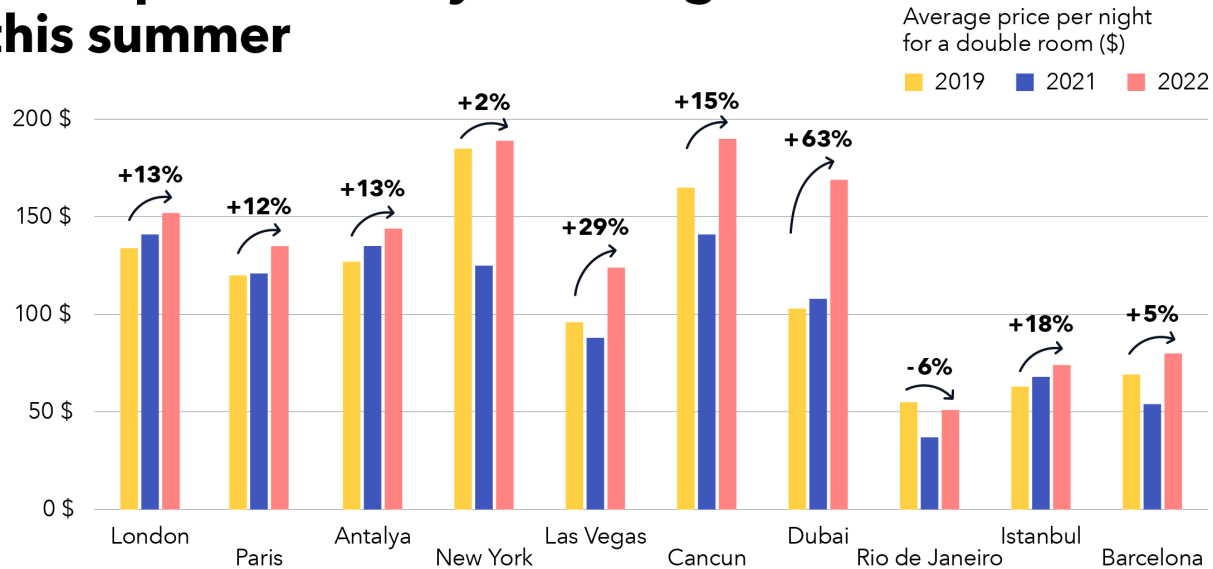


### Inflation Impacts Wallets, Not Plans

Consumer outlook is positive with 83% indicating that they believe 2022 will be their *best summer yet*, while 64% are willing to spend more and 63% are planning on organizing a bucket list trip sooner than planned as a direct result of the pandemic.

The data shows a significant increase in prices since 2019 and year over year for travel in June, July and August. The average price per night in the US went from around \$151 in 2019 to \$205 in 2022. Global averages went from \$123 in 2019 vs. \$147 in 2022.

# Hotel prices are skyrocketing this summer



## Hidden Gems & Hot Summer Hacks

While travelers are willing to pay more to getaway, they are still looking for the best deal. Many think mid-week travel is more affordable, data shows the best day to book is actually on Saturday, saving consumers an average of 2% per night.

The top destinations remain popular for the 4<sup>th</sup> of July holiday weekend, with Las Vegas ranking first. The average price of a double room over the holiday weekend is \$277, with the average length of stay between 4 to 6 days.

There are a number of available, affordable hidden gems still available for booking this season including Providence, Rhode Island at \$231 per night. For those seeking something more international, there are several options with an average price per night ranging from \$45-\$97.

## 10 Hidden Gem Destinations This Summer



**Pro tip:** Travel to these underrated destinations instead to save a few bucks this summer

**1. Port Elizabeth, South Africa (\$45)**

**2. Zacatecas, Mexico (\$47)**

**3. Valle Gran Rey, Spain (\$73)**

4. Lipa Noi, Thailand (\$73)

5. Polis, Cyprus (\$75)

6. Jaén, Spain (\$79)

7. Iraklia Island, Greece (\$84)

8. Tomar, Portugal (\$89)

9. Caen, France (\$95)

10. San Marino, San Marino (\$96)

Internal data - summer-ready destinations with fewer clickouts



To learn more, visit [trivago.com](https://www.trivago.com).

### About trivago

trivago is a leading global hotel search platform focused on reshaping the way travelers search for and compare hotels and alternative accommodations. Incorporated in 2005 in Düsseldorf, Germany, the platform allows travelers to make informed decisions by personalizing their hotel search and providing them access to a deep supply of hotel information and prices. trivago enables its advertisers to grow their businesses by

providing access to a broad audience of travelers via its websites and apps.

**Forward-looking statements**

This press release contains certain forward-looking statements. Words, and variations of words such as “believe,” “expect,” “plan,” “continue,” “will,” “should,” and similar expressions are intended to identify our forward-looking statements. These forward-looking statements involve risks and uncertainties, many of which are beyond our control, and important factors that could cause actual events and results to differ materially from those in the forward-looking statements. For additional information factors that could affect our forward-looking statements, see our risk factors, as they may be amended from time to time, set forth in our public filings with the Securities and Exchange Commission. We disclaim and do not undertake any obligation to update or revise any forward-looking statement in this press release, except as required by applicable law or regulation.

**Contacts:**

Press Contact: Shannon White, [trivago@peppercomm.com](mailto:trivago@peppercomm.com)

