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SWOT & PESTLE.com

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## TRIPADVISOR SWOT & PESTLE ANALYSIS

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**Company Name :** TripAdvisor

**Company Sector :** Travel Services, Internet Information Providers (in certain countries)

**Operating Geography :** USA, North America, Global

**About the Company :** TripAdvisor, Inc. is an American based Travel and restaurant website company founded by Stephen Kaufer, Langley Steinert, Nick Shanny, and Thomas Palka in February 2000. The company initially focused more on official data from newspaper, magazine etc., and they also had a button where people could add their own experiences and reviews. That instantly took off and they later made their business model around hotel and restaurant reviews, accommodation bookings and other travel-related content, also including interactive travel forums. It was one of the early adapters of user generated content and went on to become the largest social travel website with more than 830 million reviews of hotels, restaurants, attractions and other travel-related businesses. To ensure that the travelers find the best prices for their booking, it compares prices from over 200 websites and presents the best ones to the consumers. It is a free of cost information provider, has a hotel reservation facility and advertising business model funds the website. TripAdvisor is now available in 49 markets and 28 languages. The motto of the company is Know better. Book better. Go better.

TripAdvisor's mission statement is "To help travelers around the world plan and have the perfect trip".

**Revenue :**

US \$1.6 billion - FY ending March 2018 (y-o-y growth negligible)

US \$1.55 billion - FY ending March 2017

## SWOT Analysis :

The SWOT Analysis for TripAdvisor is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. Leader in the category of Travel services and Travel &amp; Tourism</li> <li>2. Wide distribution network and reach in over 49 markets, performing excellently well in the new markets</li> <li>3. Strong brand portfolio with diverse revenue streams</li> <li>4. Strong dealer community and high level of customer satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>1. Inconsistent financial performance</li> <li>2. Biased reviews from visitors/viewers</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Strong potential in global travel market</li> <li>2. Investments in cutting edge technology</li> <li>3. Option to delve into newer segments</li> <li>4. Increase in the demand for newer experience and self-planned trips</li> <li>5. Low Inflation rate, Interest rates and Ease of regulations</li> </ul>	<ul style="list-style-type: none"> <li>1. Increase in competition and bargaining power of suppliers</li> <li>2. Environment regulations and rising Population</li> <li>3. Newer technologies developed by competitors and increasing pay level.</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for TripAdvisor is given below:

<b>Political</b> 1. Political stability and levels of corruption 2. Legal framework for contract enforcement 3. Trade regulations & tariffs related to Technology	<b>Economical</b> 1. Fluctuations in currency exchange rates
<b>Social</b> 1. Increasing consumer spending on experiences to drive travel growth 2. Class structure, hierarchy and power structure in the society. 3. Focusing on consumer leisure interests	<b>Technological</b> 1. Changing business models driven by technology in online travel 2. Rate of technological diffusion
<b>Legal</b> 1. Copyright, patents / Intellectual property law 2. Employment law and data protection law	<b>Environmental</b> 1. Weather and climate of the place 2. Laws regulating environment pollution

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **TripAdvisor** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**



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**[support@swotandpestle.com](mailto:support@swotandpestle.com)**