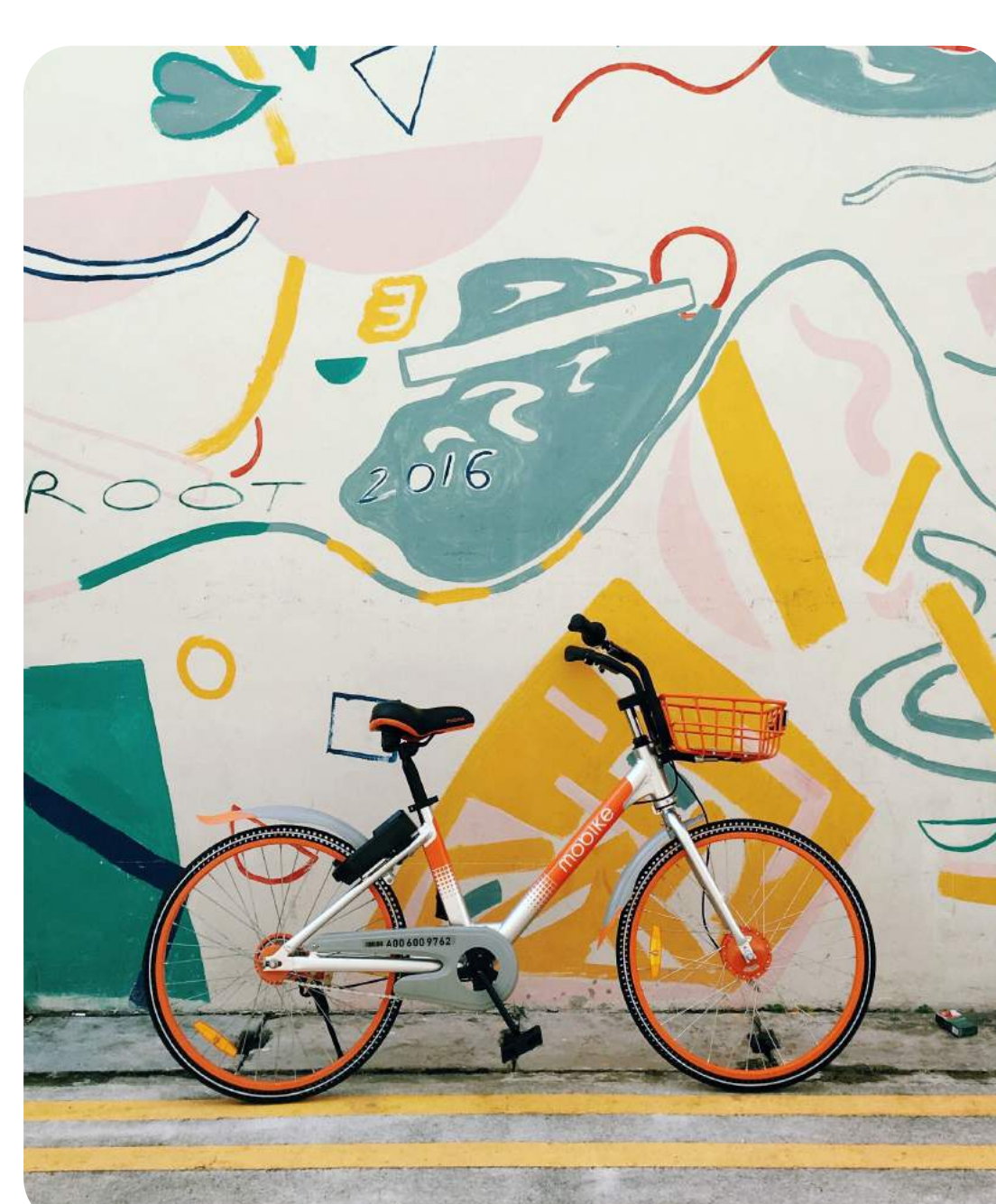


# Pinterest helps people decide on their next adventure

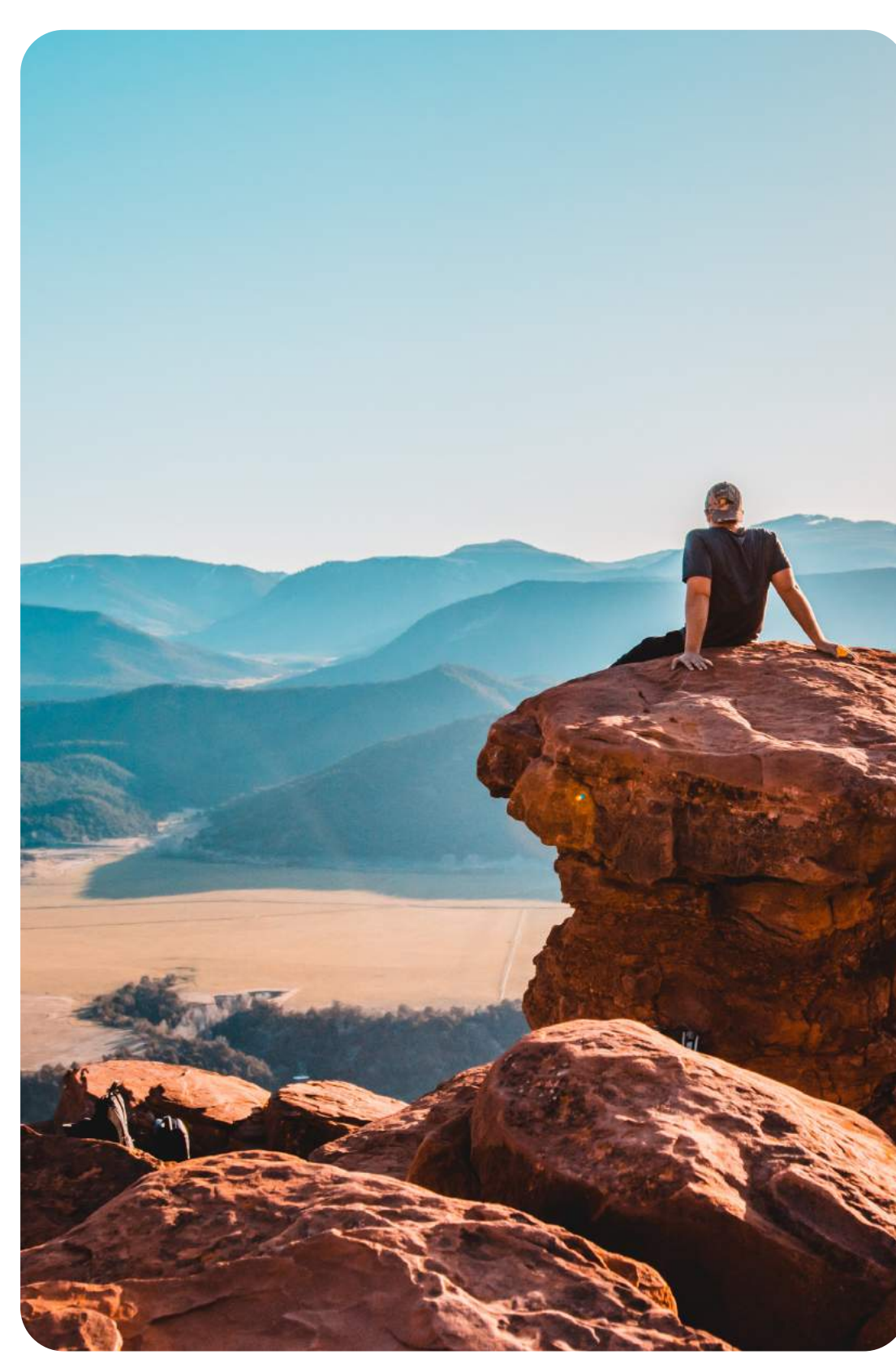
## Top 2018 travel trends on Pinterest

**3 in 4 travel Pinners** say travel Pins from brands are useful—and nearly all will act on what they see, often booking an unplanned trip<sup>1</sup>



**49% of US travelers** who spend \$1,000 or more on travel are on Pinterest<sup>3</sup>

**40+ million people** in the US are on Pinterest every month for travel ideas<sup>2</sup>



Pinterest reaches almost **2x more** online travelers than top online travel agency sites<sup>4</sup>

## Travel planning happens on Pinterest<sup>5</sup>



### Where to go?

**+593%**

**Solo adventures** are spiking as travelers are hitting the road without family, friends or significant others

**+194%**

**Filming locations** for popular movies and TV shows like Game of Thrones are making cameos on travelers' itineraries

**+167%**

**Train travel** is trending as a way to cover more ground between stops and often provides a unique glimpse into rural life

**+90%**

**Sightseeing stopovers** are a popular way to get more mileage out of a work or family trip

### How to get there?

**+346%**

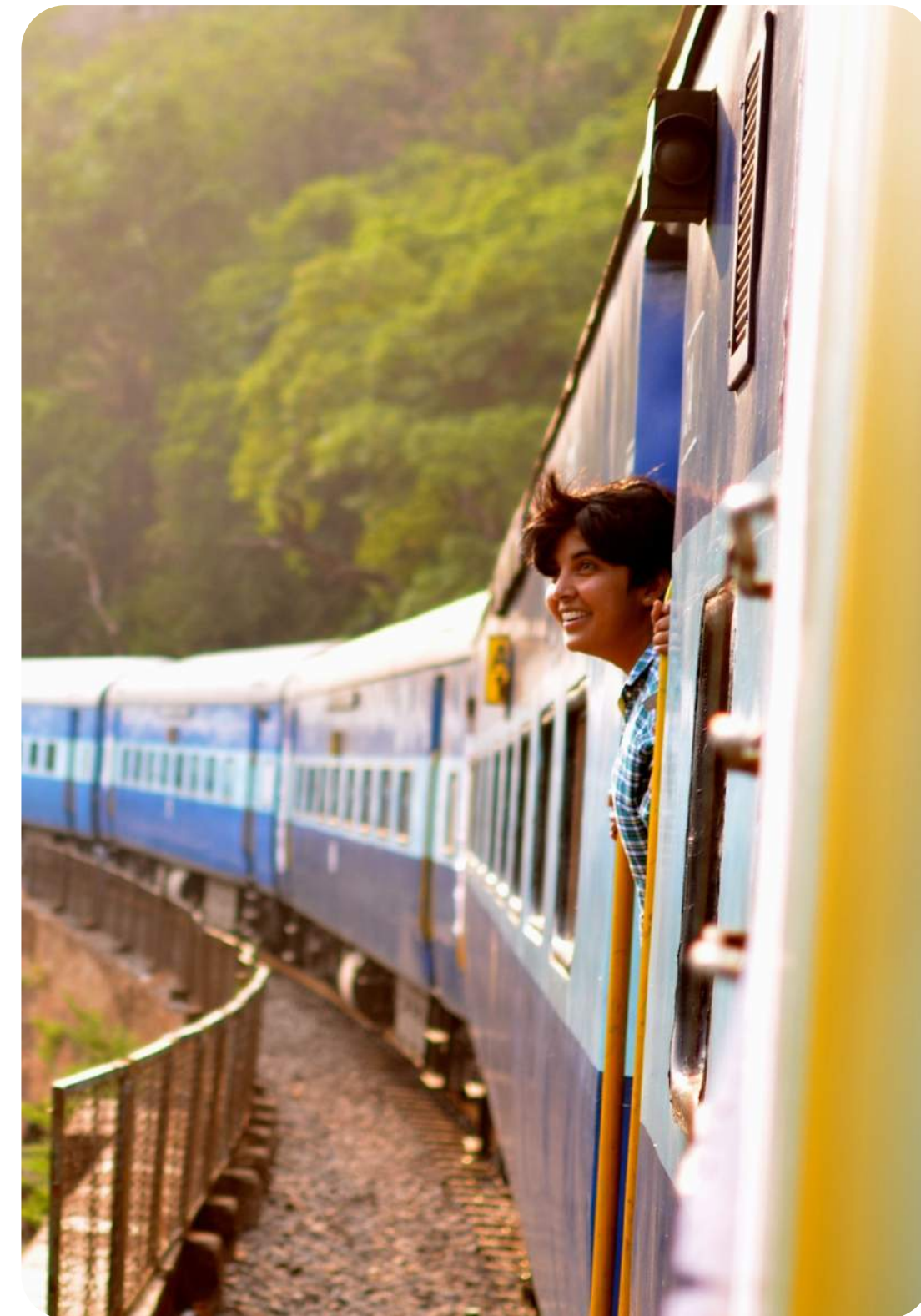
**River cruises** promise stops in multiple ancient towns with minimal repacking

**+142%**

**Bike tours** combine high endurance fitness with the opportunity to see new terrain

**+136%**

**Train travel** is trending as a way to keep exploring between destinations



### What to do?

**+260%**

Through **surf classes**, Pinners learn their hang ten and get schooled by locals on hidden gems to explore

**+207%**

**Food photography workshops** are still hot, but **cooking classes** provide culinary-obsessed travelers with a chance to develop skills beyond the skillet



**+207%**

**Restaurant guides** give foodie Pinners all the right spots to plot out their travel itineraries

## Pinners want your travel ideas

Be there when people are deciding where to go next

1 Multivertical Path to Purchase study with GfK, December 2017  
 2 Pinterest internal data, March 2018  
 3 comScore, December 2017 - February 2018 (spend over 6 month period)  
 4 comScore, January 2018  
 5 All trend data represents year-over-year increases in saves, Pinterest internal analysis, March 2018

Image (top left) by @nadia-ryan via Instagram