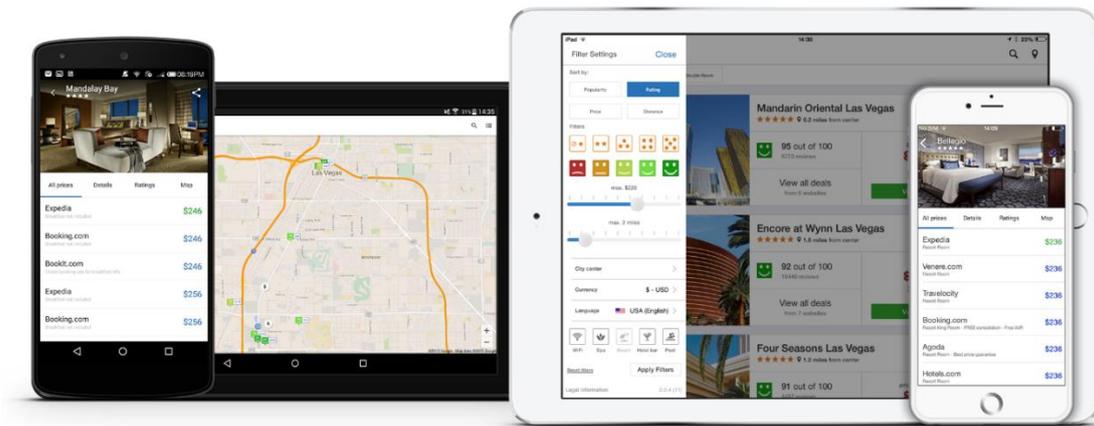


APPLE vs. ANDROID: DIFFERENCES IN TRAVEL BEHAVIOR BETWEEN iOS AND ANDROID USERS REVEALED



When it comes to phones and tablets, there are die-hard Apple users and those who swear by Android. But do their differing tastes in technology influence other parts of their lives? To find out, hotel search trivago.com analyzed travel behavioral differences between Apple and Android users in the U.S. who search-for hotels via the trivago app.

Apple users spend 24% more on hotels than Android users

On average, an American Apple user is willing to spend \$32 more per night on accommodation than an Android user. The average price selected by trivago.com users with iPhones and iPads is \$166/night. For Android users, the average price for a searched hotel is \$134/night, a difference of 24%.



Finding a bargain is a priority for Android users with 52% selecting hotels costing less than \$100/night, compared to just 39% for those with iOS devices. Meanwhile, Americans with Apple



products are willing to fork over much more for a hotel, with 20% of iOS users selecting rooms between \$200 - \$250 per night, compared to 12% of Android users.

High-end hotels with higher guest ratings favored by Apple users

While 40% of both Apple and Android users first select three star properties when searching for hotels, their second most popular choice for accommodation is quite different. 29% of Android users opt for two star properties after first searching for a three star hotel, while 36% of Apple users favor hotels with four and five stars. Not only are Apple users more apt to search for higher-end properties, but they also prefer hotels with an average guest rating of 80%, compared to a 78% rating for Android users.

Apple owners prefer New Orleans, while Android users vacation in Anaheim

At first glance, the Top 10 destination breakdown below* for Apple and Android users searching for accommodation via the trivago app may look similar, but there are several noteworthy differences. While Android users visit Anaheim, California (Disneyland), Apple users head to New Orleans (Mardi Gras). Myrtle Beach is the fourth most popular destination for Android users, but it's only the tenth most popular for Apple owners. And when it comes to the cost of visiting a Top 5 destination this June**, Apple owners will spend an average of \$211/night, while Android users will pay \$193/night - \$18/night less.

ANDROID			APPLE		
		June 2015			June 2015
1	Las Vegas	\$132	1	Las Vegas	\$132
2	Orlando	\$138	2	New York City	\$372
3	New York City	\$372	3	Orlando	\$138
4	Myrtle Beach	\$187	4	Miami Beach	\$220
5	San Antonio	\$134	5	San Diego	\$193
6	Miami Beach	\$220	6	Chicago	\$311
7	Chicago	\$311	7	San Francisco	\$311
8	San Diego	\$193	8	San Antonio	\$134
9	Anaheim	\$167	9	New Orleans	\$199
10	San Francisco	\$311	10	Myrtle Beach	\$187

*Top 10 destination list based searches conducted via trivago app over the past 12 months

**Rates via trivago Hotel Price Index reflect nightly rates for a standard double room as of 6.11.15

The trivago app is free to download for [iOS](#) and [Android](#)

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About trivago

Travelers find the ideal hotel for the best price on www.trivago.com. trivago is the world's largest online hotel search site, comparing rates from over 700,000 hotels on over 200 booking sites worldwide. trivago integrates over 140 million hotel ratings and 14 million photos in order to make finding the perfect hotel easier for users. Over 45 million visitors per month find their ideal hotel by using trivago's various filters trivago was founded in 2005 in Düsseldorf, Germany and currently operates 51 international country platforms in 32 languages.



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