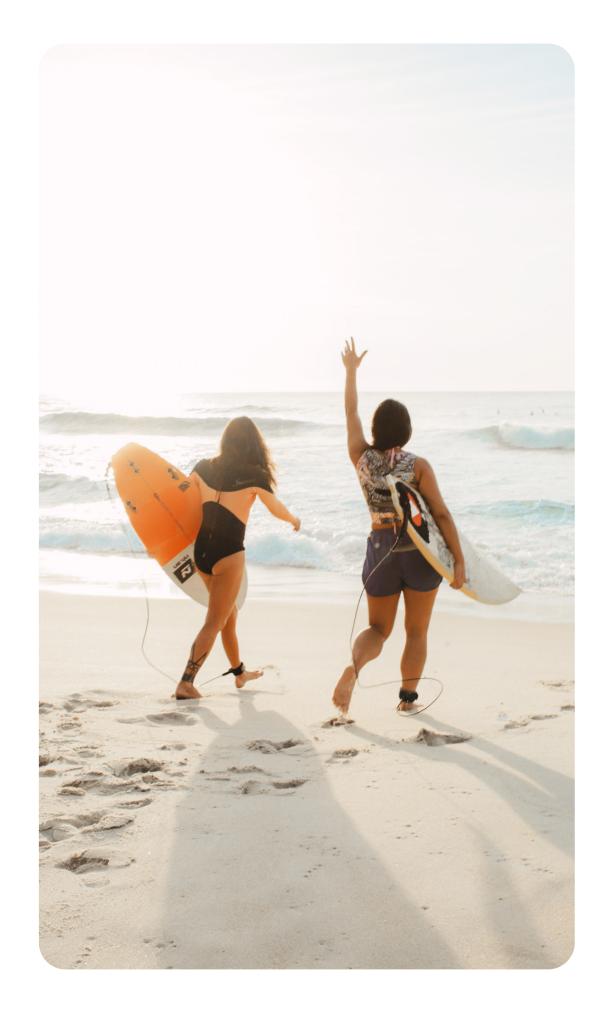
Pinterest helps people decide on their next adventure

Top 2018 travel trends on Pinterest

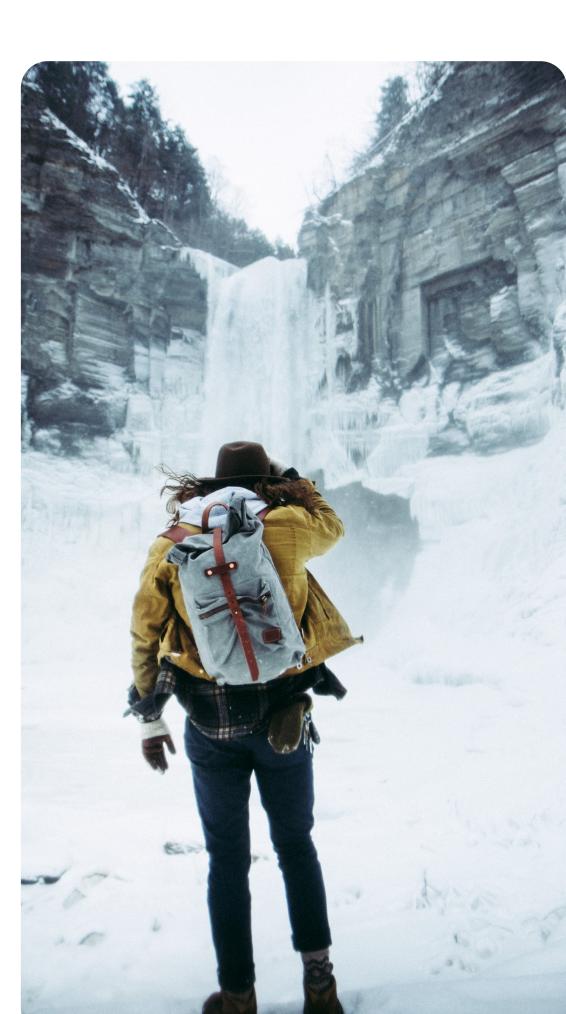
3 in 4 travel Pinners say travel Pins from brands are useful and nearly all will act on what they see, often booking an unplanned trip¹

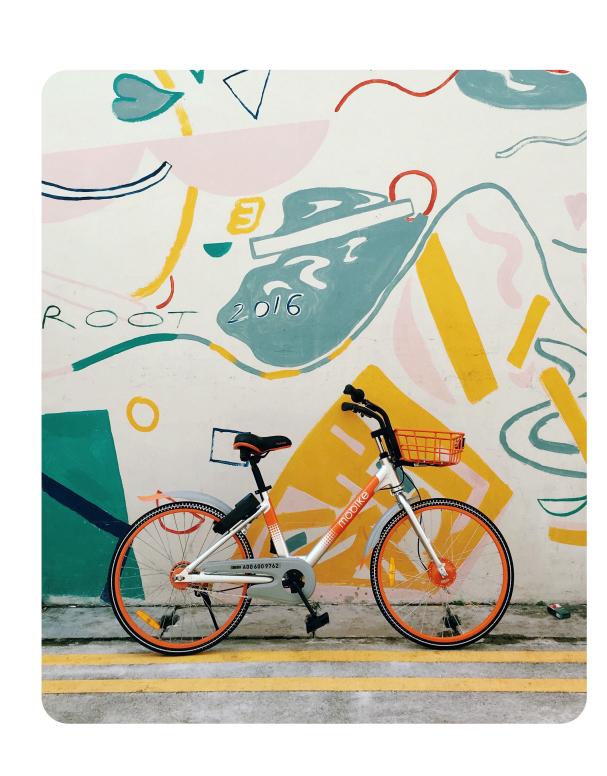




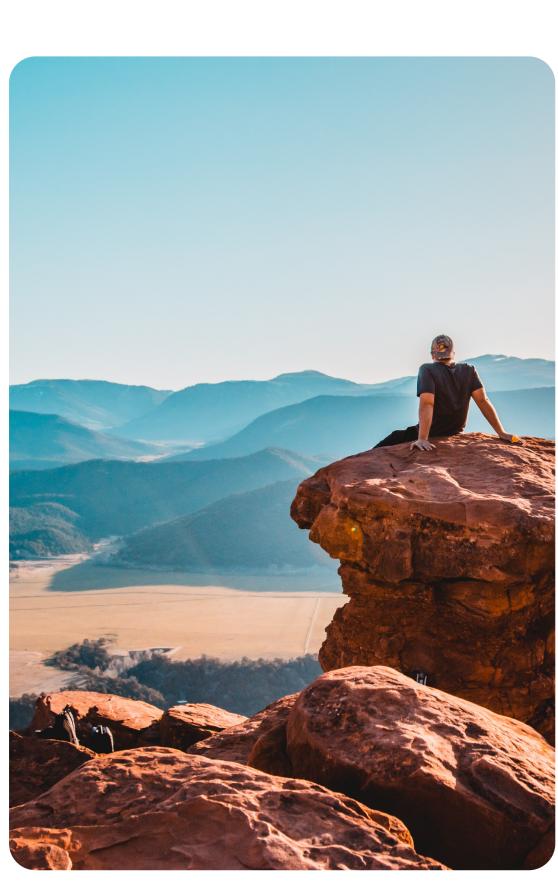


40+ million people in the US are on Pinterest every month for travel ideas³





49% of US travelers who spend \$1,000 or more on travel are on Pinterest²



Pinterest reaches almost 2x more online travelers than top online travel agency sites⁴

Travel planning happens on Pinterest⁵



Where to go?

+593%

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

+167%

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

+194%

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

+90%

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

How to get there?

+346%

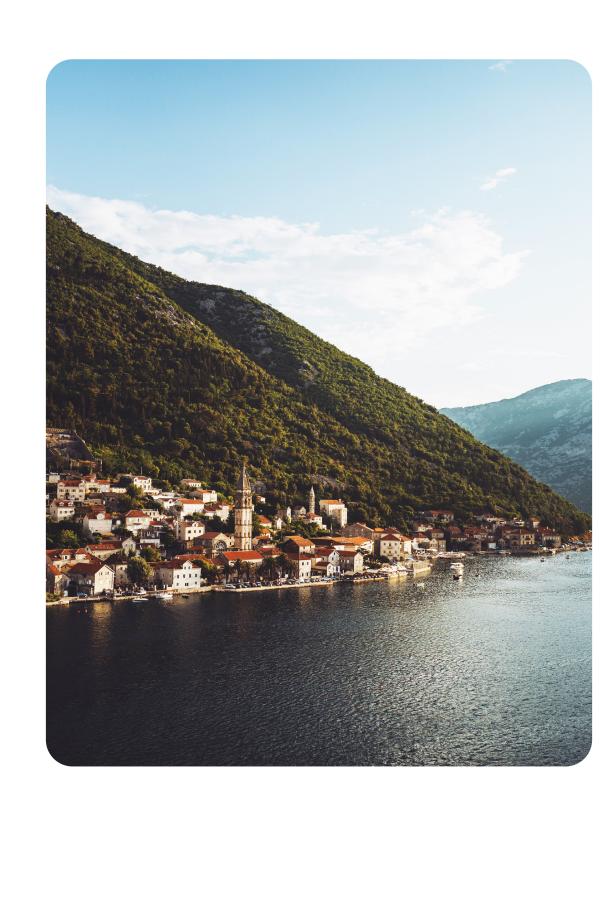
River cruises promise stops in multiple ancient towns with minimal repacking

+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?

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

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

Cooking classes are still hot, but

food photography workshops provide culinary-obsessed travelers with a chance to develop skills beyond the skillet

- Pinners want your Multivertical Path to Purchase study with GfK, December 2017
 - Pinterest internal data, March 2018 3 comScore, December 2017 - February 2018 4 comScore, January 2018
 - 5 All trend data represents year-over-year increases in saves, Pinterest internal analysis, March 2018

Be there when people are deciding where to go next