



Gustavson
School of Business
 University of Victoria



Travel - GBTI 2023					
Brand Name	Brand Trust Rank 2023	Brand Authenticity Rank 2023	Brand Ability Rank 2023	Brand Affinity Rank 2023	Brand Advocacy Rank 2023
Carlson Wagonlit	261	197	322	132	348
Expedia	279	278	264	248	227
Booking.com	294	256	252	218	220
TripAdvisor	294	181	264	271	227
Hotels.com	319	321	295	248	301
trivago	319	213	338	218	339
Travelocity	336	321	354	327	362
Flight Centre	342	256	367	314	357
Kayak	348	301	338	341	348