

# International Tourism Sales Seminar

Nicole Nisbett  
Market Manager, Harrisburg-Hershey  
nnisbett@Expedia.com

Matthew Denker  
Expedia MediaSolutions  
mdenker@Expedia.com





# Power of Partnership



# MULTI-PRODUCT



# Our Marketing Investments Reach Diverse Consumers

Be slightly adventurous.

#HotelsvonEgencia  
Sind Sie bereit. Ihr nächstes Hotel zu buchen?

STRANDURLAUB

for your ideal Hotel

travelocity

SUPPORTED BY Hotels.com  
#OBVIOUSPresident

450M monthly site visits

Expedia updated their cover photo.  
February 3 at 9:38am · 🌐

For a limited time only, save up to 30% off select hotels. Shop here:  
[#TimeForVacay](http://bit.ly/23J6PXG)

#TIMEFORVACAY

Google hotel trip in france

All Maps News Images Videos More + Search tools

About 202,000 results (0.59 seconds)

4 Star Hotels in Paris, France  
www.expedia.com/Hotels-Paris

Expedia Guarantees the Best Price. Save Big on Hotels in Paris.  
400+ Airlines · 11+ Million Reviews · 290,000+ Hotels Worldwide · City Breaks  
Budget Hotels · Book Hotel+Flight & Save · Luxury Hotels · Most Popular

世界最大級のホテル予約サイト  
Hotels.com  
アプリでも!

GO MALAYSIA!  
199  
4D3N RM  
Airport Transfer + Parking + Landmarks  
Accessories + Mobile Entertainment + More!

wotfi

FRBITZ

REDESCUBRE MÉXICO  
Llévate a México en la maleta.

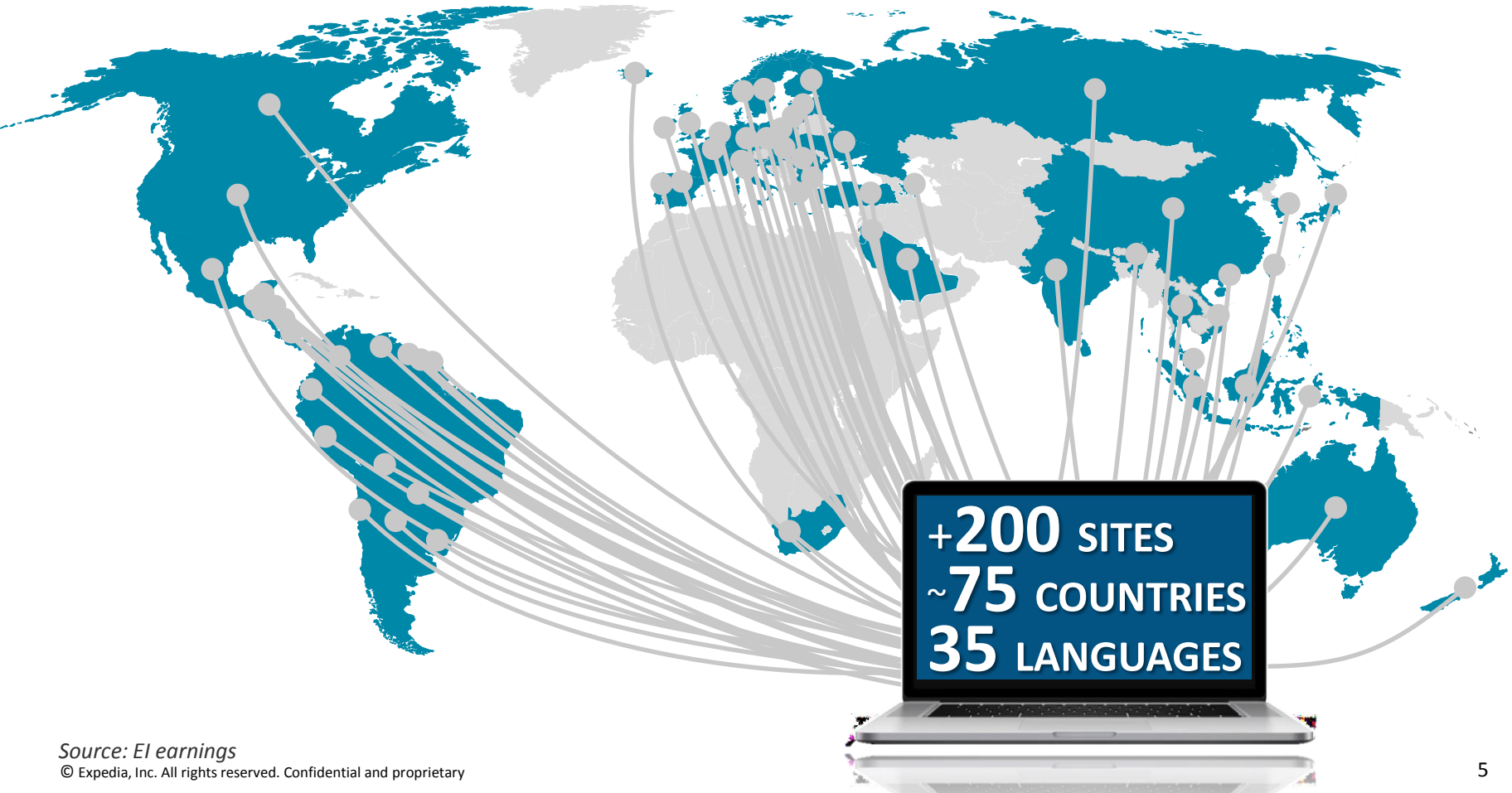
Hasta 40% de descuento

PRENOTA IN ANTICIPO LE TUE VACANZE AL MARE

Source: *El earnings*

© Expedia, Inc. All rights reserved. Confidential and proprietary

# Expedia Brands Deliver Global Demand



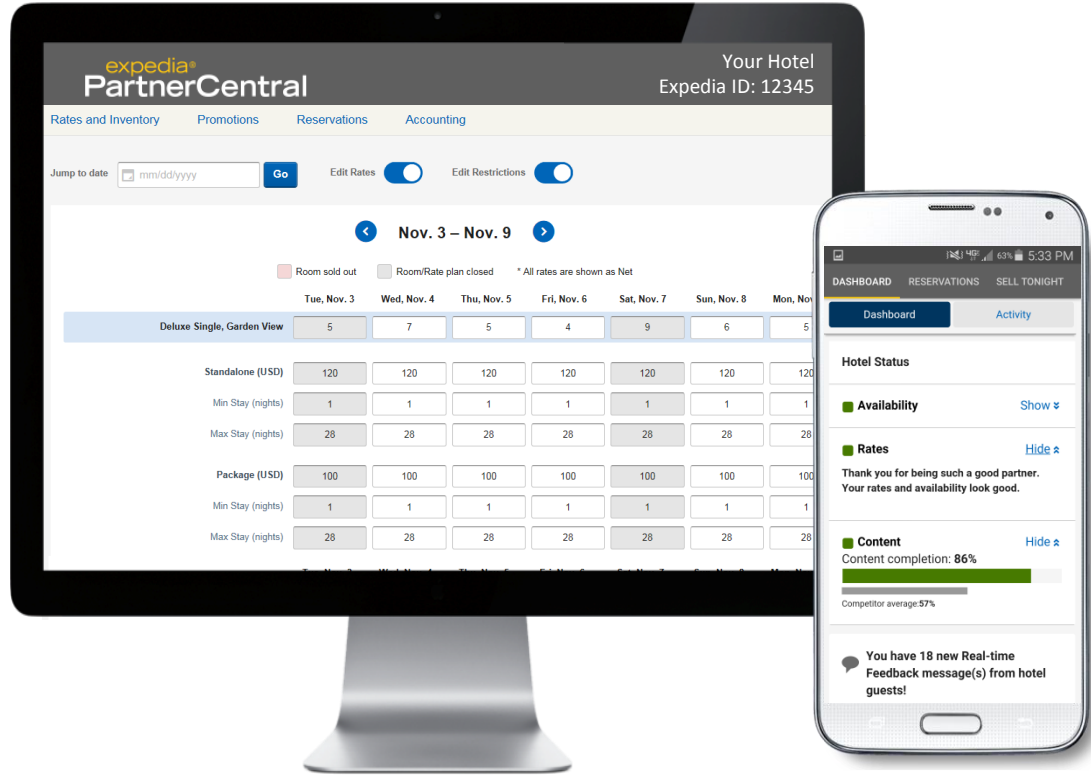
# We Connect You to a Real Time Travel Marketplace

Manage Your Rates and Availability

Manage Your Bookings

Reconcile Invoices and Accounting

Access Real Time Intelligence



## Expedia PartnerCentral

# Partner With Us to Get the Bookings you Want



# How to Get Chosen More Often





HOTEL



RESORT

TREEHOUSE

INN



**Be Unique**



**Be Noticed**



**Be Competitive**



MOTEL

VILLA



BED & BREAKFAST

# Attract Consumers with a Complete Overview of your Property

## Policies and Fees

### Hotel Policies

#### Check-in

Check-in time ends at 4 AM

Minimum check-in age is 21

Check-in time starts at 4 PM

#### Check-out

Check-out time is noon

#### Payment types



## Beautiful Photography



### Deluxe Room, 1 King Bed

300 square feet

1 king bed

(Extra beds available: Crib)

Room sleeps 2 guests

## Amenities

### Hotel Amenities

#### Hotel Amenities

- 24-hour business center
- Free area shuttle
- Dry cleaning/laundry service
- Fitness facilities

[Show all hotel amenities](#)

#### Internet

Available in all rooms: Free WiFi

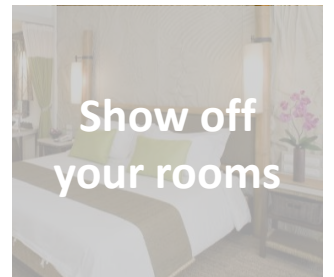
#### Parking

Self-parking (surcharge)

## Room Details

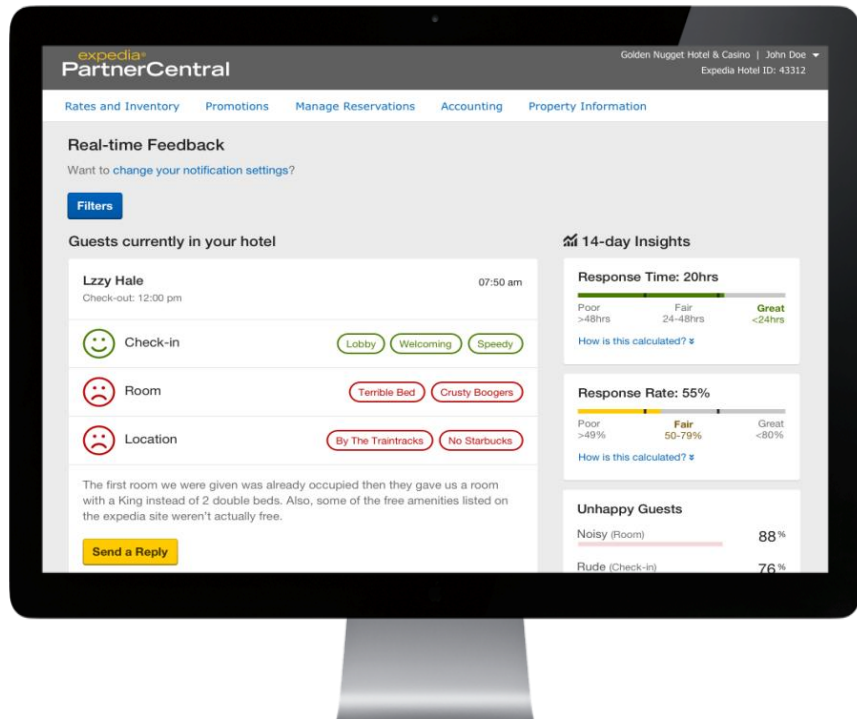
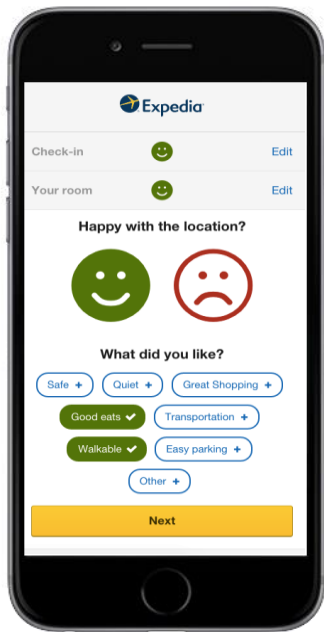
# Delight Consumers with Beautiful Photography

Travelers are **150%** more engaged on listings with more than **20** photos



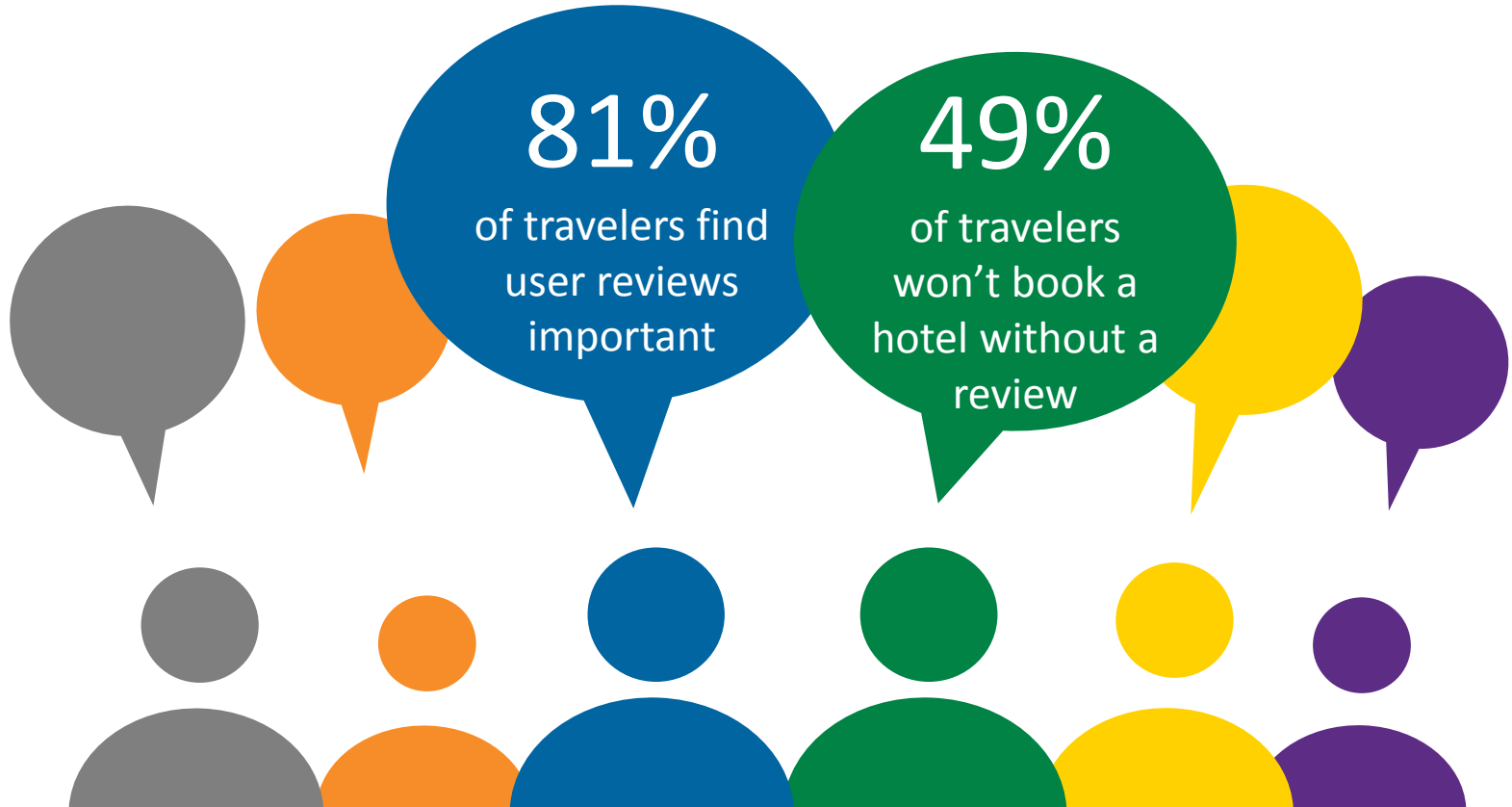
# Communicate with Guests Pre-Arrival

## Receive and Respond to Guest Feedback During Stay



Higher post-stay review scores of up to 10%

# Positive Traveler Opinions Drive Bookings



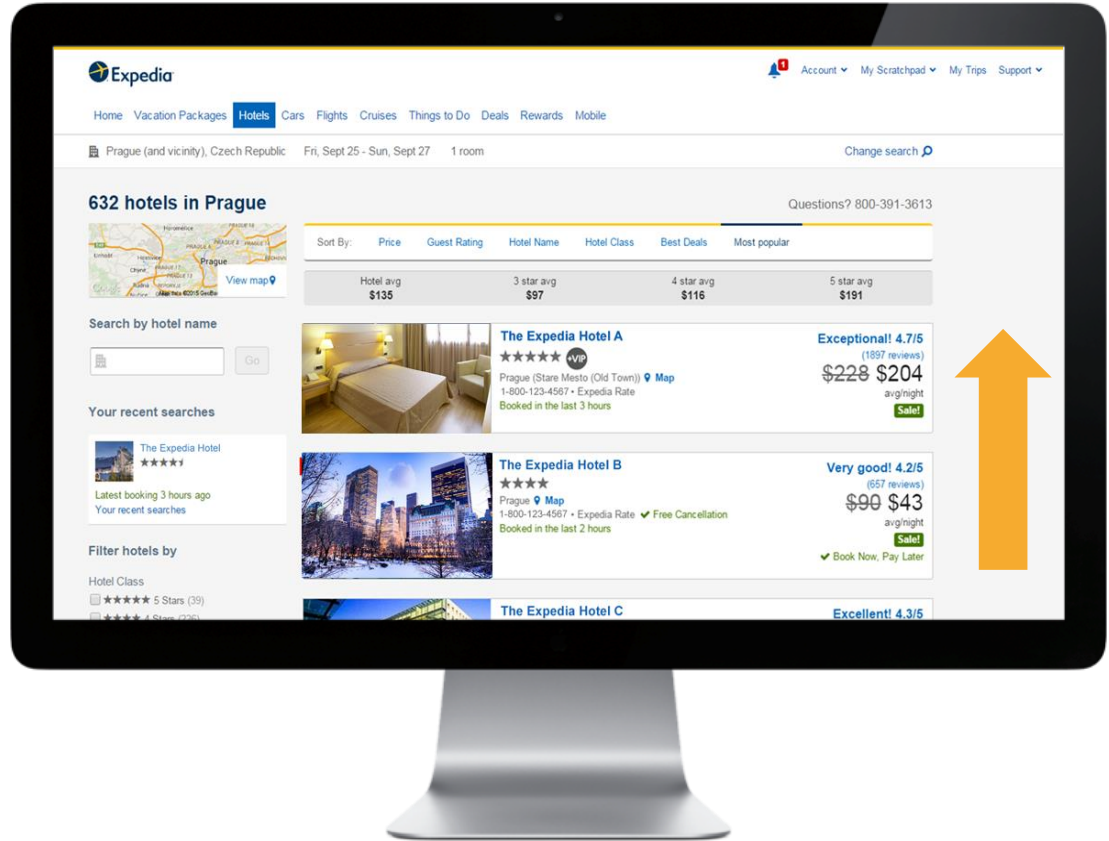
# Factors that Influence your Visibility

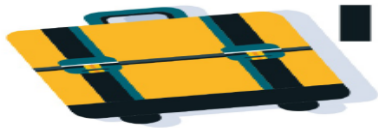
Offer Strength



Top 15 hotels in sort  
get ~75% of click  
through traffic

Compensation





# INTRODUCING REV+



Use daily rate shopping data and Market Demand Score to make smarter pricing decisions, stay competitive and save time to help optimize your revenue!

## Market Watch

## Booking Insights

## Activity Feed

Expedia PartnerCentral

Rates and Inventory Promotions Reservations Accounting Property Information

Rev+ 83 Partners

My Price Calendar Price Grid Download Price Grid (.csv)

**Hide Legend**  
 Lowest available price, shown in USD, for two people staying one night (taxes & fees not included).  
 ▲ Alert   ■ My Rate   ■ Average Market Watch Rate   ■ Market Demand Score   ↑ Increase  
 ↓ Decrease   ✕ Not Available

**Today** Aug 2016

Sun	Mon	Tue	Wed	Thu	Fri	Sat
\$170	\$170	\$190	\$210	\$170	▲	▲
65%	70%	67%	69%	65%	65%	62%

Market Alerts 13

These alerts reflect recent changes in your market. Currently displaying 90 days ahead.

Date Alert

- 07/22/16 More than 40% of your Market Watch rates decreased their rate in the last 24 hours.
- 07/23/16 More than 40% of your Market Watch rates increased their rate in the last 24 hours.
- 07/24/16 More than 40% of your Market Watch rates decreased their rate in the last 24 hours.
- 08/14/16 More than 40% of your Market Watch rates decreased their rate in the last 24 hours.
- 08/20/16 Market Watch Rate changed by 10% in the last 24 hours. More than 40% of your Market Watch rates increased their rate in the last 24 hours.
- 08/24/16 Market Watch Rate changed by 10% in the last 24 hours. More than 40% of your Market Watch rates increased their rate in the last 24 hours.
- 09/03/16 Market Watch Rate changed by 10% in the last 24 hours. More than 40% of your Market Watch rates increased their rate in the last 24 hours.
- 09/06/16 Market Watch Rate changed by 10% in the last 24 hours. More than 40% of your Market Watch rates decreased their rate in the last 24 hours.
- 09/13/16 Market Watch Rate changed by 10% in the last 24 hours. More than 40% of your Market Watch rates increased their rate in the last 24 hours.
- 09/17/16 More than 40% of your Market Watch rates decreased their rate in the last 24 hours. Show more market alerts.

My Snapshot Competitive Price Trends

Market alert: Review these important changes in your market  
 ▲ More than 40% of your Market Watch rates decreased their rate in the last 24 hours

My Rate  
\$117

Average Market Watch Rate  
\$151 ▲ (Average Market Watch rate decreased by \$7 today)

View rates from Market Watch list ▼

Market Demand Score 1  
50% ▲ (Market Demand Percentile decreased by 6% today)

### View and download your Competitive Price Trends and Competitive Price Grid!

Jul 22, 2016 Jul 23, 2016 ▶

My Snapshot Competitive Price Trends

Download Competitive Price Trends (.csv)

Price Grid Download Price Grid (.csv)

Lowest available price, shown in USD, for two people staying one night (taxes & fees not included).

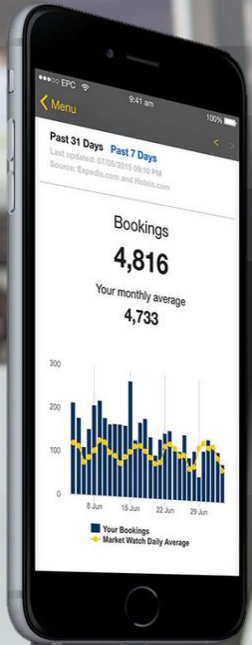
Market Dates	Y	T	W	Th	F	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su				
Average Market Watch Rate	176	171	207	245	219	245	197	211	217	9	6	389	216	217	217	217	217	217	217	217	217	217	217	217	217
Your Rate	197	197	244	244	244	244	244	244	244	244	244	244	244	244	244	244	244	244	244	244	244	244	244	244	244
Hotel A	8	254	274	274	274	274	274	274	274	274	274	274	274	274	274	274	274	274	274	274	274	274	274	274	274
Hotel B	8	318	333	333	333	333	333	333	333	333	333	333	333	333	333	333	333	333	333	333	333	333	333	333	333
Hotel C	11.0	135	164	159	154	154	154	154	154	154	154	154	154	154	154	154	154	154	154	154	154	154	154	154	154

View this full competitive price grid.

### Rev+ Includes:

- Price Calendar: View your lowest available rate, your Market Watch - Competitive Set average rate for the next 90 days
- Market Demand Score: View future demand for your market based on millions of data points from the Expedia Group websites
- Competitive Price Trends: View pricing trends for your competitive set over the past 45 days
- Price Grid: View your competitive set pricing data for the next 90 days

# Manage Your Business on the Go



Access Expedia PartnerCentral  
on Your Phone





# How To Get Chosen More Often

Beautiful Photography



Complete Your Profile



Engage with Guests



Competitive Rates  
and Availability



Improve Your Visibility



Real-Time Tools  
and Insights



# International Market Trends



# International Bookings

Bookings Year to Date – Harrisburg, PA



## Top Inbound Countries:

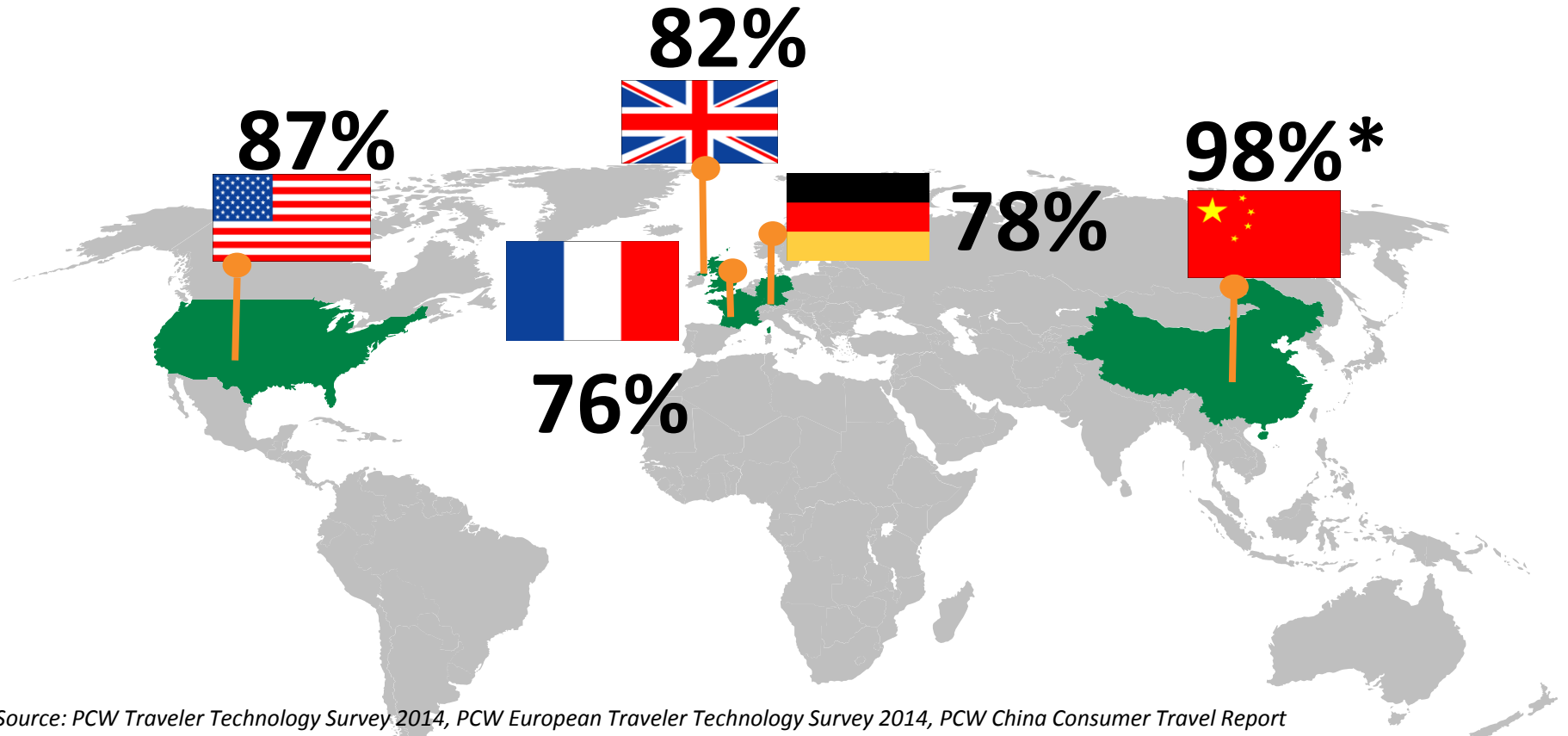
1	Canada
2	United Kingdom
3	Sweden
4	Germany
5	China



## Average Booking Window:

	22 days
	43 days
	59 days
	44 days
	26 days

# Smartphone Penetration is Near Saturation for Travelers



Source: PCW Traveler Technology Survey 2014, PCW European Traveler Technology Survey 2014, PCW China Consumer Travel Report

\*China penetration indicates ownership of any web-enabled mobile phone

# Mobile Trends

Bookings Year to Date – [Harrisburg, PA]



... growing **26% YoY**

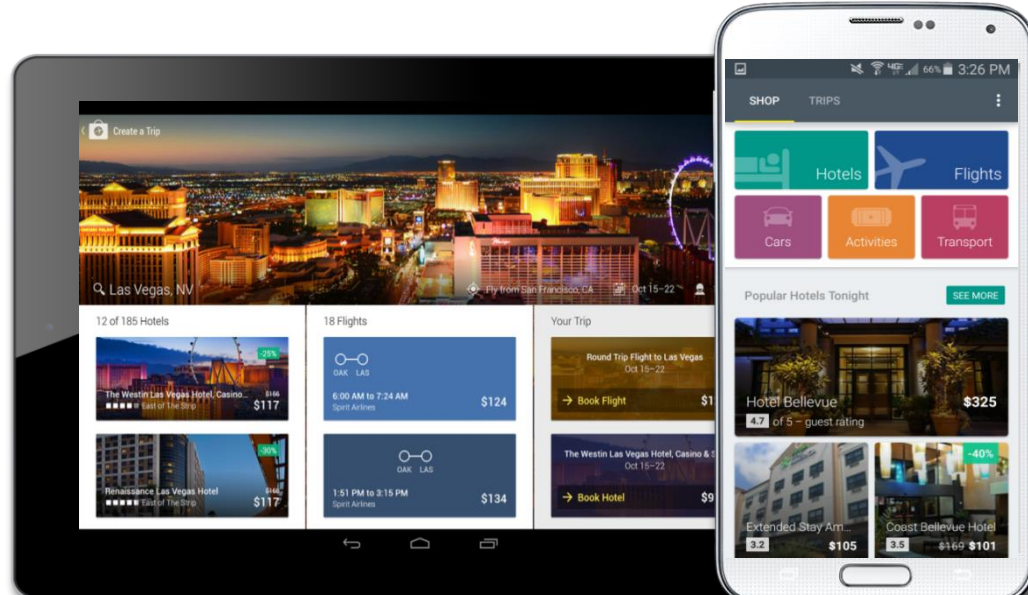


34%

200%



Room Nights





Countries



Destinations

## Home markets:

Malaysia



Thailand



Indonesia



Philippines



India



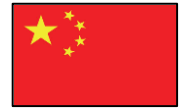
Japan



Singapore



China



# Expedia Affiliate Network Welcomes Air Canada




AIR CANADA 

Your hotel booking

English  USD  

Book Travel | Manage My Bookings | Special Offers | Information & Services | Altitude | Business Travel

## Hotel search

Harrisburg, Pennsylvania, United States of America 

Destination, hotel, landmark or address

Check in  Check out

Thursday Friday  1 Night

Rooms

1 room, 2 adults 

Search

AIR CANADA 

Book Plan Fly Altitude  Hi, Sign in  
See your profile

## SAVE ON FLIGHTS WORLDWIDE.

### SALE

BOOK NOW 

Flights

Hotels

Cars

My Bookings

Check-in

Flight Status

FROM

TO

Find

Flight Passes



Purchase | Access My Flight Passes | Manage My Flight Pass Bookings

AIR CANADA 

Book Travel | Manage My Bookings | Special Offers | Information & Services | Altitude | Business Travel

View on map 

### Harrisburg, Pennsylvania, United States of America

Thu 13 - Fri 14 October 2016, 1 night, 1 room, 2 adults  

Sort by **Our favourites** Star rating Distance Guest rating Price

Narrow results:

181 hotels and holiday rentals

Name contains

Hotel name:

Nightly Price

\$0 CAD to \$500 CAD+

Star rating

Guest rating

0 to 5

Neighborhood

Landmarks

Accommodation type

Amenities

Themes / types

Accessibility Features

**Econo Lodge Harrisburg** (Last booked 22 hours ago)

495 Eisenhower Blvd, Harrisburg, PA, 17111 United States, 1-866-264-7758



Harrisburg  
9.6 km to City center  
7.4 km to Harrisburg, PA (MDT-Harrisburg Intl.)  
 Earn 85 Aeroplan Miles

Good 3.1 / 5  
22 verified guest reviews  
 free cancellation  
 pay now or at hotel

Great Rate  
~~\$208 CAD~~ **\$85 CAD**  
nightly price

**Sheraton Harrisburg Hershey Hotel** (Last booked 3 hours ago)

4650 Lindle Rd, Harrisburg, PA, 17111 United States, 1-866-264-7758



Harrisburg  
9.0 km to City center  
6.6 km to Harrisburg, PA (MDT-Harrisburg Intl.)  
 Earn 211 Aeroplan Miles

Good 3.8 / 5  
152 verified guest reviews

Special Deal  
~~\$236 CAD~~ **\$211 CAD**  
nightly price

**Red Lion Harrisburg Hershey**

4751 Lindle Rd, Harrisburg, PA, 17111 United States, 1-866-264-7758



Harrisburg  
9.2 km to City center  
6.4 km to Harrisburg, PA (MDT-Harrisburg Intl.)

Good 3.5 / 5  
221 verified guest reviews

Great Rate  
~~\$299 CAD~~ **\$181 CAD**  
nightly price  
2 left

# Additional Tools to Increase Visibility



Offer  
Strength



Quality  
Score



TravelAds:  
Sponsored listing  
CPC Model

The screenshot displays a search results page for hotels. At the top, there are sorting options: 'Sort By: Lowest Price', 'Guest Rating', 'Hotel Name', 'Hotel Class', 'We Recommend', and 'More'. Below this, there are columns for '3 star avg \$186', '4 star avg \$240', and '5 star avg \$216'. The first listing is for 'Downtown Hotel' with a 'Wonderful! 4.5/5' rating (720 reviews), a price of '\$269' (crossed out) and '\$229' (current price) 'avg/night', and a 'Sponsored' label. It includes a 'Book Now, Pay Later' option and 'Earn 2541 points'. The second listing is also for 'Downtown Hotel' with a 'Good! 3.9/5' rating (1638 reviews), a price of '\$144' (crossed out) and '\$122' (current price) 'rate per night', and a 'Sale!' badge. It also includes 'Book Now, Pay Later' and 'Earn 2222 points'. The third listing is for 'Downtown Hotel' with a 'Wonderful! 4.5/5' rating (1323 reviews), a price of '\$599' (crossed out) and '\$197' (current price) 'avg/night', and 'Earn 2222 points'. Each listing includes a map icon, a 'Free Cancellation' badge, and a 'Booked in the last X minutes/hours' notification.

Accelerator:  
CPA Model



# Your Expedia Market Management Team



Nicole Nisbett  
Harrisburg-Hershey  
Market Manager  
[nnisbett@expedia.com](mailto:nnisbett@expedia.com)



Julia Edwards  
Egencia  
[juedwards@egencia.com](mailto:juedwards@egencia.com)



Catalina Winocur  
Hotwire  
[cwinocur@hotwire.com](mailto:cwinocur@hotwire.com)



Julie Mcdowell  
TravelAds  
[jmcdowell@expedia.com](mailto:jmcdowell@expedia.com)



[naregional@Expedia.com](mailto:naregional@Expedia.com)



Jesse Heon  
[jheon@Expedia.com](mailto:jheon@Expedia.com)



Andriana Nazarian  
[anazarian@Expedia.com](mailto:anazarian@Expedia.com)



Cornell Bang  
[cbang@Expedia.com](mailto:cbang@Expedia.com)

## Market Associate Team

# International Tourism Seminar

October 13, 2016

Matthew Denker, Expedia MediaSolutions

# Agenda



- Expedia Media Solutions Overview
- Global Reach
- International Visitation Trends & Actionable Insights
- Digital Marketing Channels
- Brand USA Partnership
- Real-Time Analytics
- Custom Research: UK Travelers Path to Purchase
- Conclusion

# Who is Expedia Media Solutions?

We connect marketers to our global audience through innovative, relevant and proven advertising solutions as they **explore, book, share, and manage** their trips **everywhere**.

# Expedia Media Solutions: Overview

---

**LEADER**

- Expedia, Inc. is the world's largest online travel company
  - Reach **27MM U.S.** and **78MM worldwide** unique users\*
  - **37%** of gross bookings were through **International** POS last year compared to 21% in 2005
- 

**TRUSTED**

- **Established brand recognition across the globe:** Hotels.com, Expedia, Hotwire, Travelocity, Wotif, Cheaptickets, AirAsiaGo, ebookers, Orbitz, Lastminute.com.au, MrJet and Venere
- 

**PREMIUM**

- **Uncluttered** environment on a premium publisher
  - Adhere to **online advertising best practices** (DAA, OBA, IAB, etc.)
-

# Expedia Media Solutions: Global Network of Sites



Expedia, Inc.: 200 Travel Branded Sites in 75 Countries

Worldwide Monthly Unique Users (Millions)



# Expedia, Inc. Audience Demographics



Ages 25 - 54:

**63%**



Female:

**58%**



Have Attended  
College:

**69%**



Household Income  
\$75K+:

**59%**

# US Travel: International Growth

## TOP 5 INTERNATIONAL MARKETS TO THE U.S. (2015 ARRIVALS)

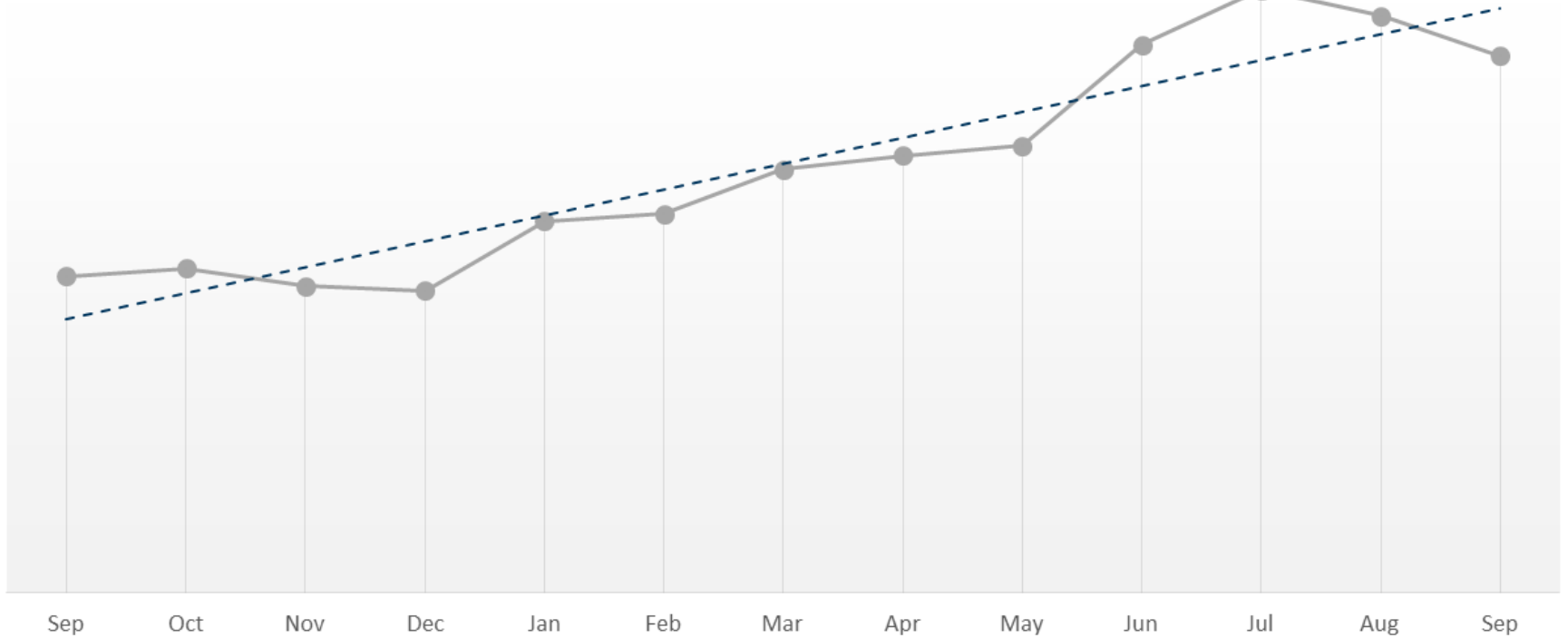
ORIGIN OF VISITOR	2015
Canada	20.1 million
Mexico	18.4 million
United Kingdom	4.9 million
Japan	3.8 million
China	2.6 million

## TOP 5 HIGH-GROWTH TRAVEL MARKETS THRU 2020 *(forecasted)*

ORIGIN OF VISITOR	ARRIVALS % CHANGE '20/'14
China	129.2%
India	47.0%
Taiwan	39.1%
South Korea	36.0%
Australia	26.5%



# China Seasonal Unique Visitors



# China Audience Insights

Booking Window



Unique Visitor Growth

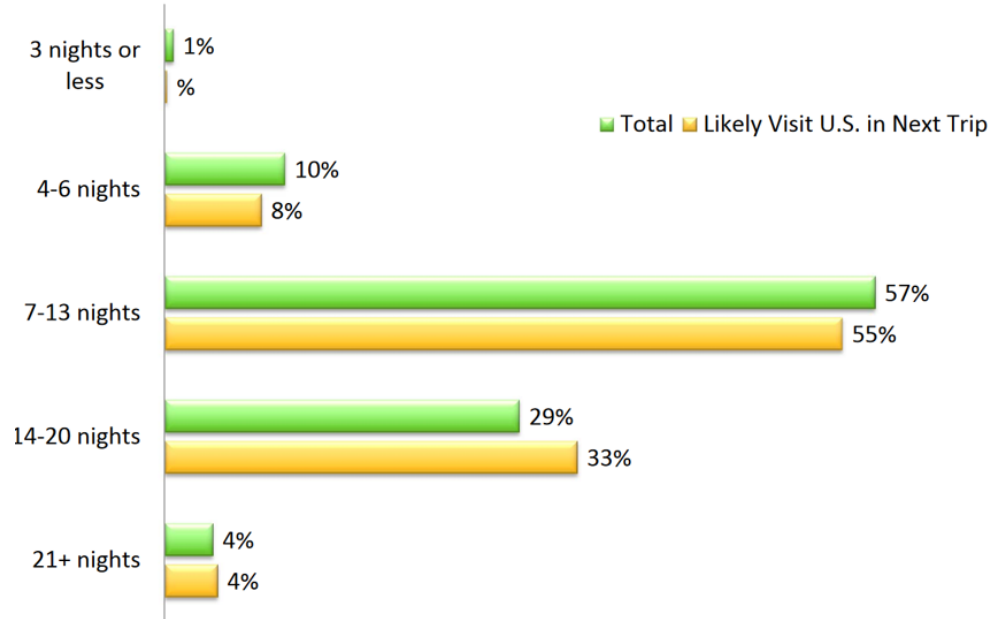
241%



Length of Stay



# China Length of Stay Study



# Canada Audience Insights

Booking Window



Unique Visitor Growth

3.29%



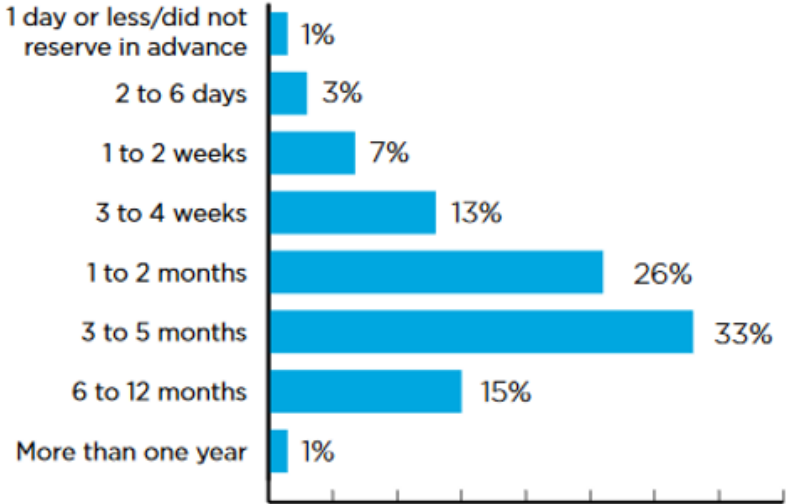
Length of Stay



# Canada Air Booking Window



## AIR BOOKING



# Expedia Targeting Options



## Contextual, Expedia Traveler Targeting

- Origin, destination, hotel star rating, air class, etc.



## Expedia Traveler Profile Targeting

- Business, Leisure, Family, Luxury, Frequent Flyer, etc.



## IP Targeting

- Geographic location (country, state, DMA)
- Platform and browser type (including mobile and tablet)



## Demographic Targeting

- Gender
- Age
- Household Income



## 3<sup>rd</sup> Party-Supplied Behavioral Targeting

- In-market for auto, finance, retail, etc.
- Interested in outdoors, food, arts & entertainment



## 3<sup>rd</sup> Party-Supplied Business-to-Business Targeting

- Title, company size, function, etc.

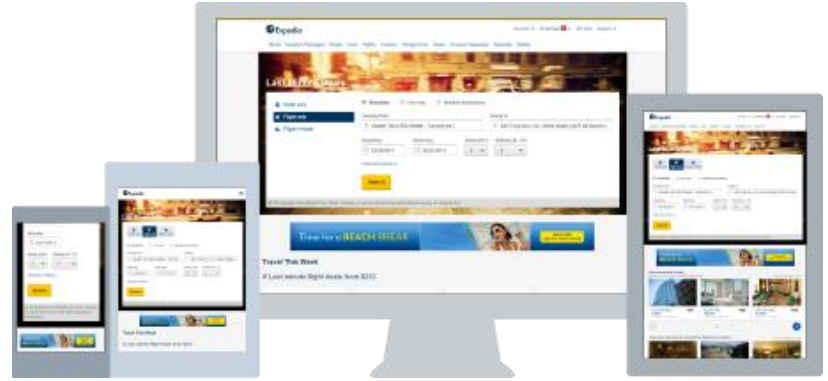


## Custom Targeting

- Combine travel with IP or 3<sup>rd</sup> party profile targets
- Retarget your own audience on Expedia

# DISPLAY

In-store display media across all global brands on desktop & mobile devices.



## PASSPORTADS™ | Audience Extension

Leverage our clean, first party data to reach our highly engaged travel shopper offsite and drive qualified leads to your brand.



Traveler researches on Expedia



Customer is retargeted offsite



Ad links to your site

# EMAIL MARKETING

Sponsored and dedicated emails let you deliver your branded message or special offer straight to a subscriber's inbox.



# SOCIAL MEDIA

Promote your content and grow your social following through co-branded promotions, cross-platform contests and more.





# Brand USA Affinity Co-Op Campaigns

*The mission we share: To encourage increased international visitation to the United States and to grow America's share of the global travel market*



*50 Affinity Co-Op Campaigns across UK, Germany, France, Norway, Denmark, Canada, Mexico, Brazil, Australia, Japan, Korea, Taiwan, Hong Kong and China*

# Analytics: Real-Time Conversion Reporting



## Conversion Summary For XXXXXXXXXX

IO Number: XXXXXXXXXX

May 6, 2016 to July 29, 2016

All Revenue Figures in \$USD

Impressions	Clicks	CTR	Ad Spend	View-thru \$	Click-thru \$	Total \$	RN	ADR	ROAS
9.1M	7,332	0.08%	\$102K	\$1,532,668	\$13,122	\$1,545,789	8,594	\$180	15.1

### Line Item Summary

Line Item Name	Impressions	Clicks	CTR	Ad Spend	View-thru \$	Click-thru \$	Total \$	RN	ADR	ROAS
021:856037:Expedia Brands Portfolio (USA)160x600, 300x250, 970x90, 728x90, 468x60, 300x50EB	4,000,646	1,387	0.03%	\$20,003	\$235,979	\$1,817	\$237,796	1,316	\$181	11.9


### Creative Summary


Line Item Name	Creative	Impressions	Clicks	CTR	Ad Spend	View-thru \$	Click-thru \$	Total \$	RN	ADR	ROAS
001:779050:Expedia Brands Portfolio (USA)160x600, 300x250, 970x90, 728x90, 468x60, 300x50EB	160324_us_	874,133	190	0.02%	\$4,371	\$18,217	\$0	\$18,217	127	\$143	4.2
	CoOp_IO75636_8247_R_	370,865	123	0.03%	\$1,854	\$19,406	\$0	\$19,406	105	\$185	10.5
	160324_us_ CoOp_IO75636_8247_300x250_050616.jpg	405,177	119	0.03%	\$2,026	\$12,016	\$0	\$12,016	84	\$143	5.9

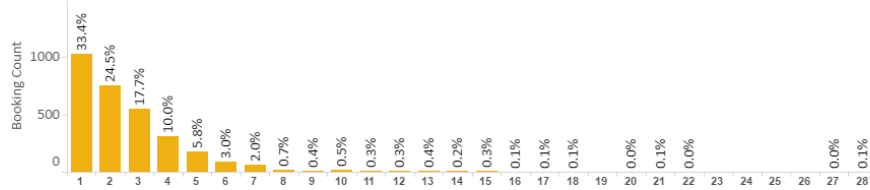
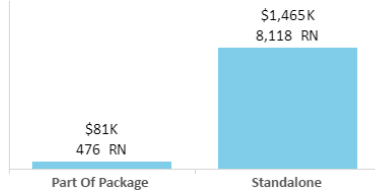
# Analytics: Real-Time Conversion Reporting

All Revenue Figures in \$USD

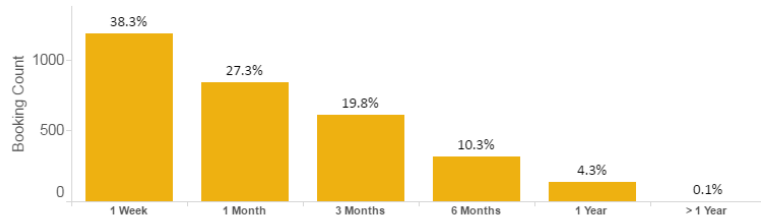
 Person Count

 Package or Standalone

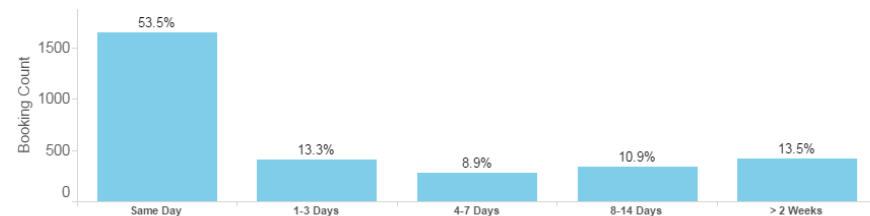
 Length of Stay (Days)



 Travel Window (Within Timeframe Indicated)



 Conversion Window



# REAL WORLD INSIGHTS



**Path to  
Purchase**



**Traveler  
Attribution**



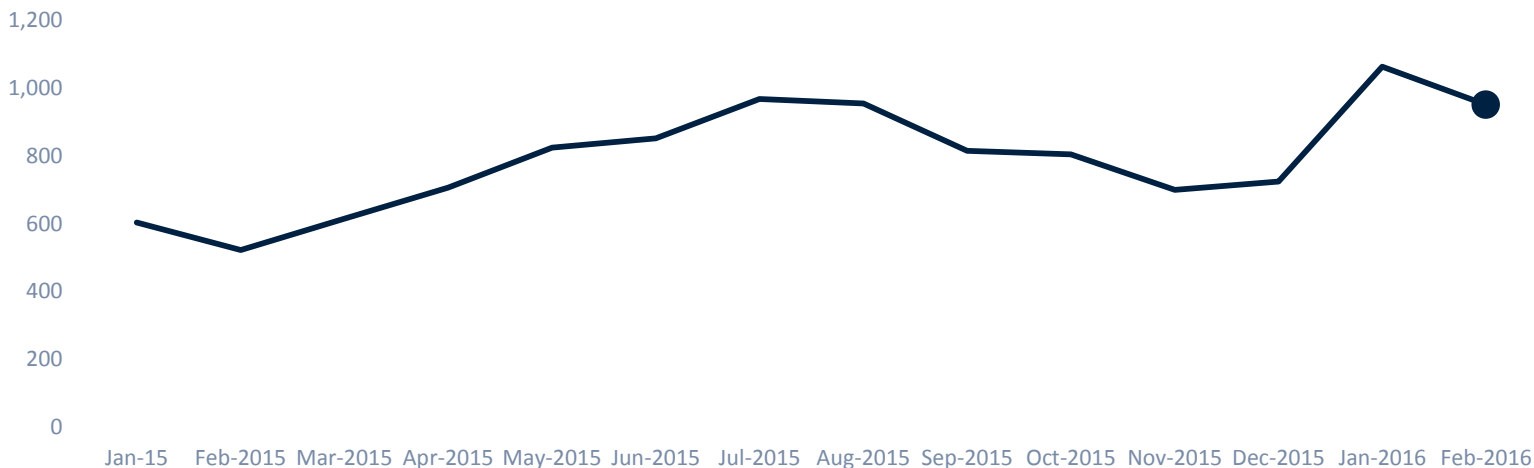
**Multiscreen  
Consumer Behaviors**

# 82% YEAR OVER YEAR GROWTH IN MOBILE TRAVEL MINUTES

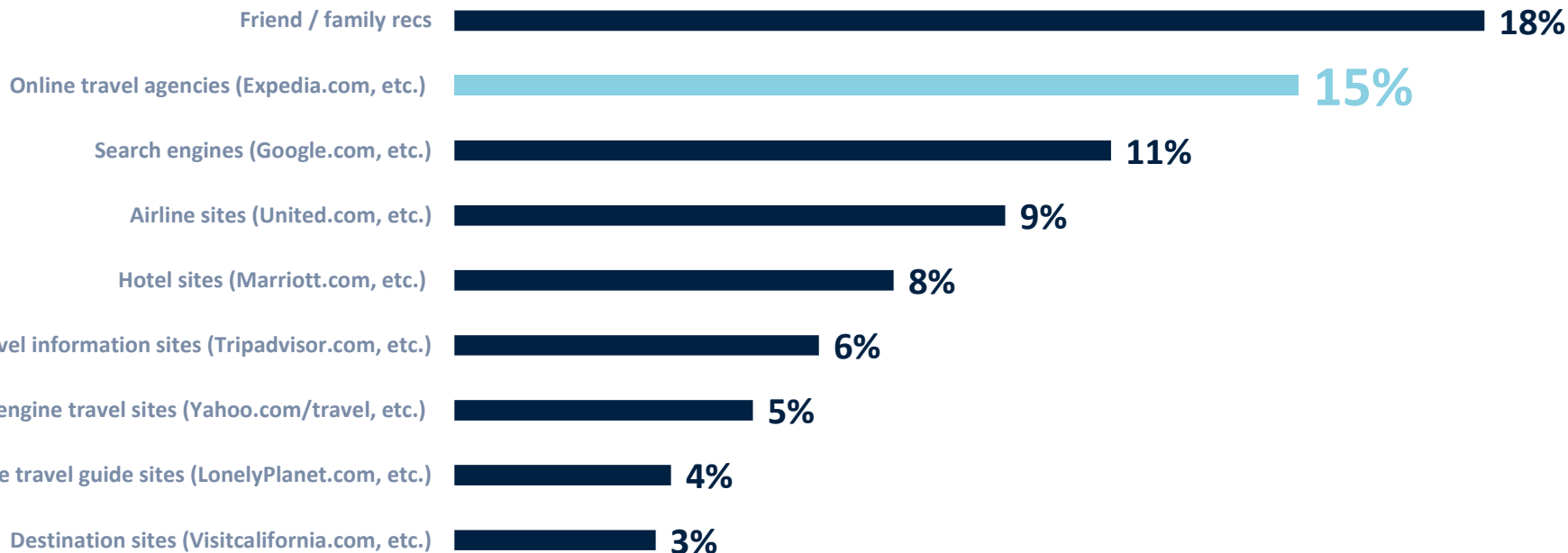


ABOUT 1 BILLION MOBILE MINUTES SPENT ON DIGITAL TRAVEL CONTENT IN THE UK

Total Mobile Travel Minutes (MM)



# OTAS WERE THE MOST INFLUENTIAL *ONLINE* RESOURCE IN BOOKERS' DESTINATION DECISIONS



# ONLINE BOOKERS INCREASINGLY ENGAGE WITH TRAVEL CONTENT IN THE WEEKS LEADING UP TO PURCHASE

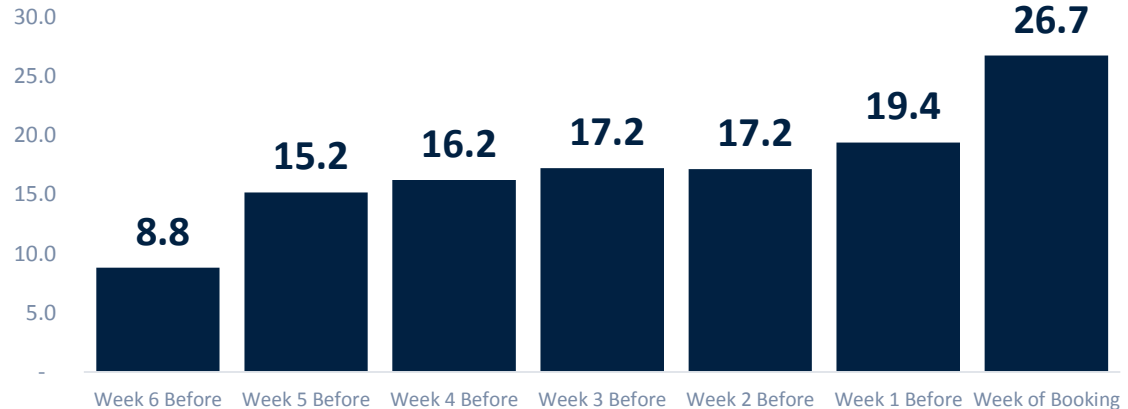


- By the end of the booking path average visits per booker increased by 203%, resulting in close to daily visits to travel sites, on average
- **Number of visits to travel sites** made by bookers 45 days before booking:

**121**

## Average Travel Site Visits per Week

(Number of travel sites visited per week by the average segment member, Oct'15-Feb'16 aggregate)



**Read as:** The average segment member makes 26.7 visits to travel sites in the week leading up to the booking



# KEY FINDINGS & INSIGHTS

## PATH TO TRAVEL BOOKINGS

- Content consumption on mobile is outpacing desktop, and consumers in general are moving more fluidly across devices
- The opportunity to influence and maintain share of voice for travel marketers starts at the point of inspiration where ad recall is highest and penetration is the lowest
- OTAs were the most influential *online* resource in making their destination decision

Create  
partnerships that  
provide efficient  
and scalable  
reach through all  
phases of the  
consumer journey





Follow us on Twitter **@ExpediaMedia**  
or on LinkedIn at

**<https://www.linkedin.com/company/expedia-media-solutions>**

# Thank You.

Matthew Denker, Expedia Media Solutions

