



The Traveler's Road to Decision 2011

Google, Inc. and IPSOS OTX Media CT
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Objectives

To understand how consumers research and gather information throughout the travel decision-making process.



How has travel **planning** changed this year?



What role does the **Internet** play in travel planning?



Does the **research process** vary by traveler type?



How is **online video** used in the travel planning process?



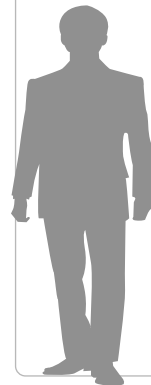
How do **mobile devices** play a role in the process?

Research Methodology

- 5,000 US consumers identified as **Personal** or **Business Travelers** (see definitions below) completed a survey about travel habits and attitudes.
 - A segment of 1,500 **Affluent Travelers** (based on self-reported HHI) was also interviewed about their leisure travel behavior/intentions
- If qualified, respondents were routed to a maximum of two of the following deep-dive sections: **air travel, hotel, car rental, cruise.**
- Interviews were conducted between 4/20/11 and 5/11/11.
 - The current report reflects the third annual wave of this research (Waves 1 and 2 completed in spring 2009 and spring 2010) and provides trended insights.



Personal Traveler
has taken at least one
trip for leisure in the
past 6 months
(3500 interviews)



Business Traveler
has taken at least
three trips for business
in the past 6 months
(1500 interviews)



Affluent Traveler
has taken at least one
trip for leisure in the
past 6 months and
has a household
income of \$250K+
(1500 interviews)

Key Findings

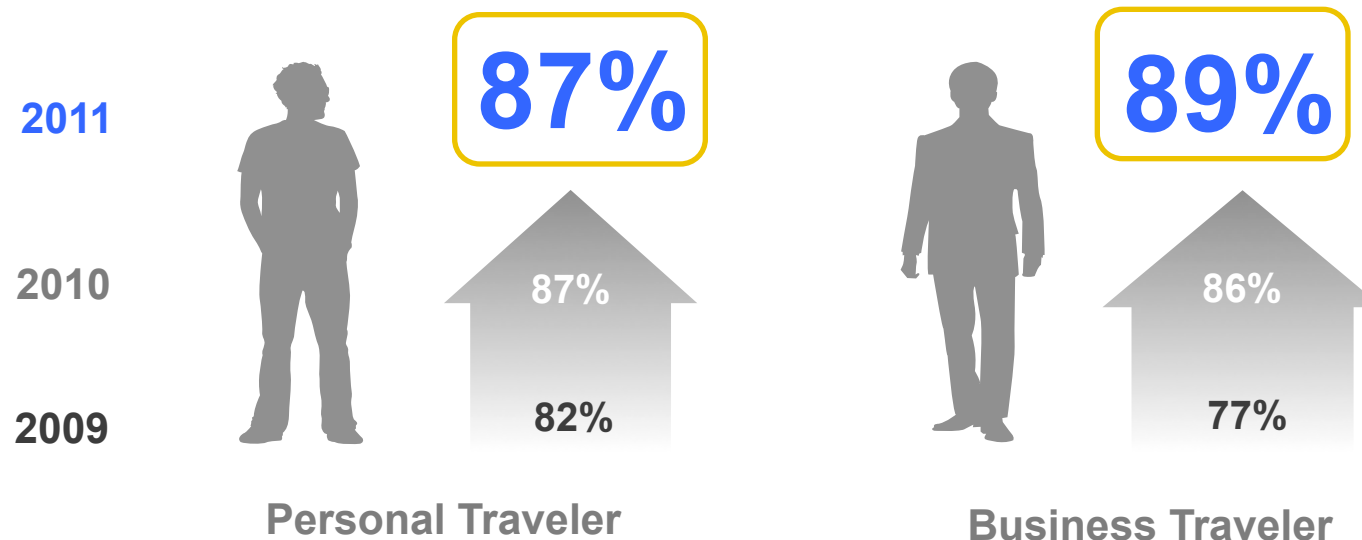
- 1 The **positive outlook for travel continues in 2011**, as the majority of travelers planning to take the 'same or more' trips has grown over the past two years.
- 2 The **internet continues to be the most prevalent tool** for researching and booking travel.
- 3 Primarily for reasons related to ease and cost, **search engines are the most commonly used online source for Personal Travelers**.
- 4 **Reliance on mobile devices** for travel activity continues to grow considerably.
- 5 **Online videos** are increasingly popular for travel-related activity.

Travel Outlook

The Overall Travel Outlook Continues to be Positive

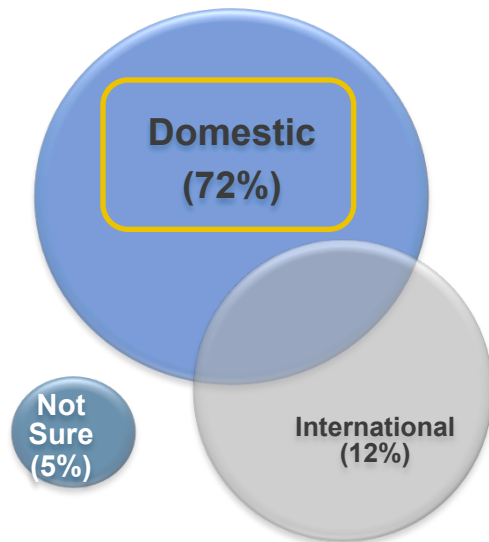
Predicted 2011 Travel Frequency

Plan to take the Same or More Personal/Business Trips in 2011 (vs. 2010 and 2009)



Personal Travelers Plan Domestic for their Next Vacation

% of Leisure Travelers Considering International vs. Domestic for Their Next Vacation



Top 5 Domestic Destinations

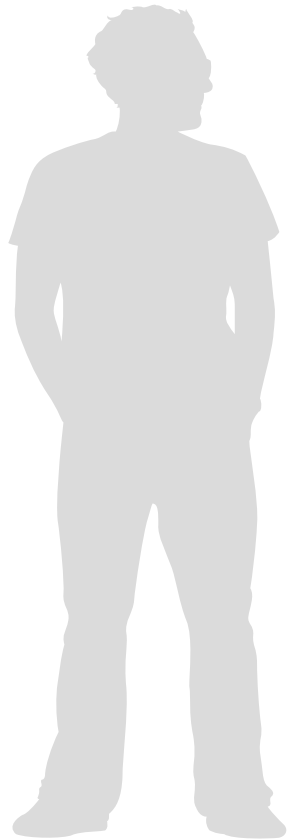
1. **Las Vegas (27%)**
2. New York City (18%)
3. Orlando (18%)
4. Honolulu (14%)
5. Chicago (13%)

Top 5 International Destinations

1. **Caribbean (23%)**
2. Italy (21%)
3. United Kingdom (19%)
4. Mexico (19%)
5. Bahamas (18%)

Personal Travelers Remain Value Conscious

% of travelers who agree or strongly agree with the following statements...



59% I plan to spend more time shopping around/researching before booking travel because finding value for my money is important to me. **vs. 54% in 2010**

57% I will take advantage of travel coupons and discounts more over the next year.

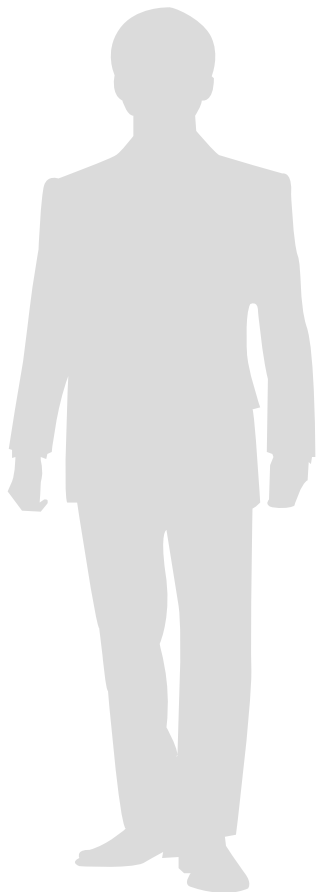
55% I would like to stay at an upscale or luxury hotel if the price is right.

53% I plan to spend more time comparison shopping online over the next year than I have in the past.

39% I plan to take a “wait and see” approach to booking travel (rather than booking in advance) in order to secure good deals.

Business Travelers Search for Value Too

% of travelers who agree or strongly agree with the following statements...



69% I would like to stay at an upscale or luxury hotel if the price is right.

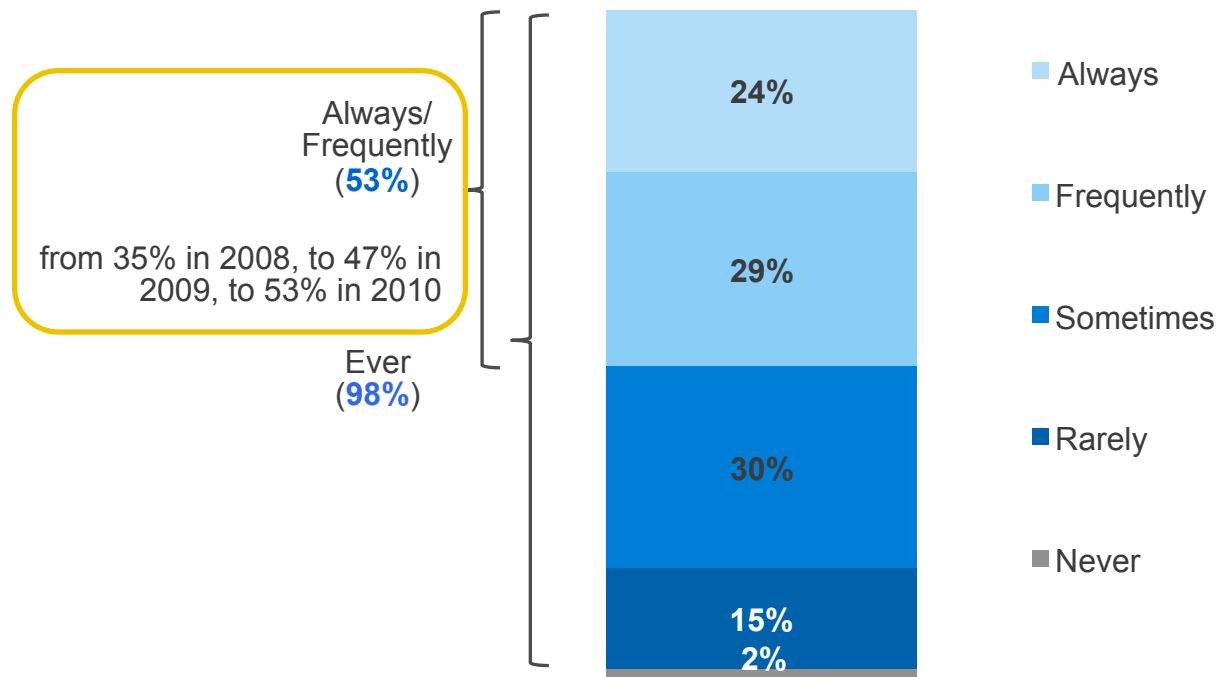
56% I plan to spend more time shopping around/researching before booking business travel, in order to find good value for my money.

55% I plan to look for lower cost alternatives when booking my overnight accommodations.

47% I'm more likely to look for flights with connections or layovers in order to save money.

1/2 of Business Travelers Frequently Include Leisure Time/Entertainment on their Trips

Leisure Time Included In Business Trip



Rewards Program Membership is Higher for Business Travelers and in Air Travel

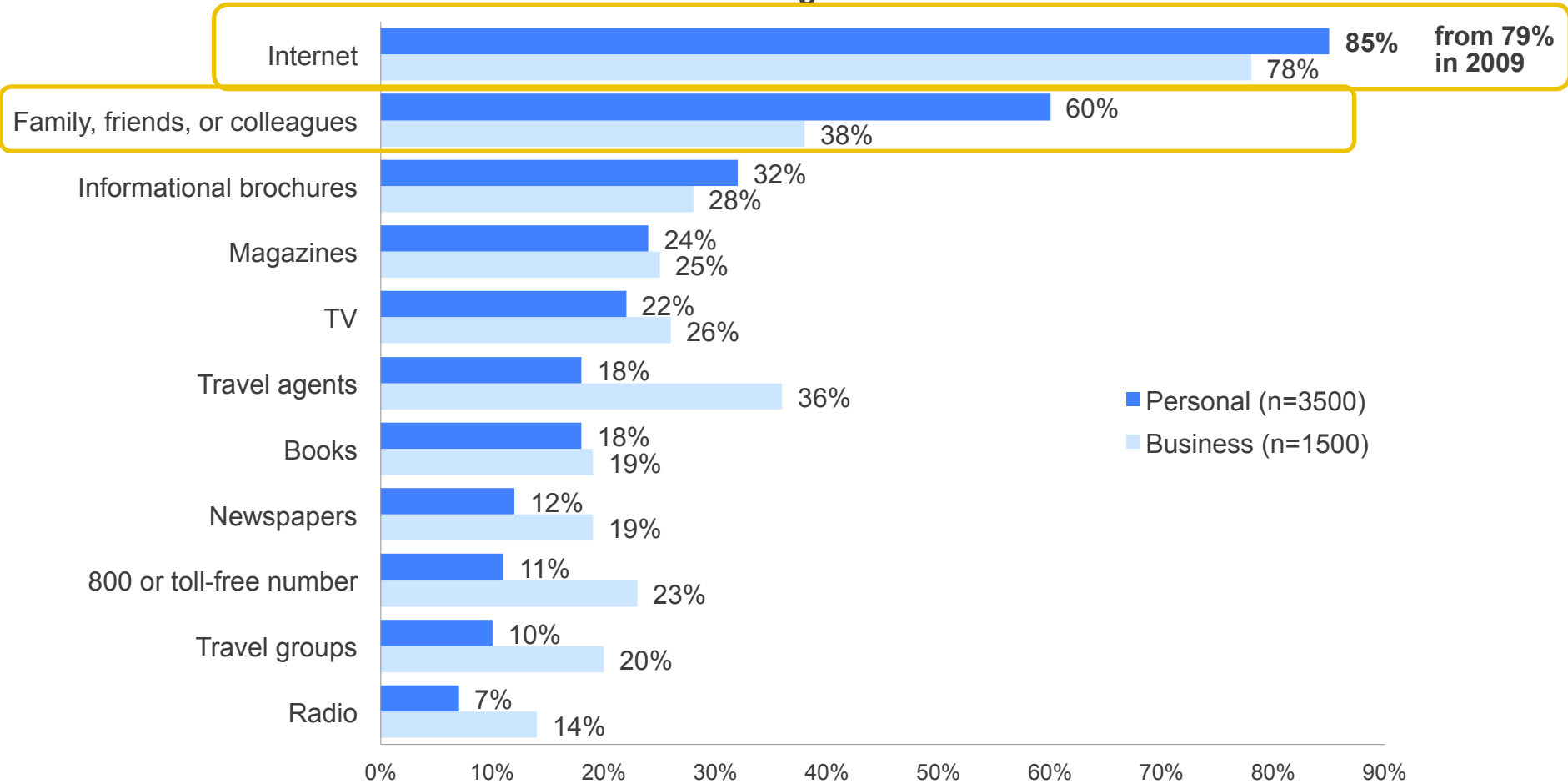
Reward Program Membership



Internet Usage

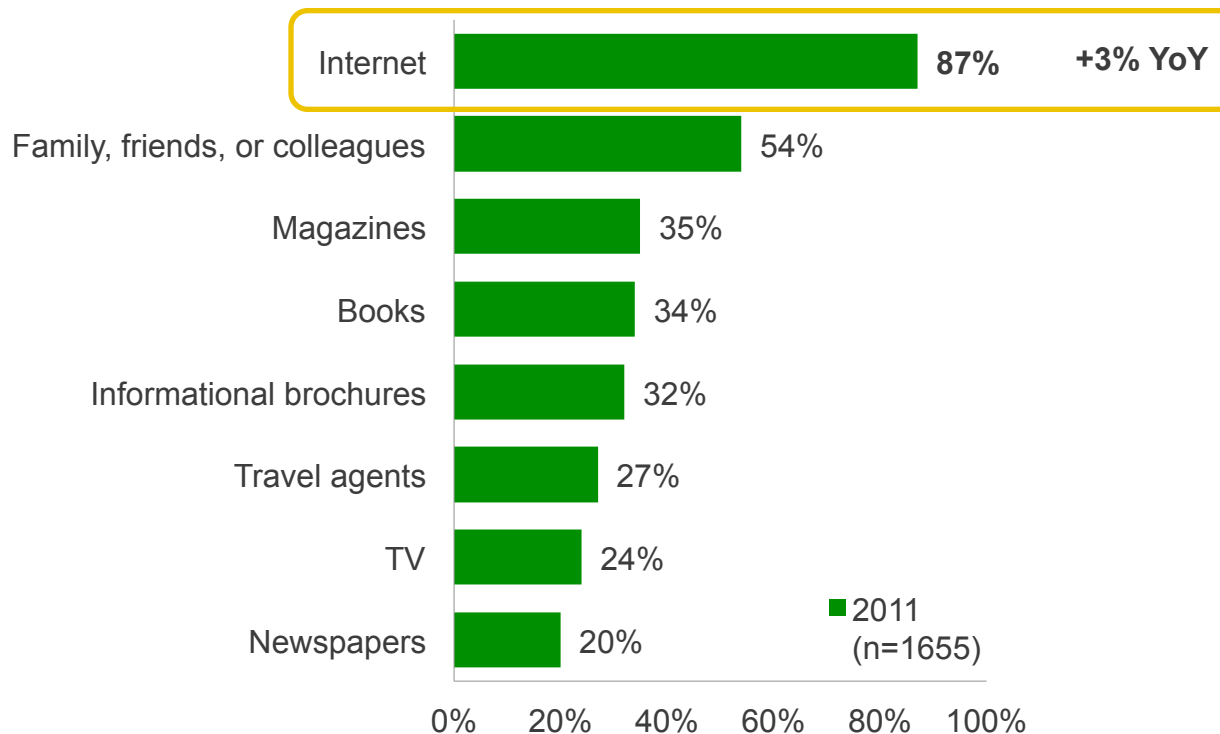
The Internet is the Leading Source for Travel Planning Information

Travel Planning Sources



The Internet is Key to Affluent Traveler Planning and Booking

Travel Planning Sources

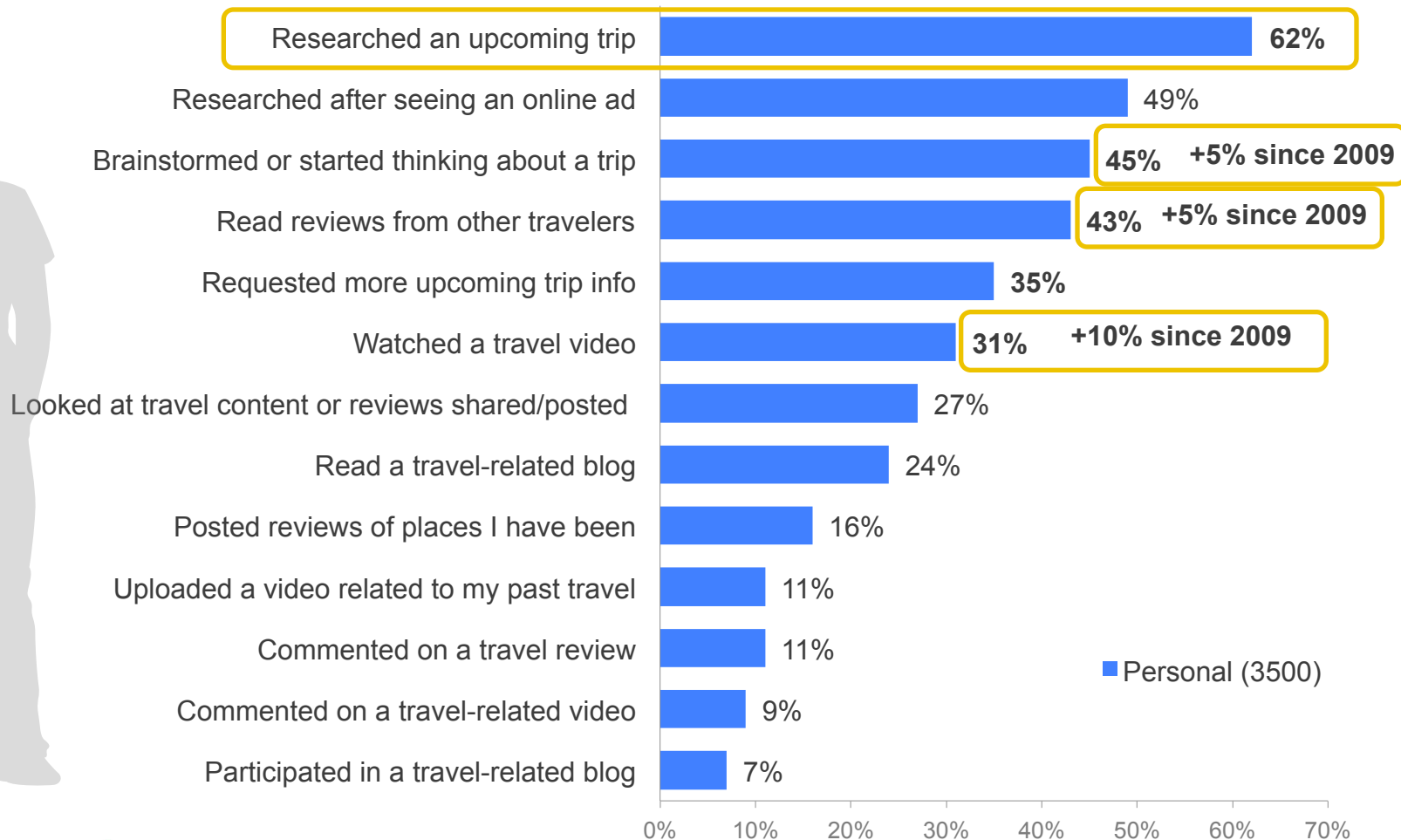
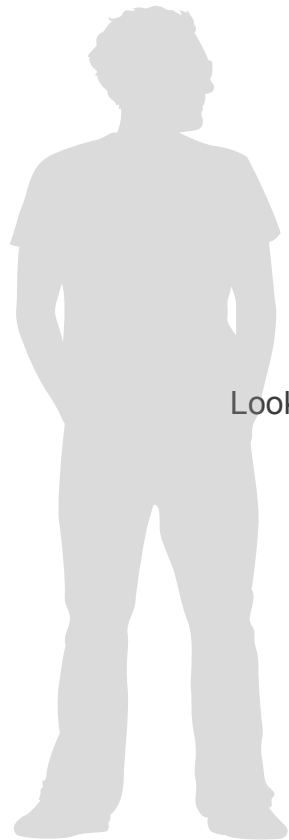


43%

Of affluent travelers report that the internet prompted them to book (up from 38% in 2010).

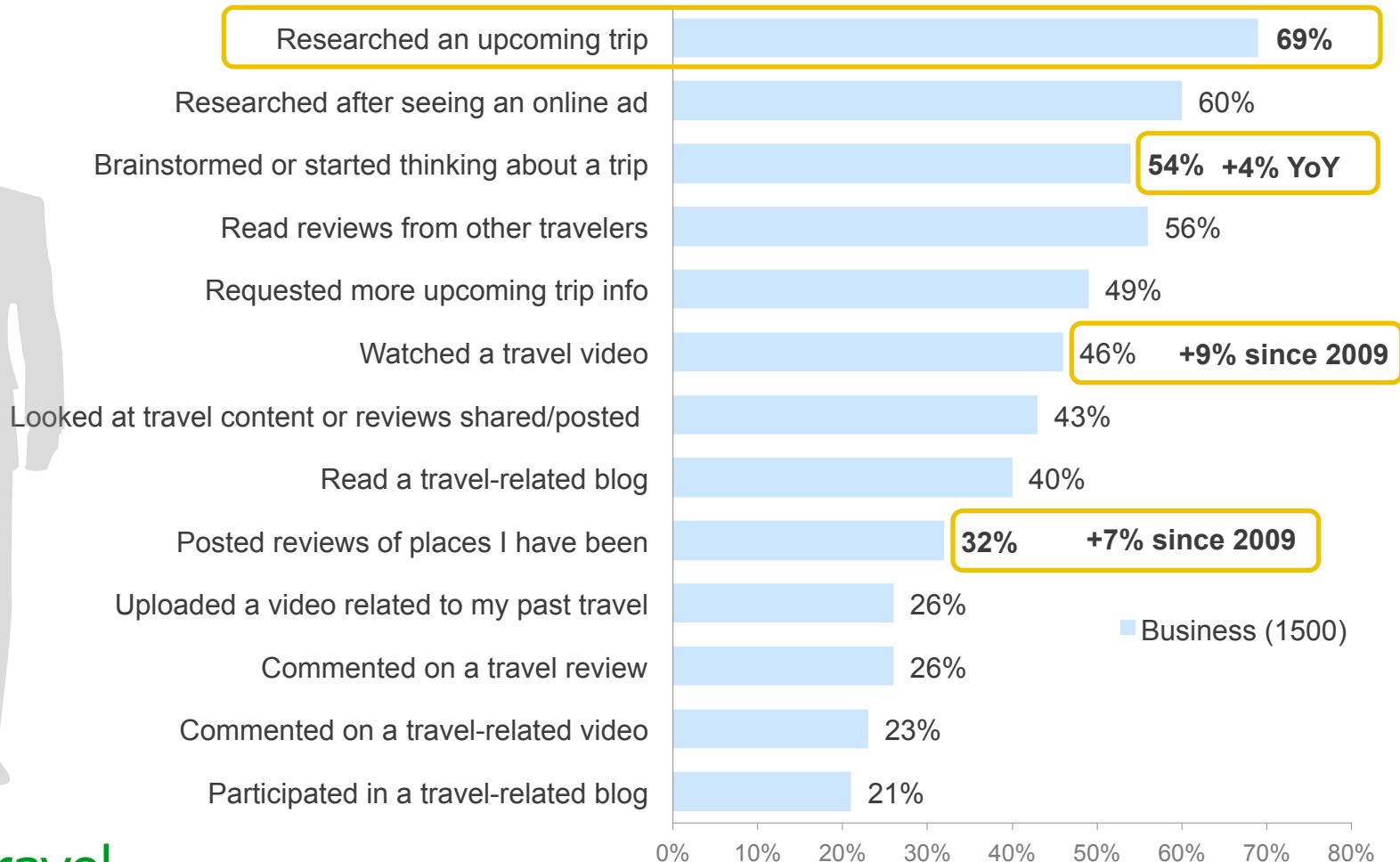
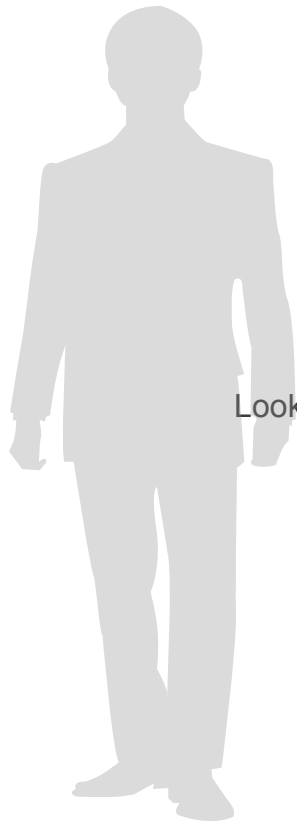
Research is the Top Online Activity for Personal Travelers

Online Travel Activity in the Past Six Months



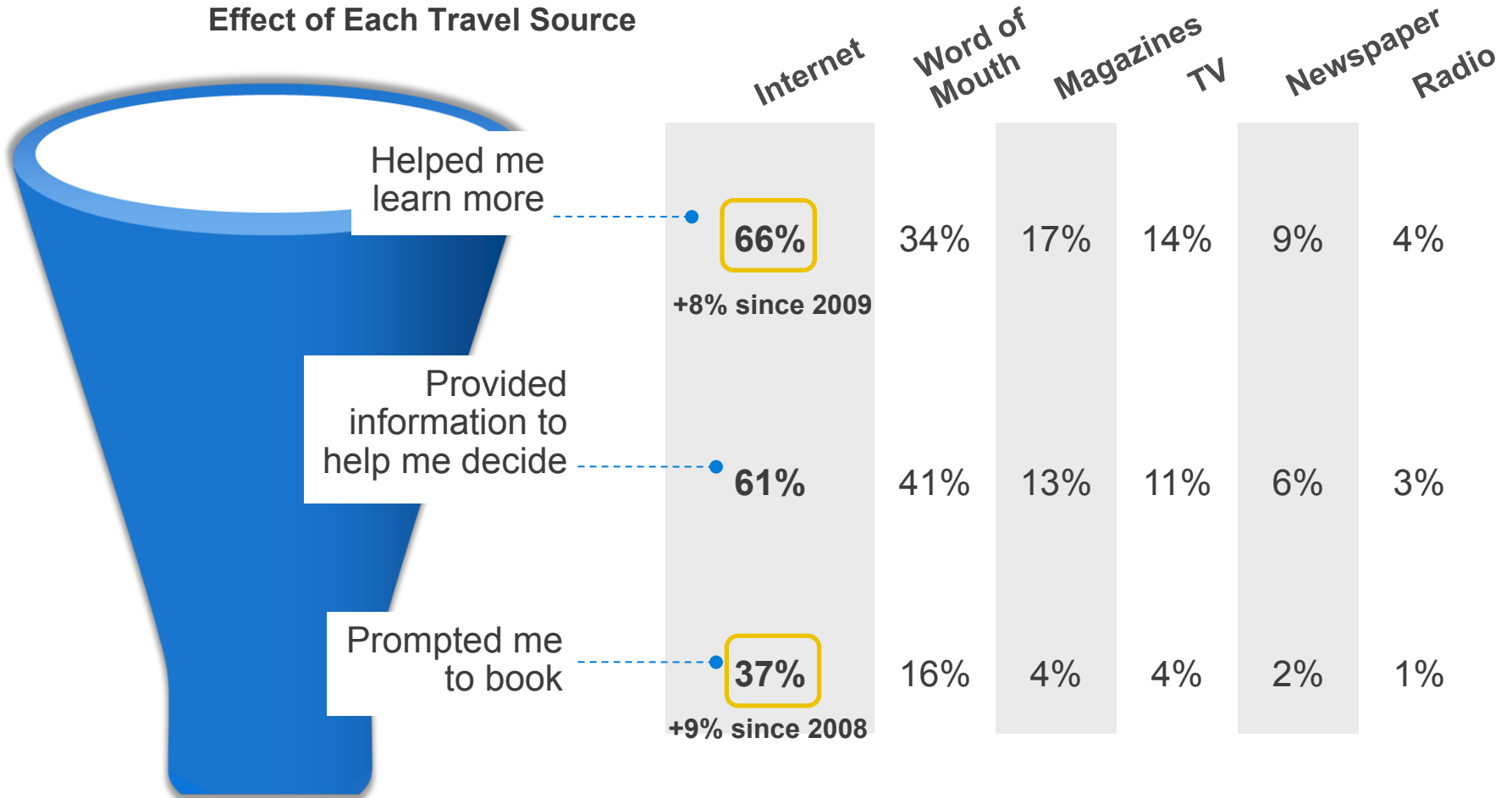
Business Travelers are Highly Engaged in the Online Space

Online Travel Activity in the Past Six Months



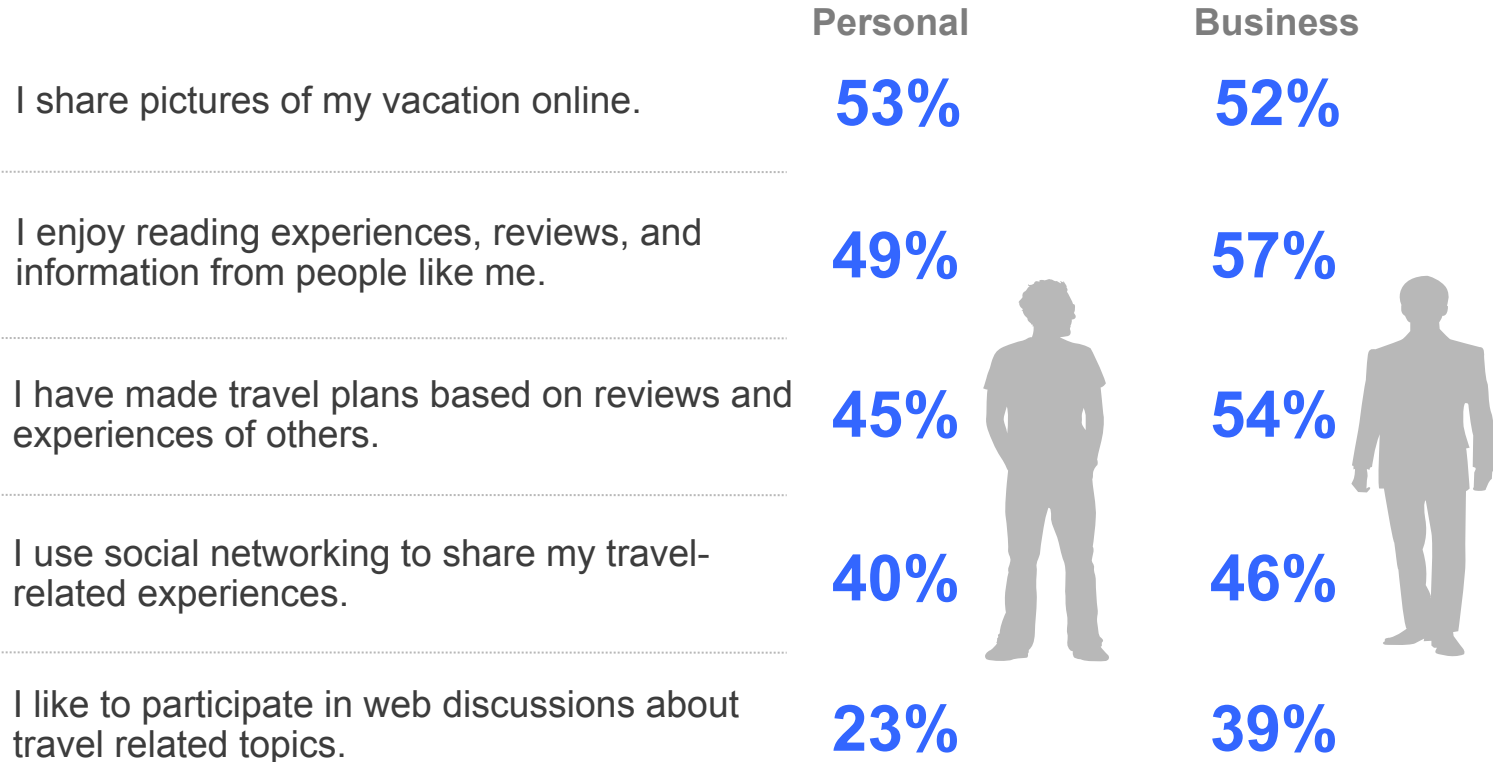
The Internet is Used Throughout the Purchase Funnel

Effect of Each Travel Source



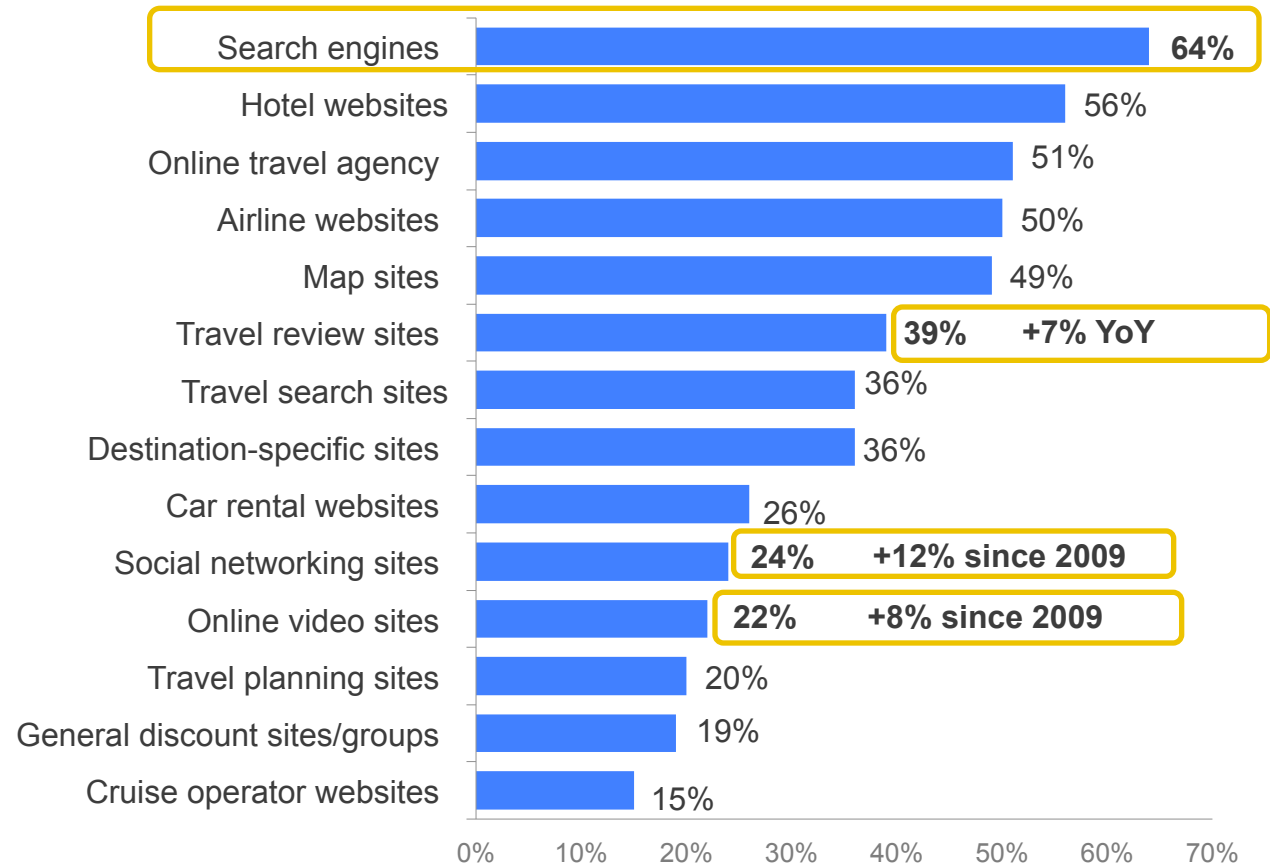
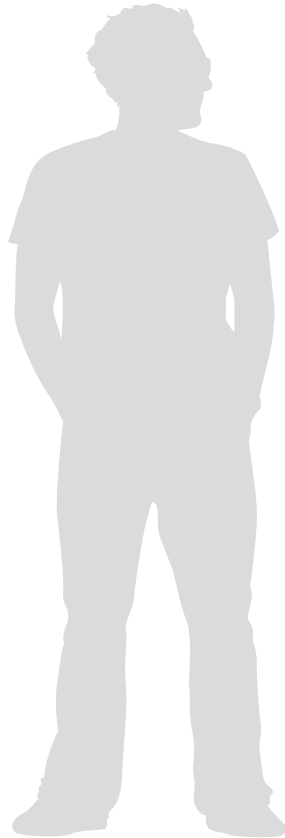
The Internet Activates Social Elements of travel

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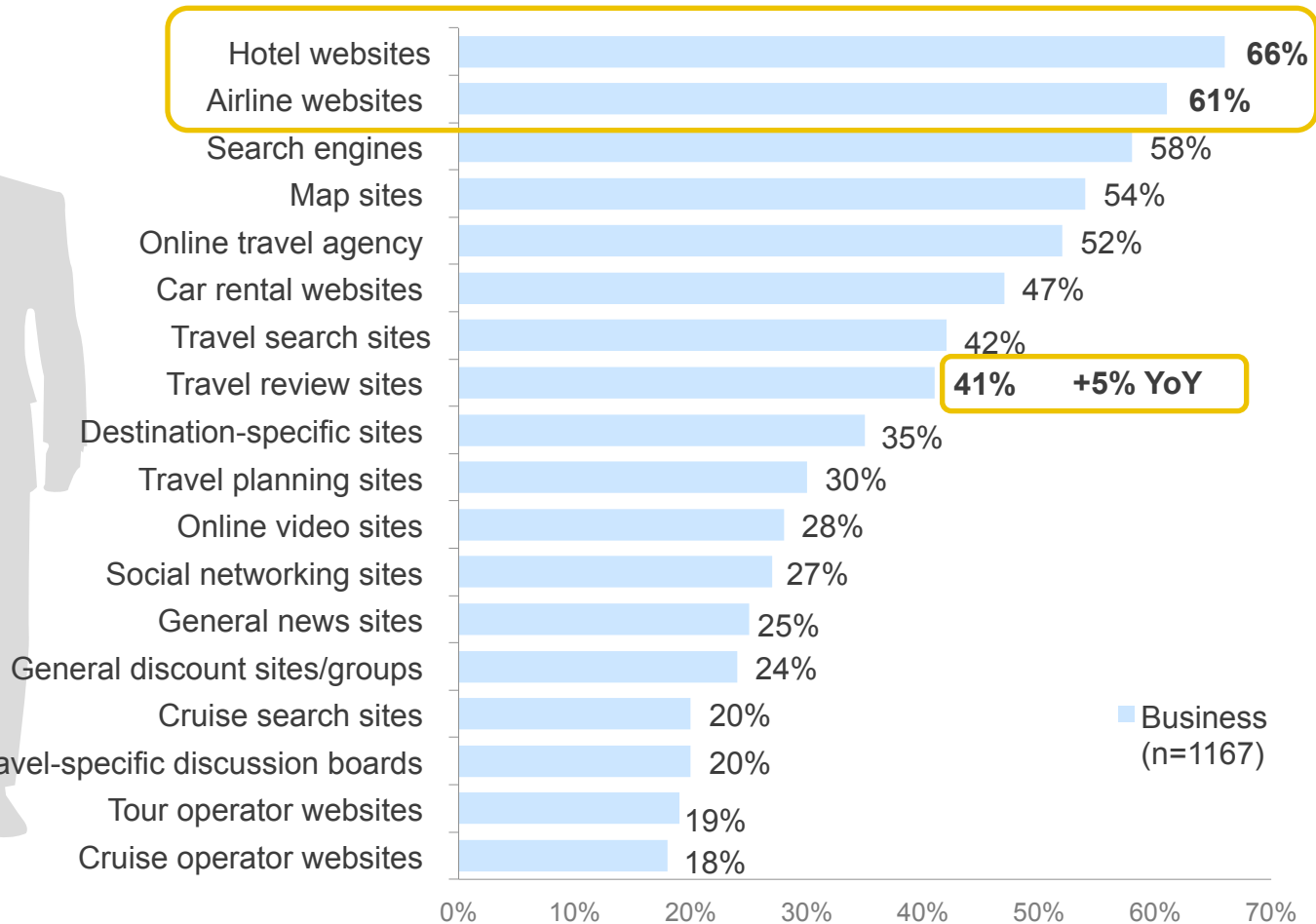
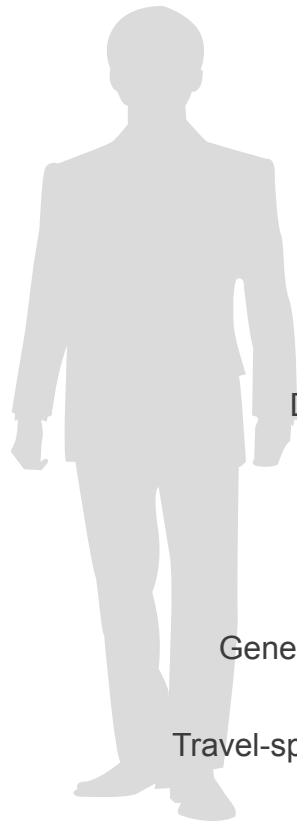
Search Remains the #1 Planning Source for Personal Travel

Sources Used to Plan Travel



Supplier Sites are Core to Business Travel Planning

Sources Used to Plan Travel



Search is a Key Component of the Travel Planning and Purchasing Process

55%

Of travelers say “always start my travel booking and shopping process with search.”

61%

Of travelers agree that “search engines are my go-to source for travel information”

79%

of Travelers who use search engines find them “extremely” or “very” useful

Search Engine Users Most Often Seek:

Overnight Accommodations

Destinations

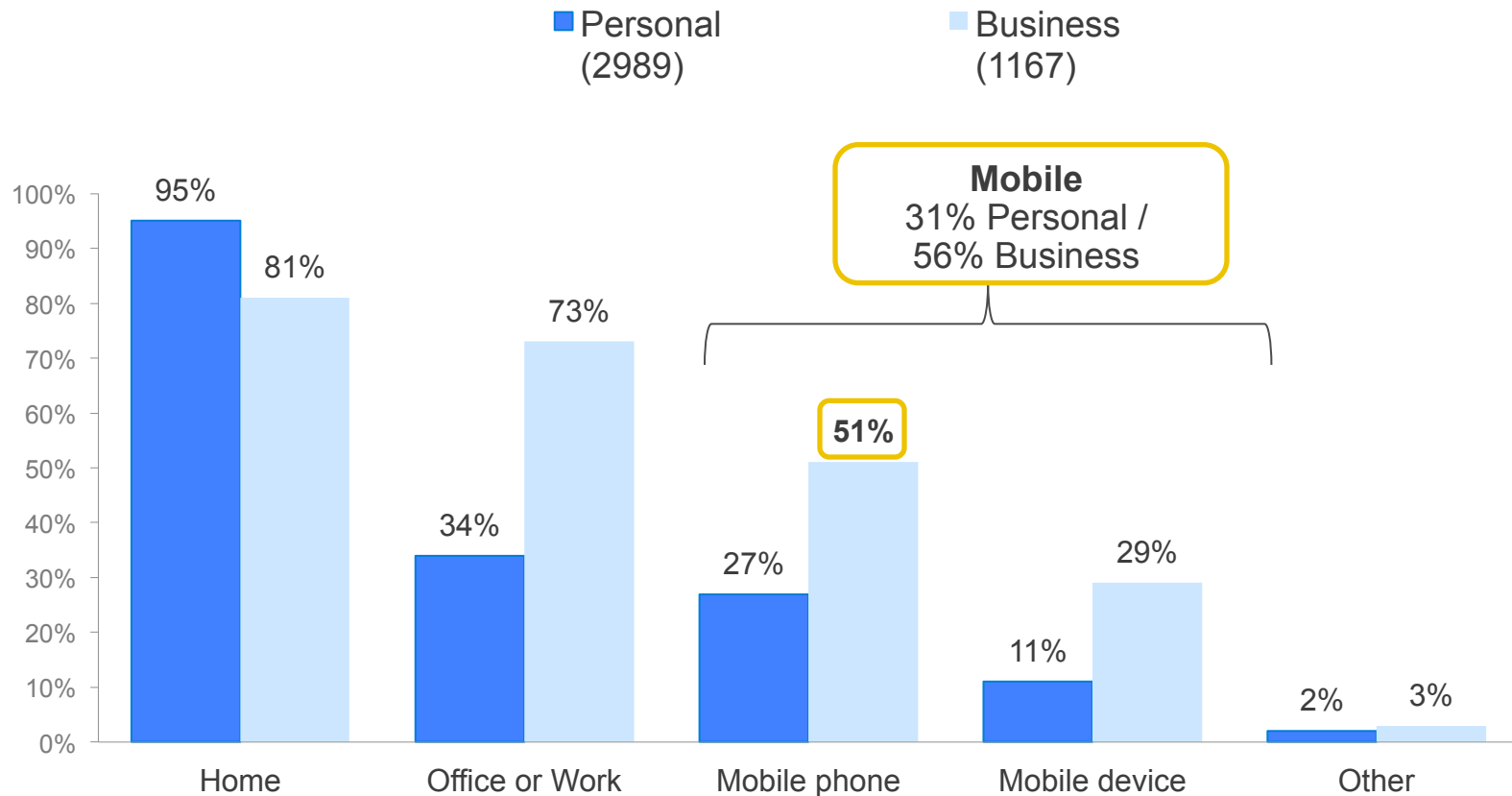
Vacation Activities

Air Travel

Road Trips

Travelers Access the Internet in Multiple Ways

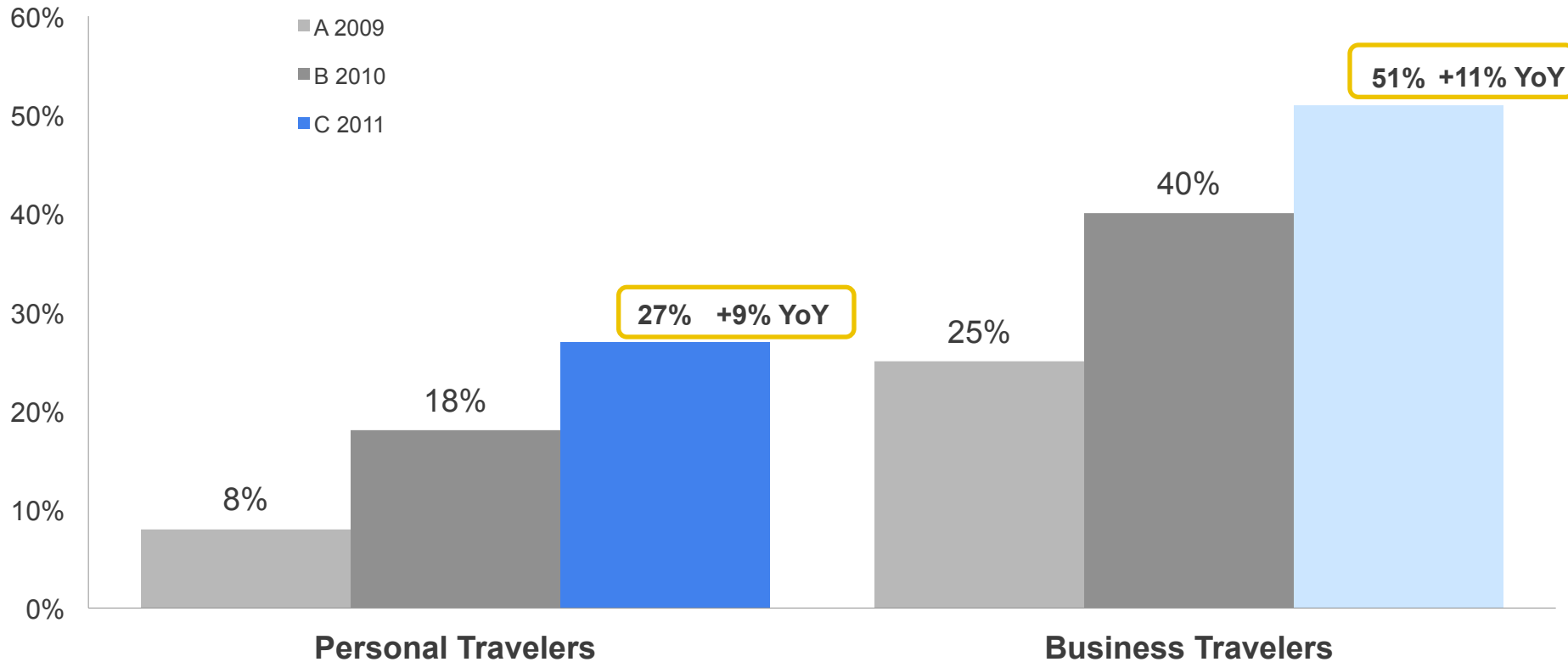
Where Travelers Access the Internet For Travel Info



Mobile

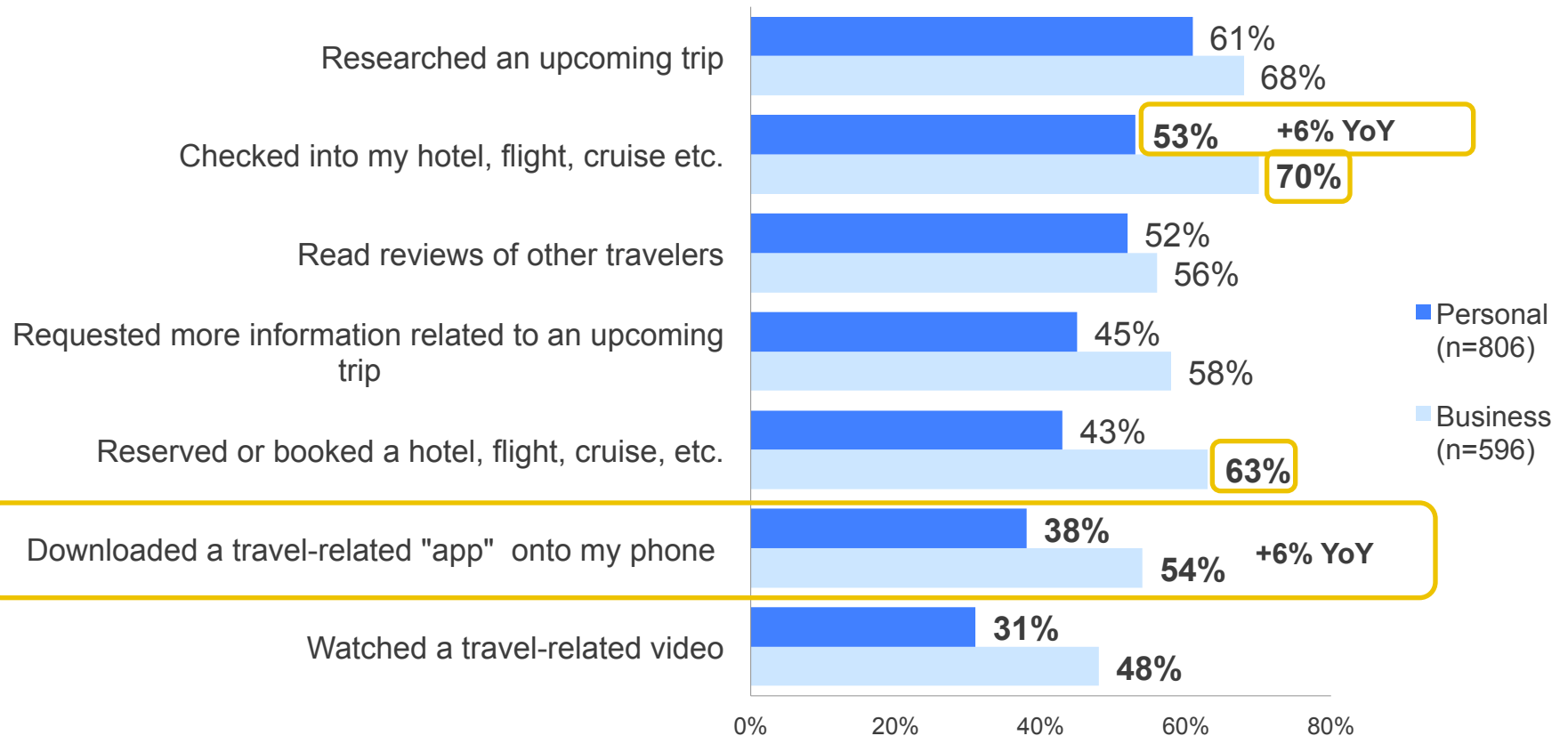
Use of Mobile Phones for Travel Info Is Growing Significantly Year Over Year

Use Mobile Phone To Access Internet For Travel Info



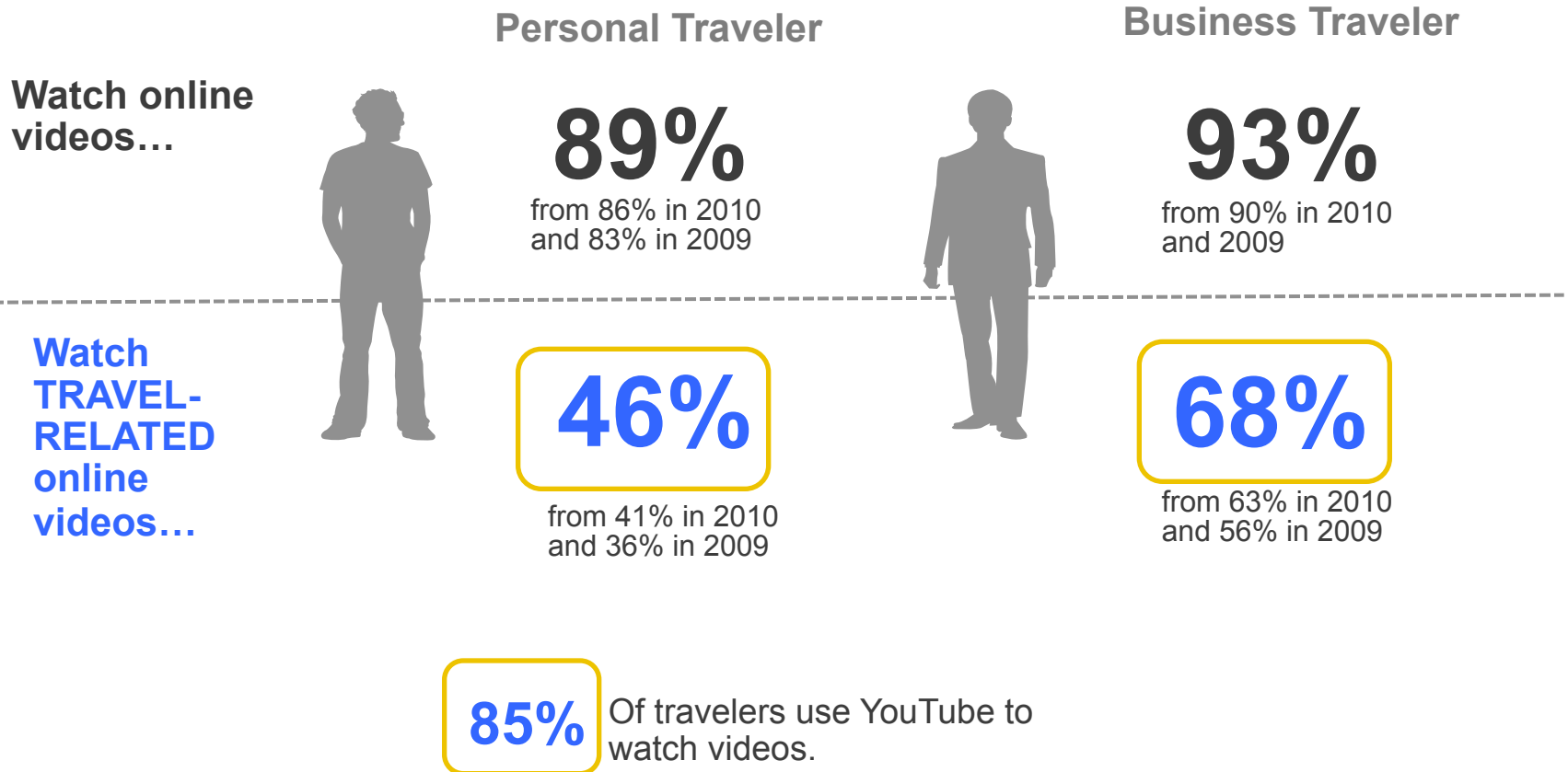
Travelers Rely on Mobile Devices to Research Travel Information Online

Travel-Related Activities Done Using Mobile Device



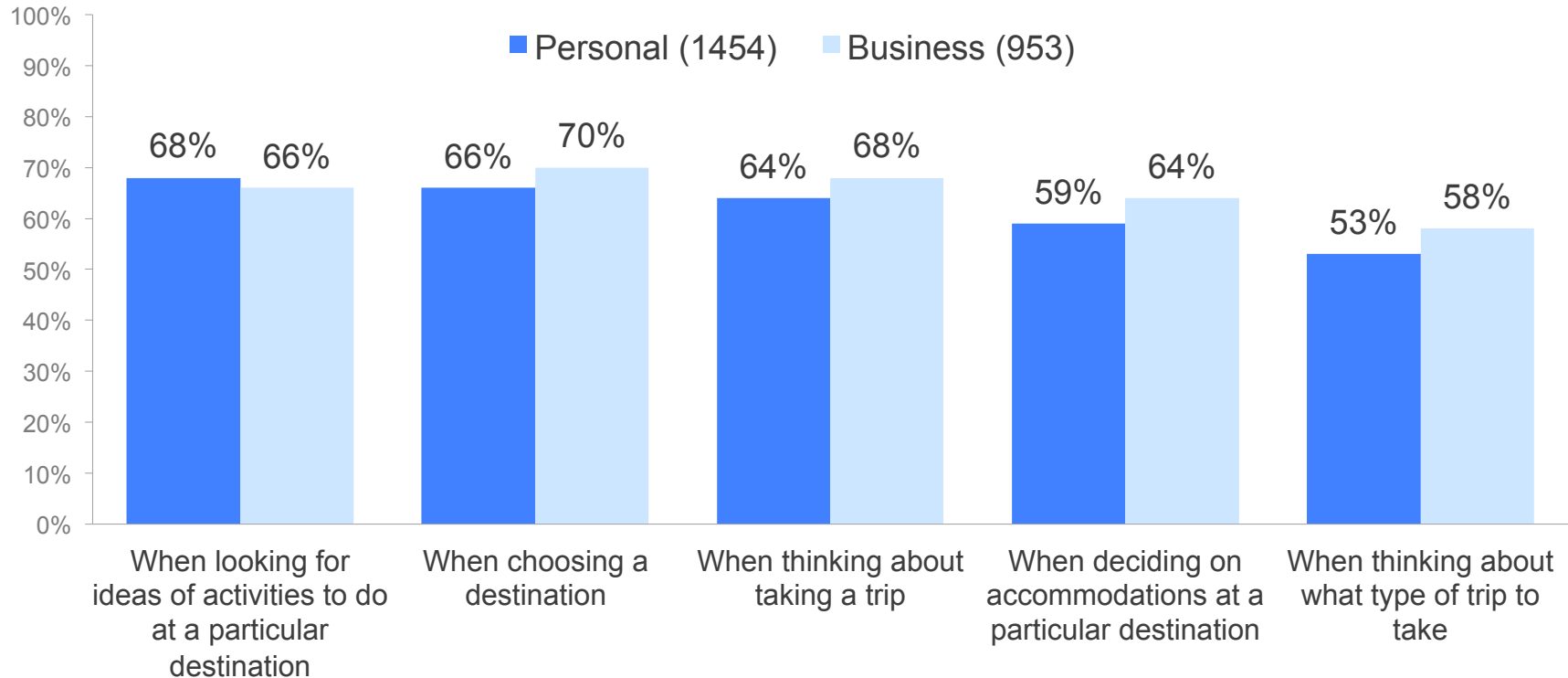
Online Video

Online Video Use in Travel has Grown Steadily Over the Past 2 Years



Travelers View Videos Online During All Phases of Trip Planning

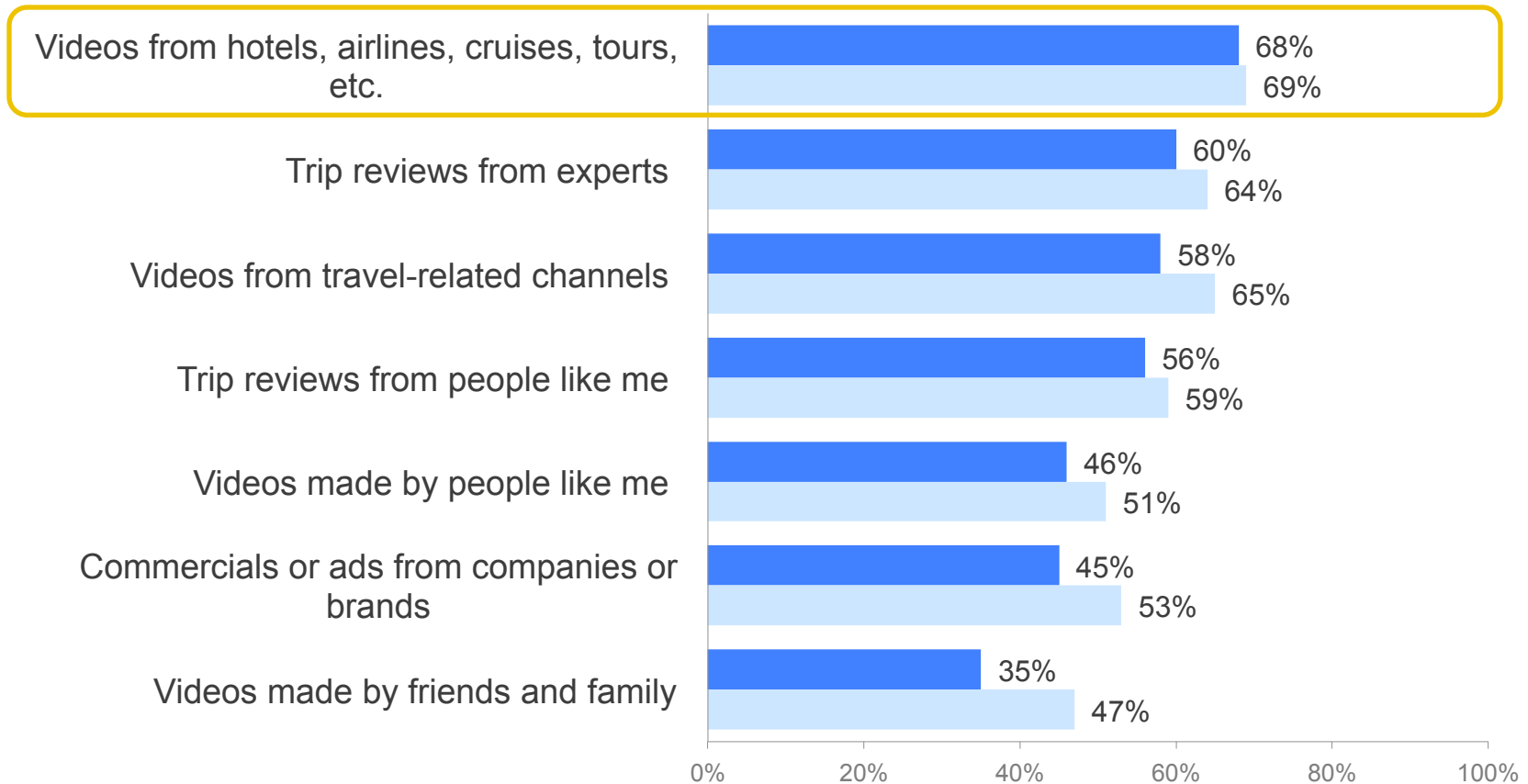
When Travelers View Travel Videos



Travelers Are Watching Official Video Content

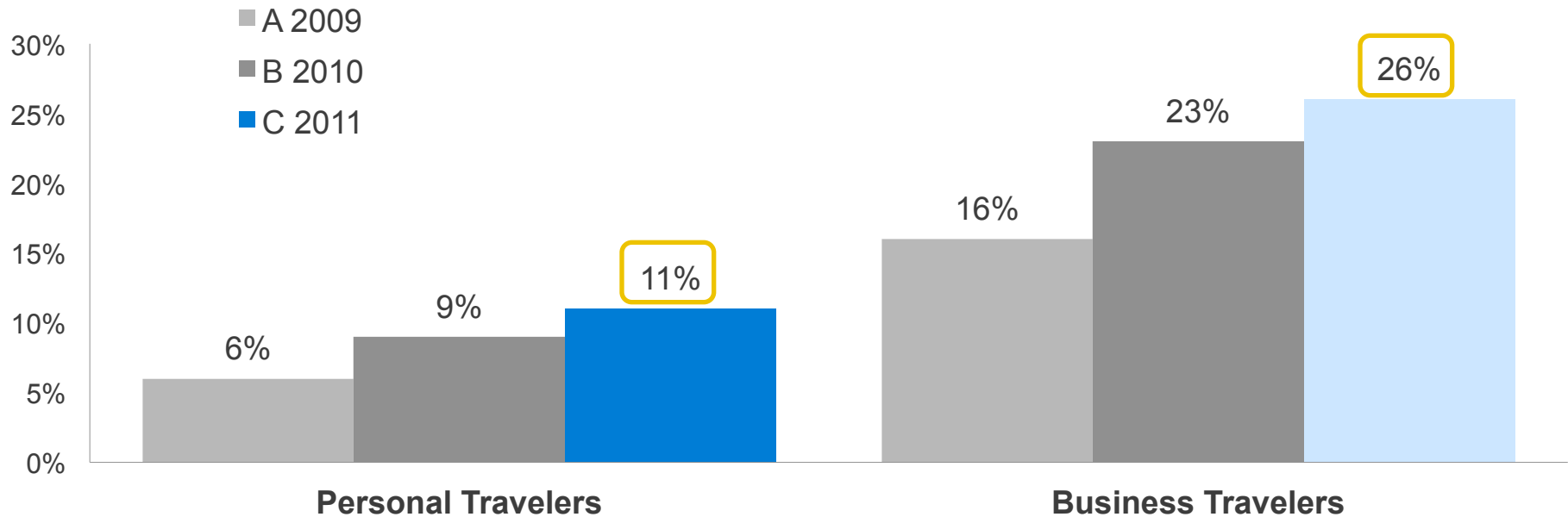
Types Of Travel Videos Viewed

■ Personal (1454) ■ Business (953)



Video is a Platform for Sharing Travel Experiences

“I uploaded a video related to my past travel in the past 6 months”



Wrap-Up

Takeaways and Thought-Starters

1 The **positive outlook for travel continues in 2011**, as the majority of travelers planning to take the 'same or more' trips has grown over the past two years.

*Has your brand seen **positive consumer engagement** and how are you tracking that? Are you creating an engaging reason for travelers to turn to your brand – before and even after their trip ends?*

2 The **internet continues to be the most prevalent tool** for researching and booking travel.

*Are you reaching out to travelers **via the right channels**? Does your messaging convey your competencies? Are you considering the entire purchase funnel? Are you remarketing?*

3 Primarily for reasons related to ease and cost, **search engines** are commonly used and the top online source for Personal Travelers.

*Think **coverage** – of keywords and of devices. Are you efficiently reaching consumers at scale with search? In mobile? Throughout the funnel? Does your creative reflect consumer interests?*

4 **Reliance on mobile devices** for travel activity continues to grow considerably.

*Are you present for consumers **searching and browsing on mobile**? Is mobile a functioning extension of your current efforts? Have you implemented click-to-call ads to increase CTR?*

5 **Online videos** are increasingly popular for travel-related activity.

*Do you have **videos** on your website and other popular video sites? Are you driving people to them? What assets can you create?*



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