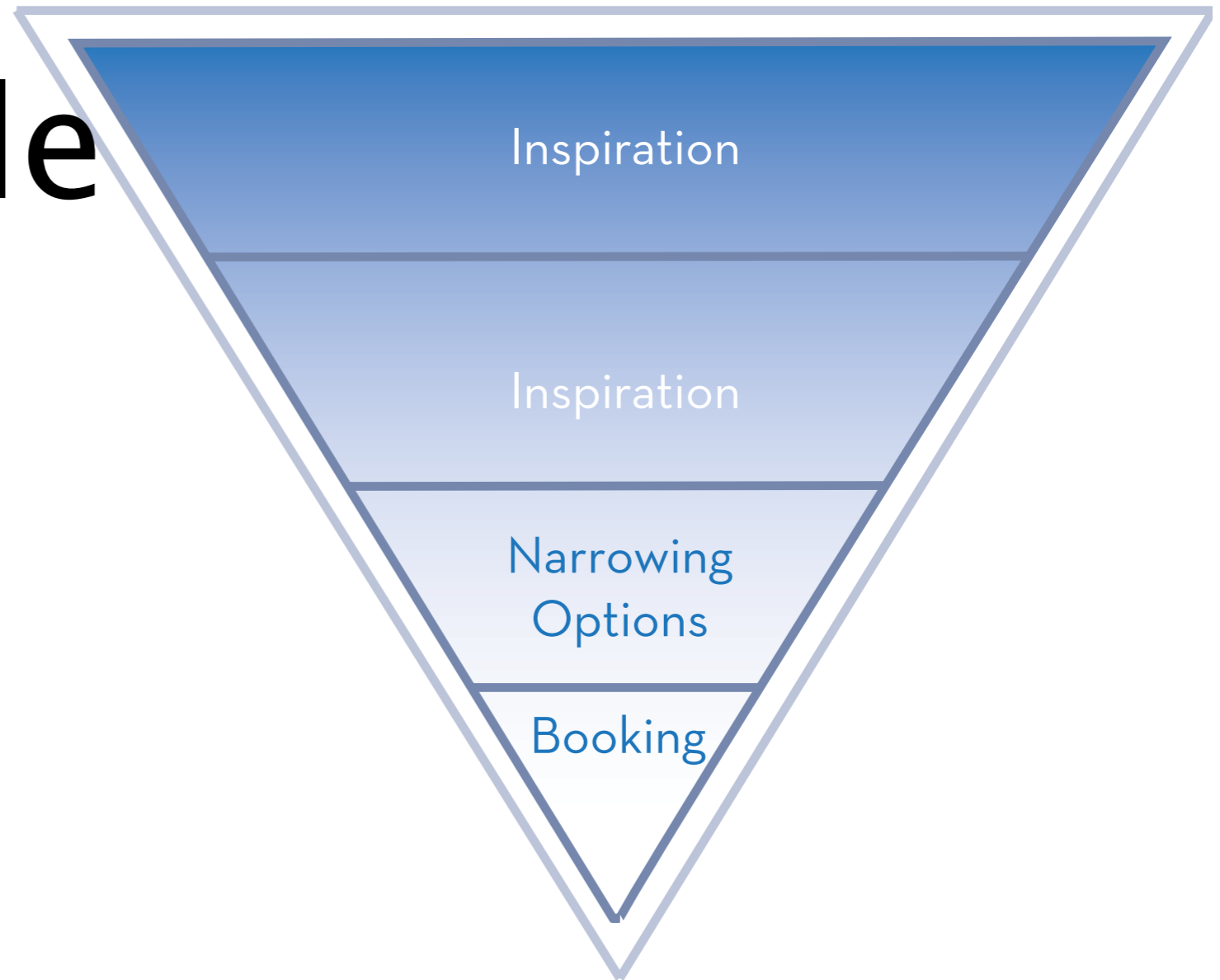


Consumer Online Booking Process

Buying Cycle

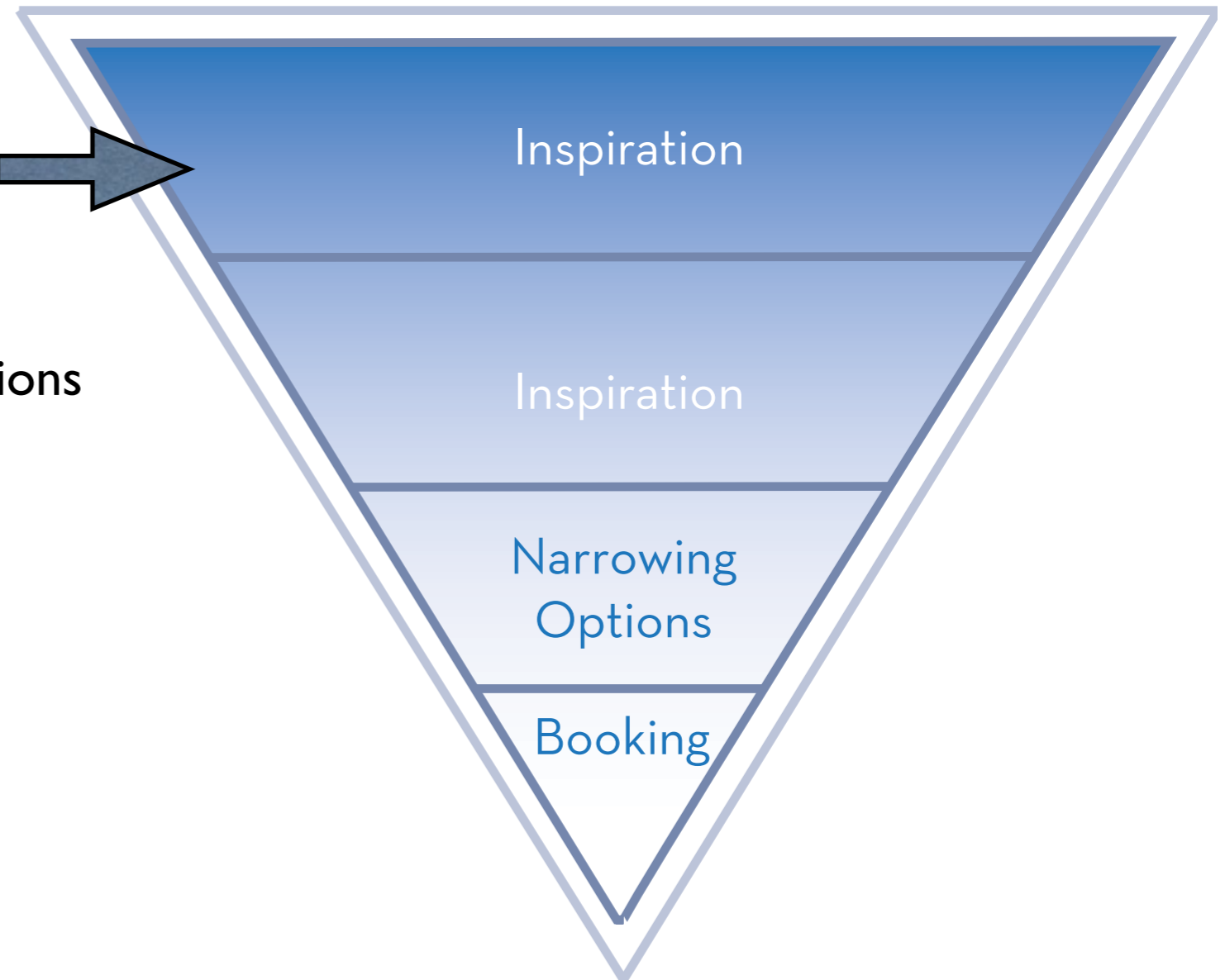
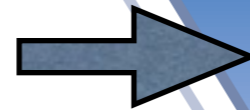
- Inspiration
- Research
- Narrowing of options
- Booking

Travel Planning and Booking Cycle



Travel Planning and Booking Cycle

Phase 1:



Goals

- Find “wish list” and “must see” destinations

Influences

- Friends and articles
- Social/Advertising/Communications

Process

- Broad in-take of information
- Looking for inspiration
- Something to “catch their eye”

Travel Planning and Booking Cycle

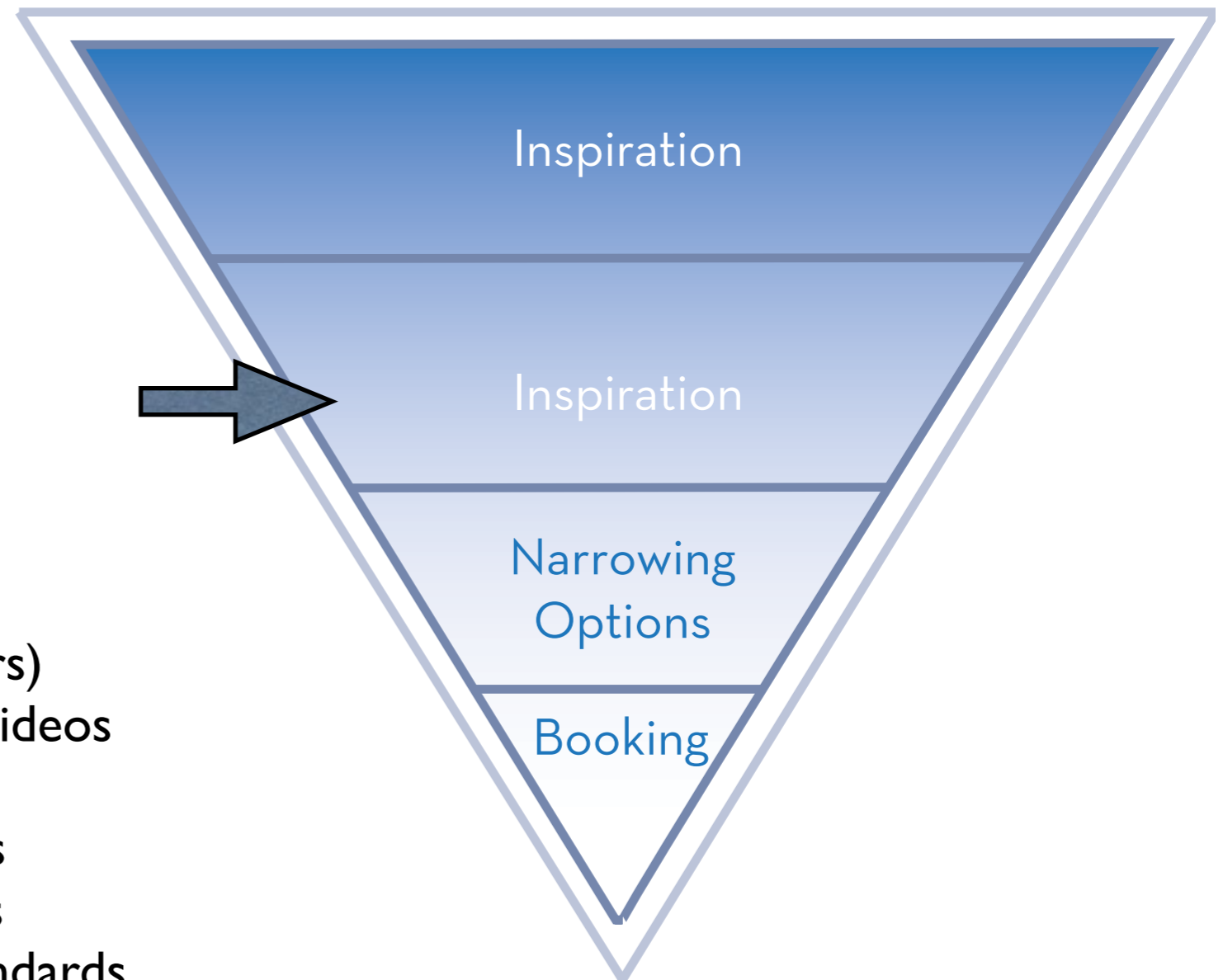
Phase 2:

Goals

- Sort out options
- Select locations/activities to research
- Find deals

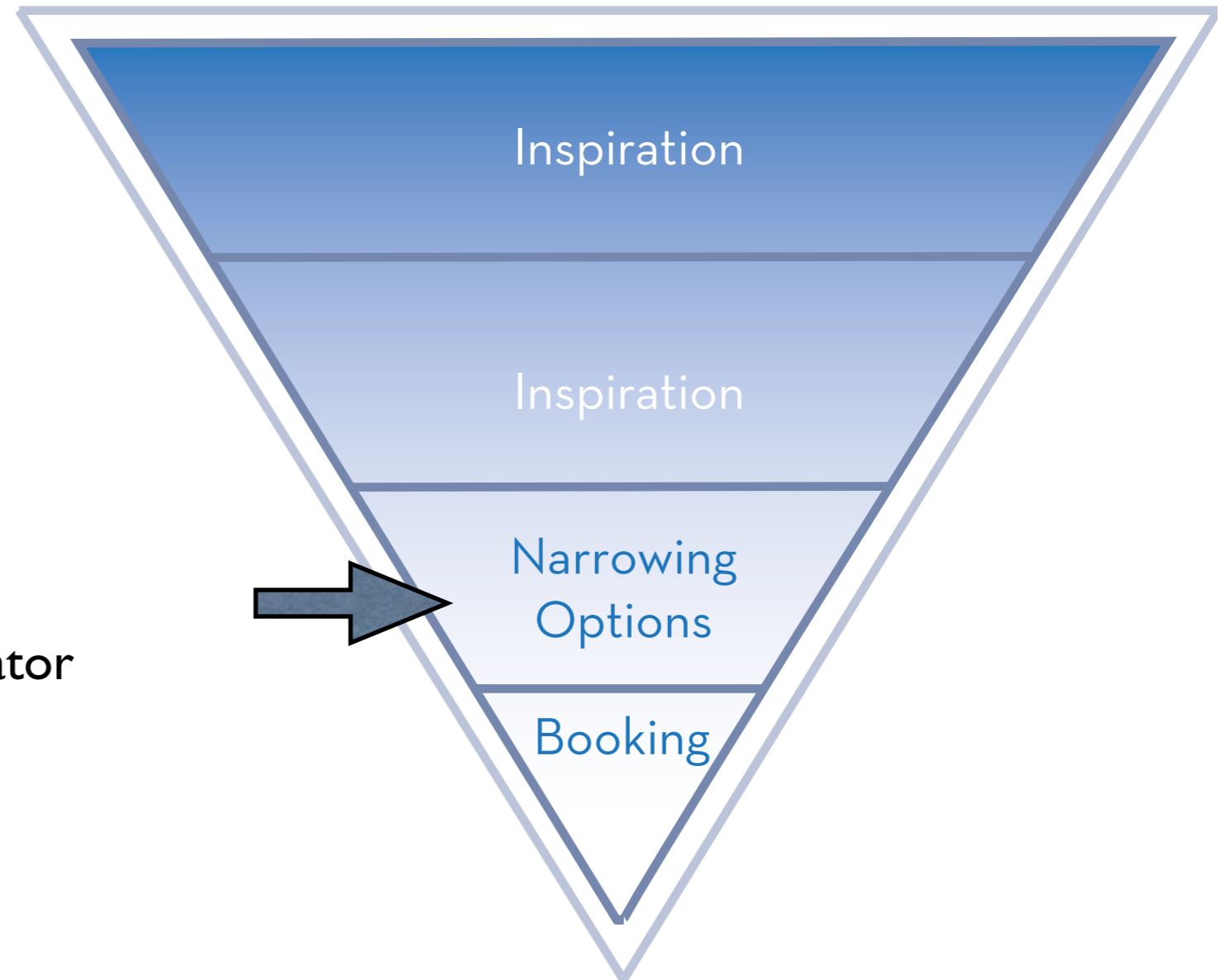
Influences

- Internet (search engines and aggregators)
- Articles, specialty TV shows, websites, videos
- Process
- Use aggregate sites to generate options
- Look on property sites for details/deals
- Scan site to check for fit with taste/standards
- Look for deals/promotions/availability on specific and flexible dates



Travel Planning and Booking Cycle

Phase 3:



Goals

- Find deals
- Refine Plans
- Confirm Choice

Influences

- Internet (aggregators, review, and operator sites)

Process

- Visit 17+ sites
- Confirm details (activities, price, dates)

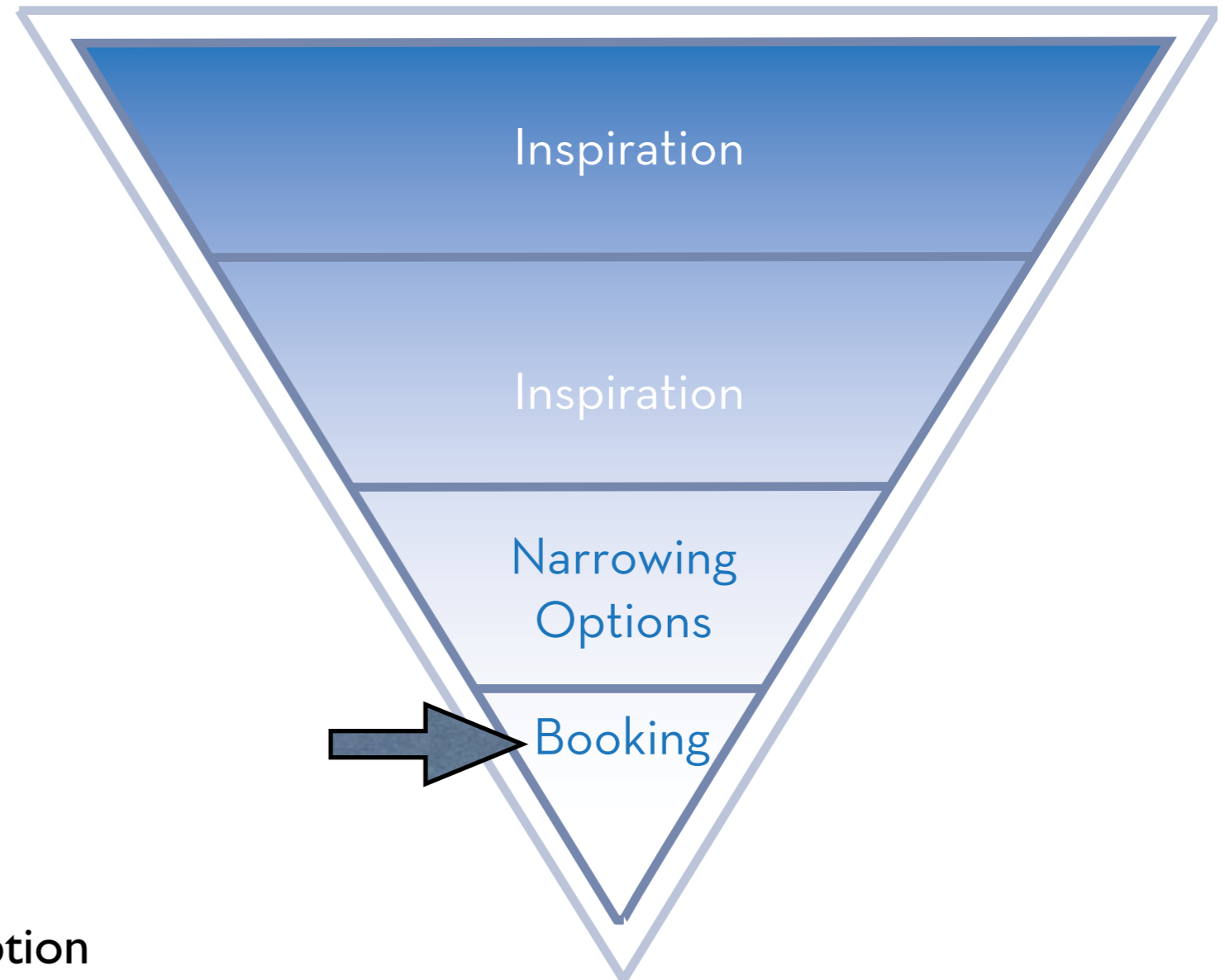
Google research

- 66% of leisure travelers plan to spend more time shopping around/researching before booking
- 64% would like to stay at an upscale or luxury hotel if the price is right
- 57% say a recognized brand is important

- Half of all hotel researchers indicated researching exclusively online
 - Friends, families and colleagues were the most-used offline sources to learn about hotels
- Half of hotel shoppers reported using search engines in their research
 - Online clickstream behavior indicated that a third hotel shoppers are referred by search to a hotel website
- Price was the leading reason for why consumers booked on a specific hotel website
 - Receiving rewards/points was also a strong driver
- Higher costs per night and longer stays increased the length of time consumers spent researching hotels online
 - The share of researchers using online sources also increased for longer hotel stays
- Nearly a third of hotel shoppers indicated viewing an online advertisement during their research process
- Booking online was the most dominant channel
 - Only 1 in 6 bookers indicated booking over the phone or in person
- Hotel bookers are using fewer travel sites to conduct research than year-ago levels indicating more focused shopping activities

Travel Planning and Booking Cycle

Phase 4:



Goals

- Confirm deal
- Complete transaction

Influences

- Safety
- Security
- Accuracy
- Support (1-800 number)

Process

- Look for secure/recognized booking option

Conclusion : Success Factors for Operator Website

- Professionalism

- Trustworthy
- Secure

- Content

- Convey charm
- Pricing
- Deals/packages
- Availability
- Amenities
- Photography

- Usability

- Site navigation
- Tools
 - Mapping
 - Calendars