



INTERNET GLOBAL LANDSCAPE

How Internet influences travel decisions

Internet Global Landscape

I. Internet in few figures:

Internet is a **distribution channel** and should be part of a hotel's overall distribution strategy, just like GDS distribution, the call center, hotel direct bookings, etc.

Internet is a **revenue generation tool**, through distribution and E commerce sales and marketing activities.

YOU CAN NOT IGNORE INTERNET TODAY!

Internet landscape has changed really fast these few past years.
Internet population will reach 1,8 billion in 2010 according to Google.

Today, consumers **are taking control of the web**, and new forms of interactive media are emerging:

- **YouTube = 10% of all internet traffic** (source: Ellacoya Networks)
- **YouTube & Wikipedia among top brands** (source: brandchannel.com)
- **Five of the top 10 websites are social** (source: Alexa)
- **Over 100 million blogs exist** (source: Technorati)
- **120,000 new blogs launched every day** (source: Technorati)
- **1.5 million posts per day (17 per second)** (source: Technorati)

II. GOOGLE.COM

Google search is a web search engine owned by Google Inc. and is the most-used search engine on the Web.

Google receives **several hundred million queries each day** through its various services.

Google search was originally developed by Larry Page and Sergey Brin in **1997**.

As Google.com generates a lot of reservations to our hotels it **HAS TO BE FULLY INTEGRATED** in your hotel's Online Marketing strategy.

To do so, it is necessary to study the consumer behavior online:

What are the consumer looking for on Google

Fast rising searches

"cheap travel"
"discount hotel"
"discount vouchers"
"last minute vacation"
"cheap hotel room"

**You should play
with those trends!**

Latest Trends

Consumers are becoming more **price-sensitive**

Beginning their vacation **research earlier...**

...but waiting to book **last minute deals**

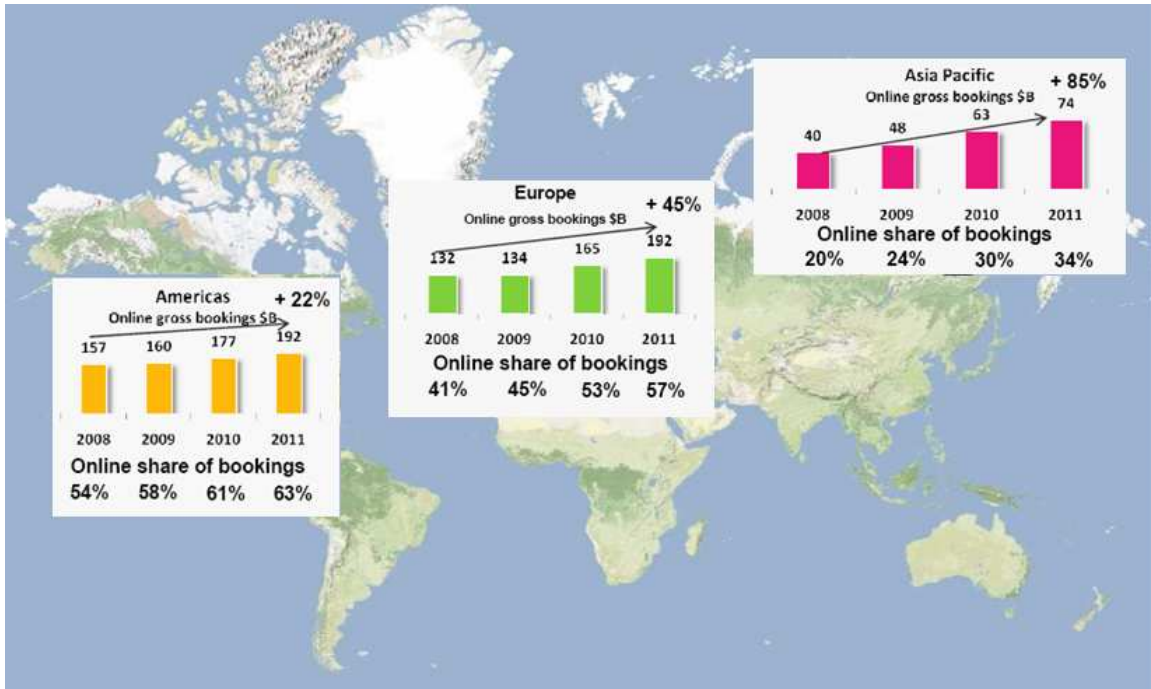
Travel consumers are seeking not only the lowest price but the best value for their money

Domestic travel is booming

Where are your customers today...and tomorrow?

Online travel is growing **globally**.

The US and Europe continues to progress but **Asia Pacific** is booming...



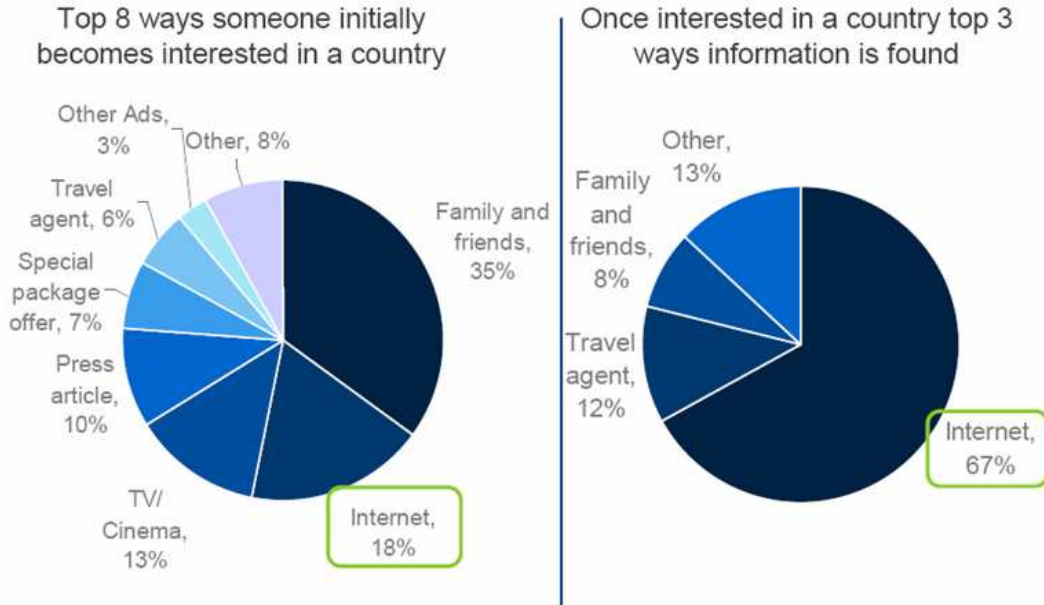
According to Google:

- Modest growth is expected for **2009** due to the economic slowdown
- In **2010**, online travel bookings should rebound with strong forecasts for all regions: + 11% in North America, + 23% for Europe and + **31% for Asia Pacific**

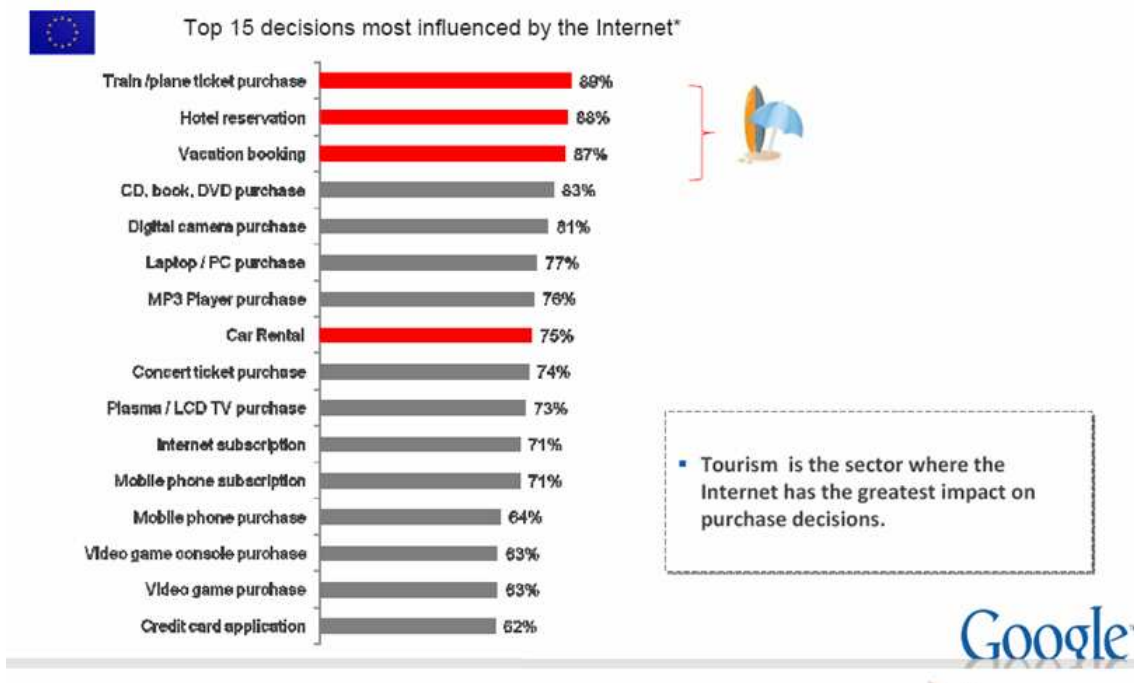
→ Prepare your brand now for rapid booking growth in 2010!

How do consumers make travel decisions?

The Internet influences travel decisions more than ever before



Once consumers find their destination of choice, Internet has a large impact on purchase decisions



Competitive pricing and inventory drive online purchase decisions

Primary reason for usually purchasing via chosen method:

