

TRAVEL MARKET TRENDS

The web is crucial in the travel path-to-purchase.



PATH TO PURCHASE



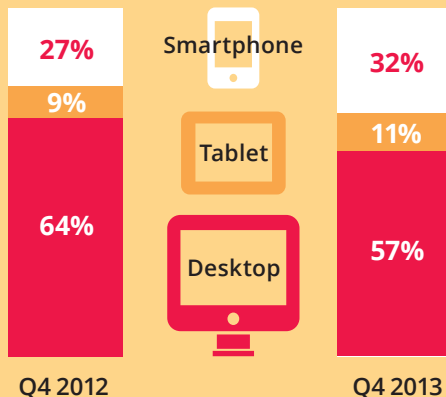
of travelers use the Internet for leisure trip inspiration.

Source: Ipsos MediaCT/Google Travel Study, May-June 2013

DEVICE TRENDS

A majority of travelers use multiple devices when researching travel.

% of queries by device



Source: Internal Google Data, Dec 2013

CUSTOMER INSIGHT

Beyond price, leisure travelers seek destinations with **relevant and varied activities**

Most important features when choosing destination (Extremely/very important)



Source: Ipsos MediaCT/Google Travel Study, May-June 2013. Base: Personal Quota (n = 3500) / QD10: How important are each of the following when choosing a destination for personal or leisure trips? (Select ONE for each)



GDN INSIGHT



of people don't know where they want to go when looking into booking a trip.

Reach them while they research through GDN.

Source: Google/Ipsos MediaCT US, August 2013

VIDEO INSIGHT



Travelers are watching YouTube videos for entertainment and inspiration. Lonely Planet has ~ 100k YouTube subscribers.

Source: YouTube: Lonely Planet, Youtube.com/user/LonelyPlanet

TRENDING SEARCH DESTINATIONS

Here are some unexpectedly popular U.S. destinations being searched this summer, according to top trending searches on Google.



Source: Google, Think Travel

BEST PRACTICES

1. **Location Extensions** – Drive customers from search to your location
2. **Call Extensions** – Make your phone ring during business hours from search
3. **Conversions Tracking** – Better understand important actions
4. **Call-to-action** – Give customers specific direction with ad creative
5. **Remarketing** – Build loyalty and increase returning customers
6. **Display** – Influence customers who are in-market to buy

Source: Google Legal experts



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GOOGLE SOLUTIONS DRIVE RESULTS



Capture consumer demand



Tell your story



Across all screens



Simple and easy to use

