THE ONLINE CONSUMER JOURNEY

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One Third of the world’s travel sales will be made online in 2012

Global travel to grow 4% in 2012 reaching 1 billion inbound travellers for first time

+22% growth in the value of the online travel segment, 2012 vs. 2010

$313 billion the predicted value of 2012 global online travel bookings

Source: WTO and PhoCusWright: Global Online Travel Overview, April 2011
‘ROPO’ analysis – consumer behavior at a glance

72% of all European travel consumers go online during their purchase decision process.
What is Search?
Global: Queries in emerging markets outpace the US and EMEA

2012(ytd)
- EMEA: +5% YoY
- USA: +9% YoY
- ME: +23% YoY
- APAC: +23% YoY
- BRIC: +17% YoY

*ME: Egypt, Oman, Kuwait, Qatar, Saudi Arabia and UAE
EMEA: UK, DE, IT, SP, FR, NL, PL
APAC: AU, IA, MA, JP, TH, SK, TW
BRIC: RU, BR, IN, CH

Source: Google internal data. Query volume for queries related to accommodation. Please use as a directional guide only. Future results may differ from above.
Europe: Queries are growing, but at a slower rate

Query growth for hotels & accommodation
2011 & 2012 (ytd)

Source: Google internal data based on queries related to hotels and accommodation in main European markets and USA. Future results may differ from above. Please use as a directional guide only.
Europe: Queries for international travel drive growth

Q3 2012

**UNITED KINGDOM**
- Non-domestic: 34%
- Domestic: 66%
+8% yoy

**FRANCE**
- Non-domestic: 31%
- Domestic: 69%
+13% yoy

**GERMANY**
- Non-domestic: 49%
- Domestic: 51%
+14% yoy

**ITALY**
- Non-domestic: 20%
- Domestic: 80%
+2% yoy

**SPAIN**
- Non-domestic: 23%
- Domestic: 77%
-6% yoy

- Source: Google internal data. Desktop query volume for queries related to travel.
- Please use as a directional guide only. Future results may differ from above.
Caribbean: 2-digit growth in European interest for travelling to the Caribbean

Queries related to holidays in the Caribbean for European source markets (2012ytd)

Source: Google internal data. Desktop query volume for queries related to travel. Please use as a directional guide only. Future results may differ from above.
...And the growth mainly comes from the UK, France and Netherlands

Queries related to holidays in the Caribbean for European source markets (2012ytd)

- United Kingdom, 40%
- France, 25%
- Spain, 12%
- Germany, 13%
- Italy, 7%
- Netherlands, 4%

Source: Google internal data based on queries related to travel. Future results may differ from above. Please use as a directional guide only.
UK: Queries on mobile and tablet devices are growing fast

Accommodation queries in the UK
2011 - June 2012

Q3’12: +100% YoY
Q3’12: -12% YoY
+7% YoY

Source: Google internal data based on queries related to hotels and accommodation in the UK. Future results may differ from above. Please use as a directional guide only.
In the UK 20% of queries for Caribbean holidays are made on a mobile device.

Source: Google internal data for travel related queries for Caribbean holidays by device in the UK in Q312. Please use as a directional guide only as future results may differ from above.
Online purchasers spend more time and visit more sites for travel products than other products

Average number of different sites visited by purchasers in 3 Months

Source: Nielsen/Google UK online customer journey study
67% of those who booked a hotel room visited a map site beforehand...

% who have visited these categories before booking Lodging - Top 5 Categories

67%

Map: 57%
OTA: 53%
Travel Guide: 48%
Tour Operator: 47%
Train:

Base: Purchasers in the Travel market
Note: Categories Visited before booking Lodging, Entire Period

Source: Nielsen/ Google UK online customer journey study
Engage with rich media

Welcome to Air New Zealand's YouTube channel. Feast your eyes on all the entertainment videos we've been sharing with the world recently, there's enough here to keep you glued to the computer for hours.

Kia Ora

Follow | Share
Know your audience

Search hotels in Trinidad and Tobago

Destinations in Trinidad and Tobago

- **Scarborough**
  - 2 hotels

  - **Grafton Beach Resort**
    - 3 stars
    - From £69.95
    - Latest booking: yesterday

  - **Turtle Beach by Rex Resorts**
    - 3 stars
    - From £62.80
    - Latest booking: yesterday

  - **Half Moon Blue Hotel**
    - 3 stars
    - From £79.59
    - Latest booking: October 24th

  - **Le Grand Courlan Spa Resort - Adults Only**
    - 4 stars
    - From £93.27
    - Latest booking: October 16th

  - **Bacolet Beach Club**
    - 3 stars
    - From £118.14
    - Latest booking: October 14th

- **Port-of-Spain**
  - 1 hotel

  - **Hilton Trinidad & Conference Centre**
    - 4 stars
    - From £86.43
    - Latest booking: October 20th

There is 1 person looking at this hotel.
Be social

LateRooms.com

Are you afraid of spiders?
Then you might want to look away now...
These are the terrifying trees of Sindh (Pakistan), completely cocooned in cobwebs after millions of spiders were driven up to them to escape rising flood waters.
Creepy, or what?!
Stay lean - test, test, test

Featured home

The High Life
Soak up stunning views of the dazzling Manhattan skyline and the Hudson River from this sunny one bedroom aerie in a Midtown West modern high-rise

Stay at West 37th Street in Midtown West, Midtown New York from $349/night

Arrival date
dd/mm/yy

Departure date
dd/mm/yy

Where
All London

Guests
1

Find homes

Legend
• Hotel  Landmark  City  Airport

Click these markers on the map for more detailed information

Hilton Trinidad & Conference Centre
Score from 14 reviews: Good, 7.4
Latest booking: October 29th
There is 1 person looking at this hotel

£ 86.43
Thank you!