



Maximizing Your Global Opportunities

Expedia, Inc. Mission and Global Brands

Our Mission: To revolutionize travel through the power of technology

PASSIONATE • INNOVATIVE • ENTERPRISING

Global brands



Multiple channels



Multiple platforms



100 localized Expedia, Inc. branded sites in 70 countries

WHAT'S
CHANGING?



The **World** is changing and so is the way people book hotels

Customer Origin
is ***MORE DIVERSE***

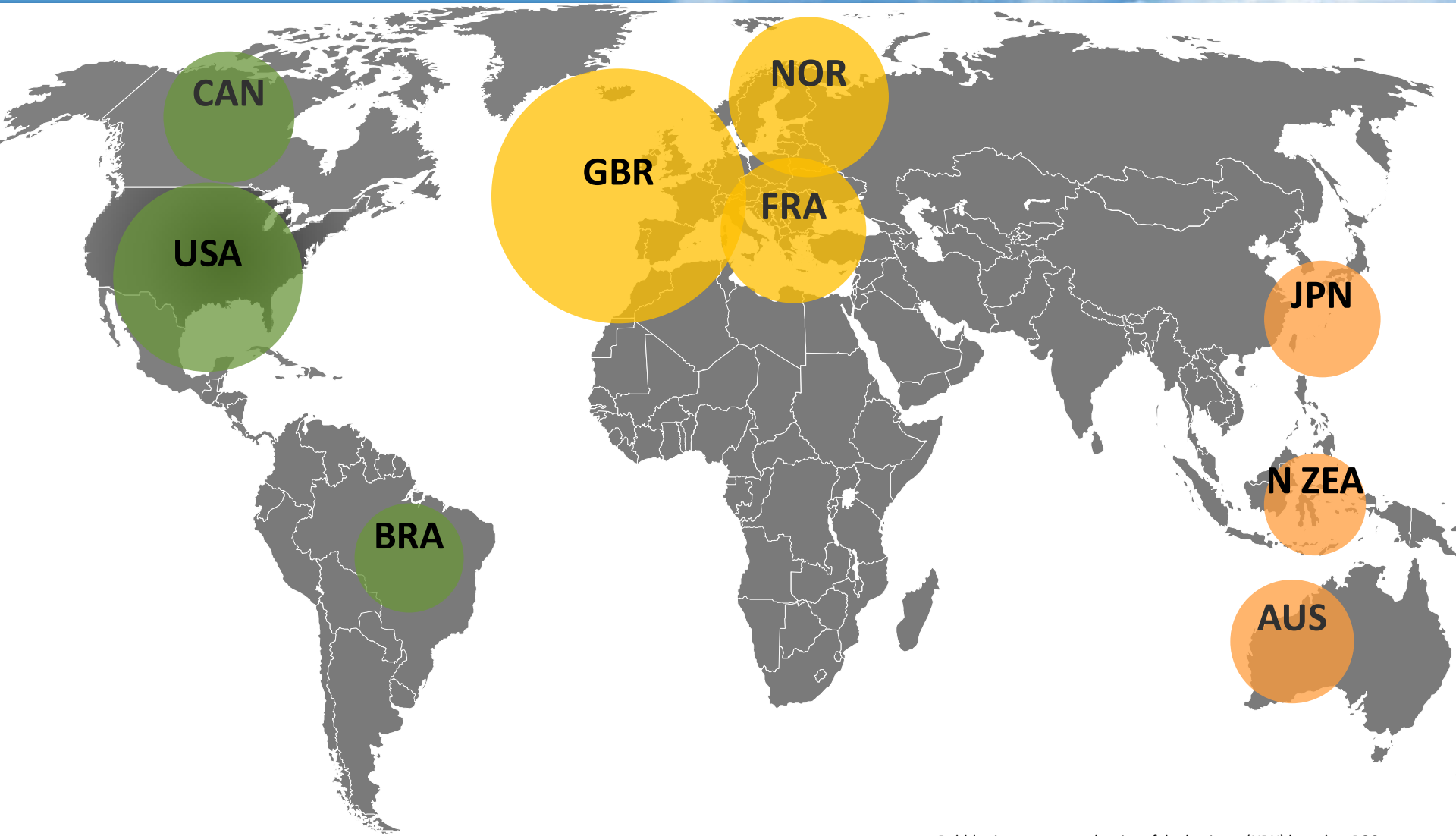
Booking Window
is ***BROADER***



Content
is ***MORE PRECISE***

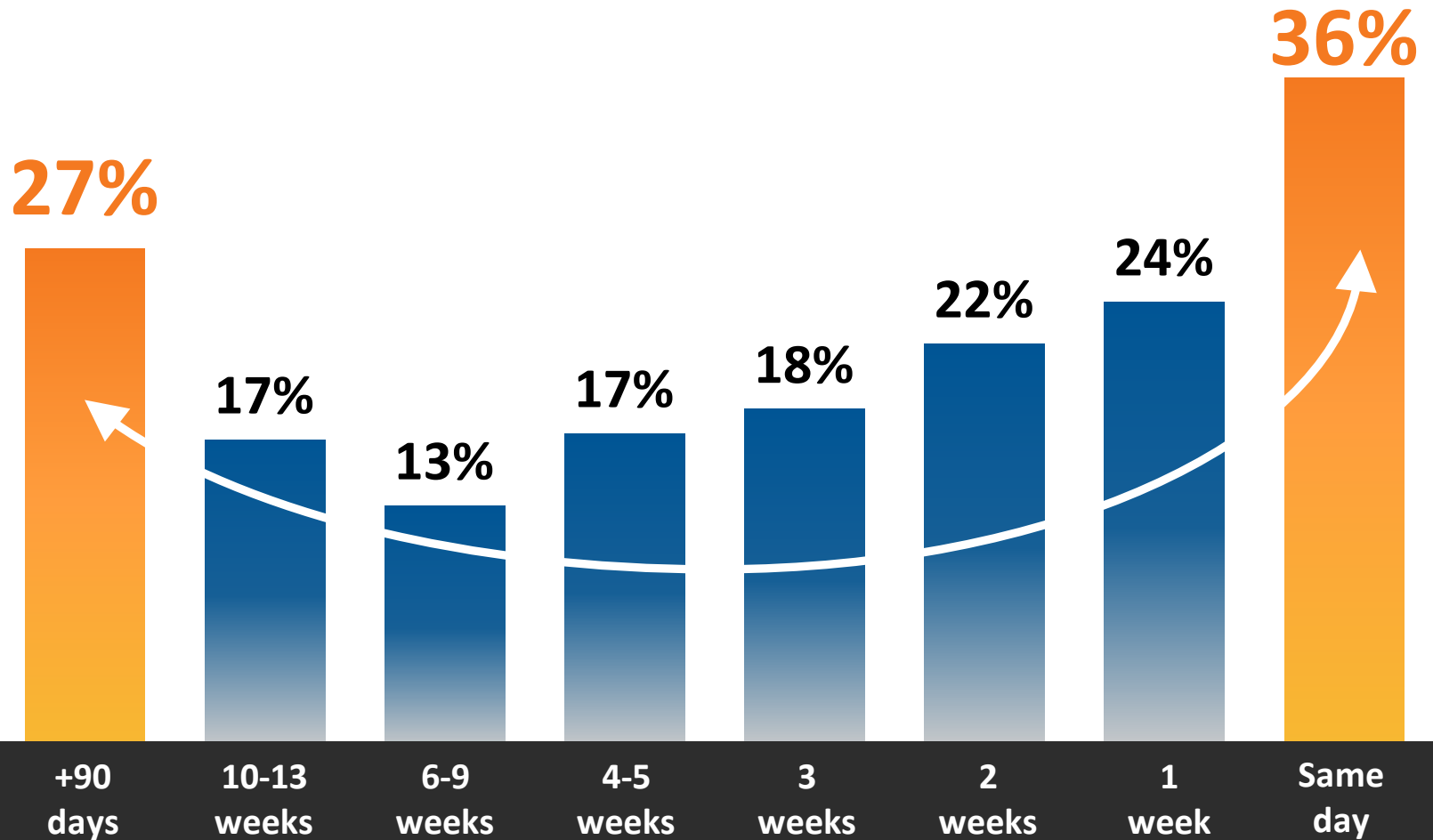
Booking Channel
is ***MORE TARGETED***

Great Britain - *Where* they come from



Bubble size represents the size of the business (NRN) based on POSa country

Great Britain – **When** they book



Growth by AP Window

Who they are and how they book

Booking channels are more targeted and differentiated

OPAQUE

PACKAGES

MOBILE

CALL CENTER

LEISURE

CORPORATE

FLASH SALES

FLASH SALES



- ASAP
- 72 Hour Sale
- Last Minute Deals

The opportunistic deal watcher

Outbound China



絲



Channel Proliferation

Daily deal generalists w/ travel offering



Daily deal generalists w/travel section



OTAs w/daily deals & flash sales offers



Travel vertical deal sites



Publishers



Marketplaces



Aggregators



Meta/Meta Search/Travel Review



Wholesaler Competition

On hotels



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Caesars Palace

★★★★★ Las Vegas - NV, United States





View Gallery

Location



Address:
3570 Las Vegas Boulevard, Las Vegas
,89109

Key Amenities

- Internet Available
- Air Conditioning

[More Amenities >](#)

Online Chat

Feel free to use our online chat facility to contact us during our opening hours.



Live Chat
Unavailable

Leave a Message

Wed 19 Sep 2012 - 1 room for 1 night
Book Now
Upgrade Room Types

Total Price: **US\$173.09**

Double/Twin Room - Roman, Room Only
[Click on Upgrade Room Types for full information.](#)

The 4.5-acre Caesars Palace is a tribute to Roman opulence and is located on the Strip and approximately four miles north of McCarran International Airport.

The property's amenities include the 23,000-square-foot Spa at Caesars, as well as the Garden of the Gods' lawns, fountains, classically inspired statuary, and manicured shrubbery surrounding three swimming pools and two outdoor whirlpool spas.

The casino has 185,000 square feet, 1800 slot machines, and 110 table games to date. For sushi, make a reservation at Hyakumi. The Empress Court overlooks the Garden of the Gods and has Thai, Malay, and Indonesian options.

The property also features a wedding chapel, a beauty salon, an exercise room, 24-hour room service, concierge assistance, dry cleaning and laundry services, a business center, and 160,000 square feet of meeting space and conference facilities.

All 3349 rooms feature high-speed Internet access (fee applies), voicemail, safes, irons and ironing boards, hairdryers, individual climate control, marble bathrooms, Nintendo games (fee applies), and cable TV. Refrigerators and coffeemakers are available on request for a fee.

*** Please be advised that amendments of any kind including name and date changes

CaesarsPalace.com



You are currently not signed in to Total Rewards.
[Sign In or Join Now](#)

RESERVATIONS



[ROOM IMAGES \(2\)](#)
[AMENITIES](#)
[RATE CALENDAR](#)

Roman Tower Room

Roman Tower rooms reflect the vision of Caesars Palace founder Jay Sarno when he created the legendary resort over 40 years ago. Conveniently located in the heart of the property and adjacent to the iconic Palace casino, these rooms feature one king bed.

- One king bed
- Sitting area with chaise lounge, upholstered armchair, and coffee table
- Marble bathroom with shower/tub combination

BestRateGuarantee

No Resort Fees!

09/19/2012 - 09/20/2012		
Nightly Rates		
WED 09/19/12	\$188.10	
Avg. Per Night	\$188.10	
Subtotal	\$188.10*	

BOOK THIS ROOM >

[Currency Converter](#)

[View Rate Calendar](#)

Add room to compare



[ROOM IMAGES \(1\)](#)
[AMENITIES](#)
[RATE CALENDAR](#)

Roman Tower 2 Double Beds Room

Roman Tower rooms reflect the vision of Caesars Palace founder Jay Sarno when he created the legendary resort over 40 years ago. Conveniently located in the heart of the property and adjacent to the iconic Palace casino, these rooms feature two double beds.

- Marble bathroom with shower/tub combination
- Two double beds
- Sitting area with chaise lounge, upholstered armchair, and coffee table

BestRateGuarantee

No Resort Fees!

09/19/2012 - 09/20/2012		
Nightly Rates		
WED 09/19/12	\$239.00	
Avg. Per Night	\$239.00	
Subtotal	\$239.00*	

BOOK THIS ROOM >

[Currency Converter](#)

[View Rate Calendar](#)

Add room to compare

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Mobile Influence



Expedia, Inc. mobile apps have been downloaded over **10 MILLION TIMES**



↓ = 100,000 downloads

...by consumers in more than **180 COUNTRIES**

...At a rate of approximately

23

Downloads per minute



↓ = 1 download

Expedia, Inc. Mobile Web Sites:



Expedia, Inc. Mobile App Offerings:

	Expedia.com	Hotels.com	Egencia	Travel-Ticker	Carrentals.com
Apple	X	X	X	X	X
Android	X	X	X	X	X
Smartphone	X	X			



Who do we trust?



“Hotel Inspector”



“Wisdom of the Crowds”



“Official Schemes”



HOW DO WE ADDRESS THE
CHANGING WORLD?

TODAY



expedia traveler preference

ROOMS & RATES (1 NIGHT: 10/01/2012 - 11/01/2012)

Prices are per room/unit with 1 guest. Change your search

Room type	Total*
Deluxe C Includes: F	£142.48 BOOK NOW
Deluxe W Includes: F	£192.16 BOOK NOW Only 5 rooms left!
Grand Lu Includes: F	£227.66 BOOK NOW Only 2 rooms left!

Payment Options

[PAY ONLINE](#) - or - [PAY LATER AT HOTEL](#)

£1,227.66^{Total} £1,227.66^{Total}

(Includes all taxes and fees. [Pay Later Details](#))

* Total price includes all taxes and service fees, but does not include any extra guest charges. Daily rates do not include taxes and service fees.

Where they come from?



UK USA Canada Ireland



USA Canada UK Mexico Ireland Spain
Portugal Spain France Germany Italy



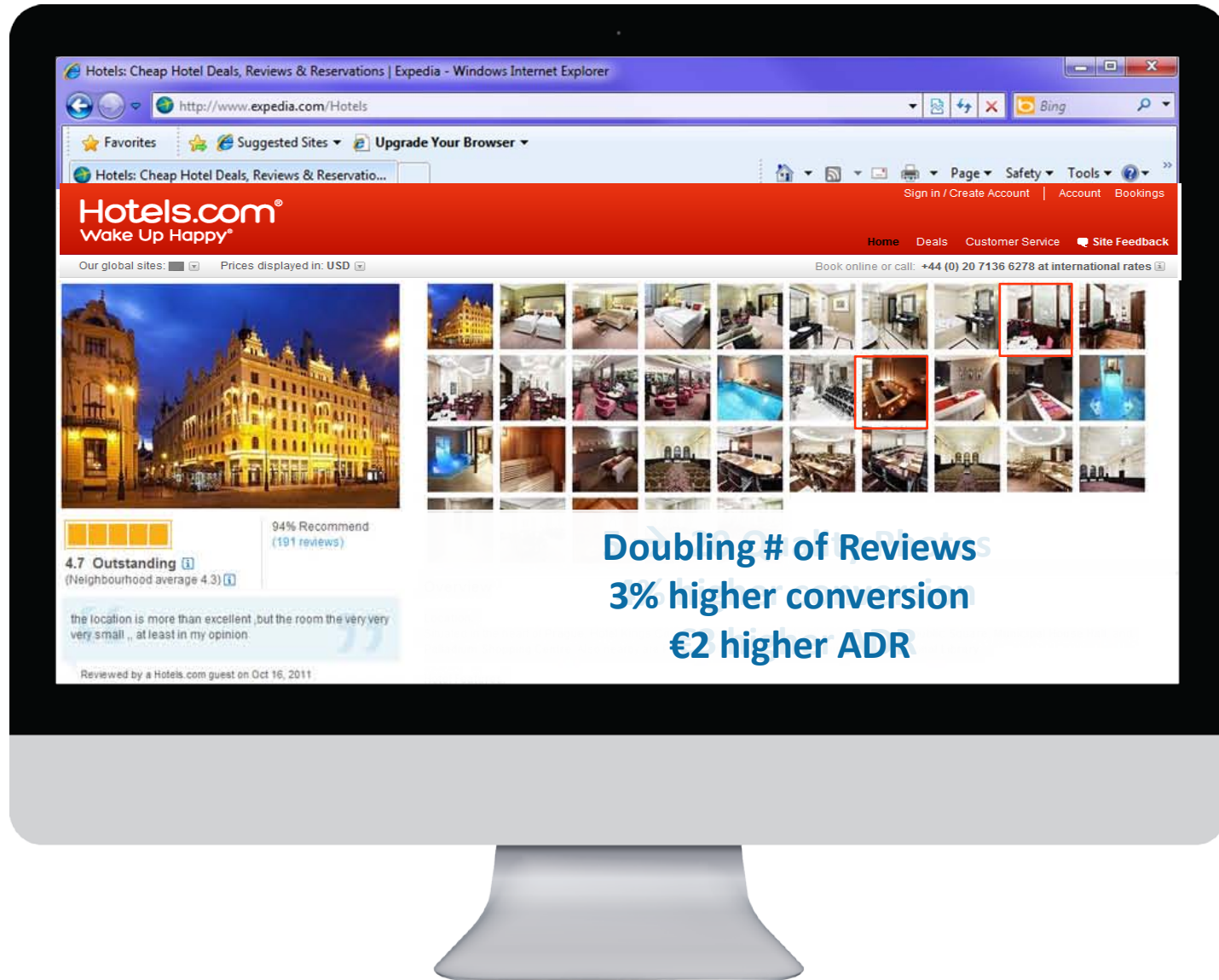
US Canada Australia Austria Belgium Denmark France UK
Germany India Ireland Italy Japan Mexico Netherlands New
Zealand Norway Singapore Spain Sweden



UK Canada Switzerland Sweden Spain Norway Netherlands Italy
Ireland Germany France Finland Denmark Belgium Austria
Australia Taiwan South Africa Singapore Portugal Philippines
New Zealand Mexico Korea Japan Hong Kong Colombia China
Brazil Israel Venezuela Chile Argentina Russia Poland Turkey
Iceland Hungary Greece Czech Republic Ukraine Slovakia
Lithuania Latvia Estonia Croatia Thailand Malaysia Uruguay
Suriname Peru Paraguay Panama Nicaragua India Honduras
Guyana French Guatemala El Salvador Ecuador Costa Rica Canada
Bolivia Belize

What they book

Depends on what you show



When They Book

targeted through the **booking window**

Yield Management

Specific need dates

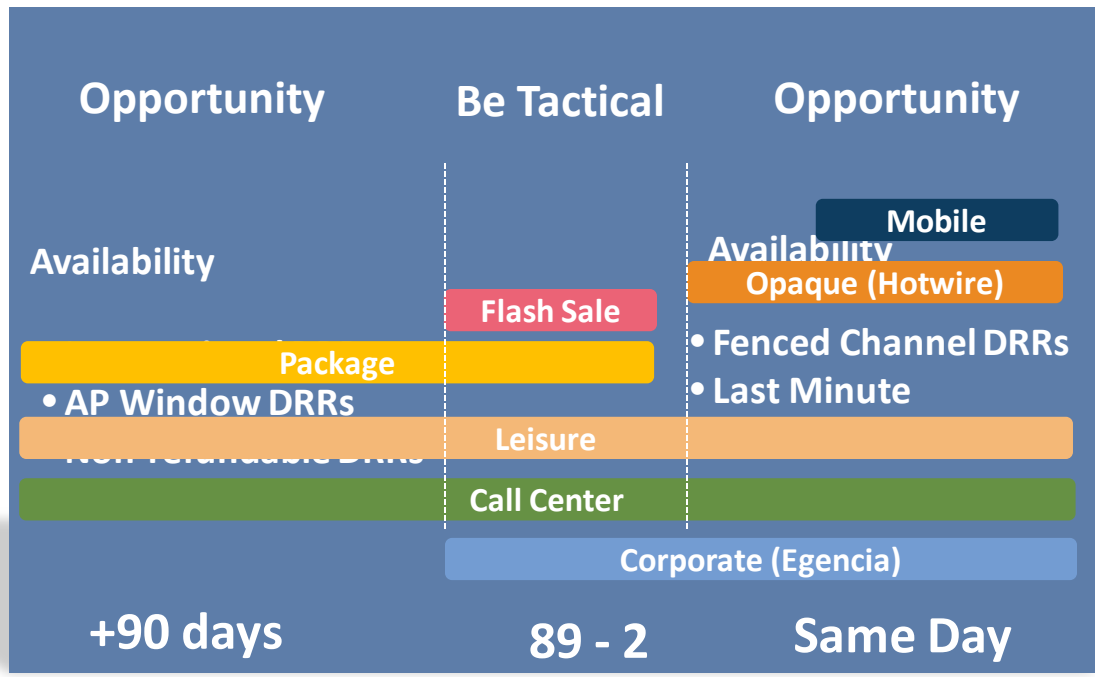
LOS

Domestics only

International only

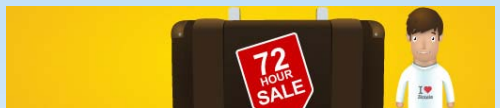


Channel Segmentation



Booking Window

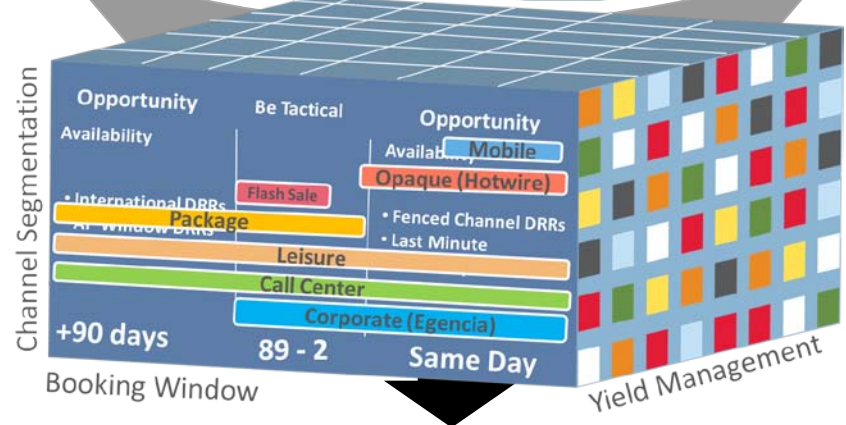
The largest tool chest in the industry to help you craft your own strategy



Hotwire



Local Expert
ACTIVITIES & EXPERIENCES BY EXPEDIA, INC.



Market Manager and YOU

Thank You!

