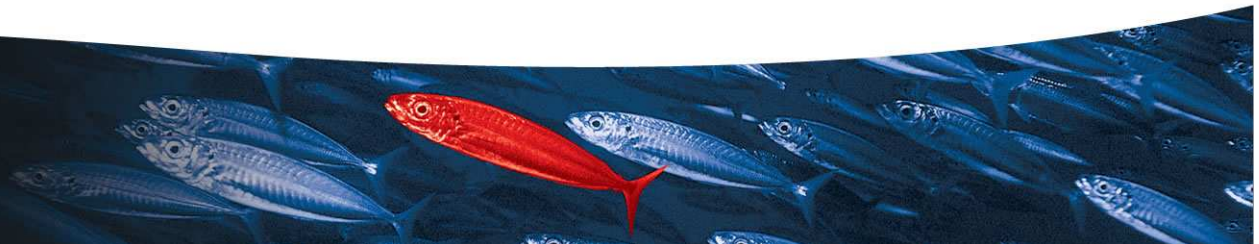


World Travel Market 'Take the Money'

Web Marketplace Solutions
dramatic results and great service
10th November 2009



“The Online Shopping Experts”

Marketing – Performance Web Sites – Rich Media – Technology Platforms

2

next
DIRECTORY

VisitScotland.com
The official site of Scotland's national tourism organisation

STUDIO

superbreak
com

Littlewoods
Shop Direct Group

webbivorydm

COTSWOLD
outdoor | action | travel

CANCER RESEARCH UK

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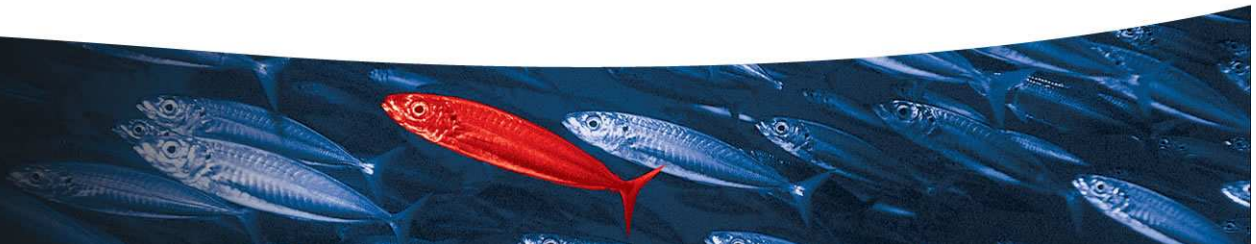
Internet Customer Recruitment Dominates from 2009

UK Media Spend USA \$M

Year	Total	TV	Growth Yr-Yr	Radio	Newspapers	Internet	Growth Yr-Yr
2000	20,560	6,481		883	8,300	256	
2001	19,623	5,835	-9.97%	806	8,103	274	7.03%
2002	19,727	6,141	5.24%	813	7,957	326	18.98%
2003	20,472	6,224	1.35%	874	8,050	770	136.20%
2004	22,234	6,731	8.15%	906	8,447	1366	77.40%
2005	23,022	6,949	3.24%	861	8,157	2237	63.76%
2006	23,887	6,665	-4.09%	795	7,760	3789	69.38%
2007	25,284	6,815	2.25%	822	7,494	5152	35.97%
2008	26,318	6,680	-1.98%	838	7,222	6554	27.21%
2009	27,198	6,558	-1.83%	847	6,914	7845	19.70%

- Forecast to exceed TV advertising for the first time
- Growth is not single but double digit
- While costs have increased remains very cost effective

eDigital research reports that in the travel industry, consumers are relying on the internet, not just for background research, but to book their holidays.

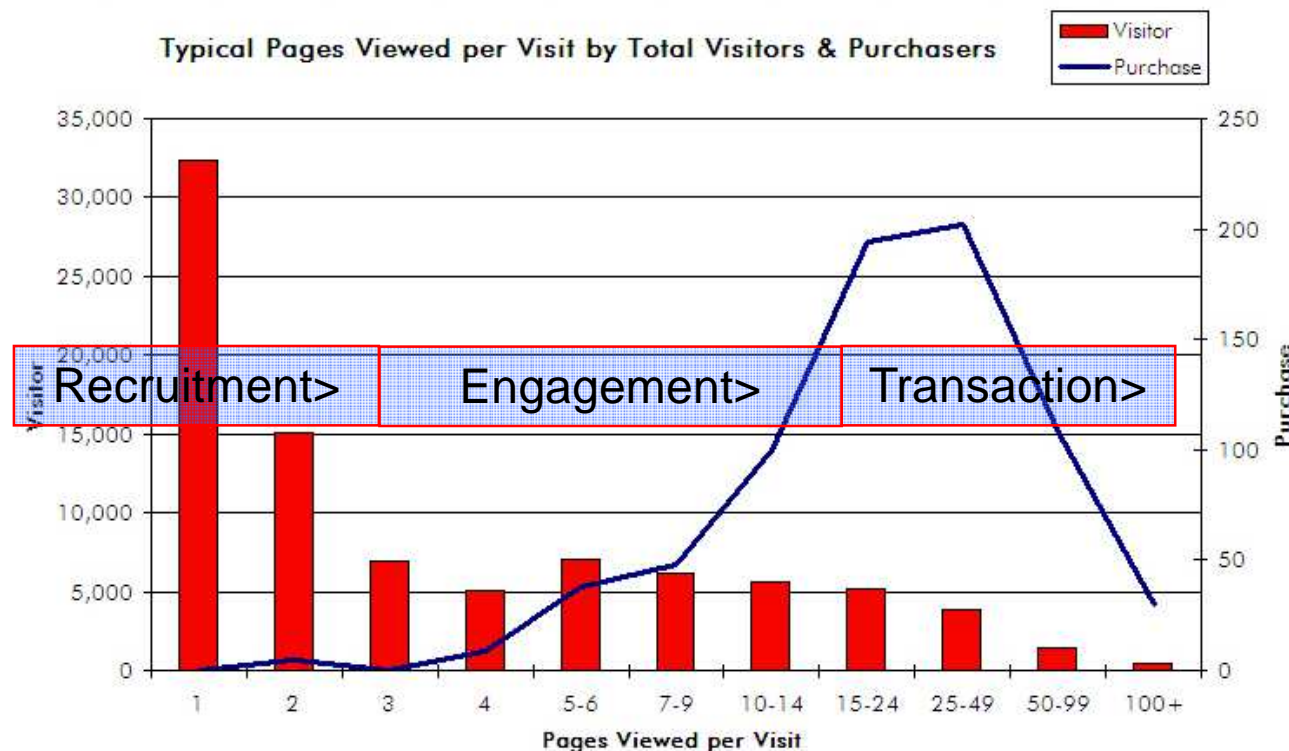


Online Channel Solutions – Common Problem

Poor recruitment & site optimisation – Delivers 3-4 fold difference in results

4

- Typical pages viewed per purchase 15 – 49
- >50% of visitors are lost having viewed less than 5 pages



In Travel
Good 'n' Bad
2.5% <0.3%

Online Channel Solutions – Common Problem

Poor recruitment & Site optimisation – Delivers 3-4 fold difference in results

- Typical Losses:
 - Recruitment (Lose 20-35%) - Leaves 80% - 65%
 - Engagement (Lose 60-95%) - Leaves 32% - 3.2%
 - Transaction (Lose >90%) - Leaves 3.2% - 0.3%
- Resulting Conversion:
 - 3.2% - 0.3%



Recruitment Critical Success Factors (CSFs)

Recognise what DRIVES the order VS what TAKES order



SOUTH FRANCE 2005 *Chez Nous*

THE INDEPENDENT TRAVELLER'S HOLIDAY DIRECTORY

One of the most diverse countries in the world, France provides endless opportunities for discovery. With access to over 4100 self catering properties, let Chez Nous provide you with the best way of experiencing the real France.

Over the next few weeks we will be providing you with a taste of just what is available, starting with a focus on the South of France.

Find your ideal holiday in the South of France.

Languedoc-Roussillon
With the snow capped peaks of the Pyrenees as a backdrop, glorious sandy beaches stretch as far as the eye can see, with an idyllic hinterland of sleepy villages surrounded by vineyards.
... [learn more >](#)

Côte d'Azur & Provence
The Riviera resorts on the coast are glitzy glamorous. But head inland and you'll find unparalleled natural beauty. [learn more >](#)

Chez Nous offers over 900 properties in the South of France!

Plus, see our great travel offers below to make your journey even easier!

Search now for Languedoc-Roussillon properties to suit your group size:
Sleeps 2 | Sleeps 3 - 6 | Sleeps 7 +

Search now for Côte d'Azur & Provence properties to suit your group size:
Sleeps 2 | Sleeps 3 - 6 | Sleeps 7 +

Mas Saint Antoine
Auvergne
Côte d'Azur
Sleeps 2-6
Pool, sea beach
17th century house

Prats de Mollo
Languedoc - Roussillon
Sleeps 7
Traditional Farmhouse & pool

Saigon
Provence
Sleeps 2
Picturesque cottage with stunning views

Prats de Mollo
Roussillon
Sleeps 4-6
Foot of the Pyrenees
Views of Spanish Border

Looking for another region?
Search from over 4,100 properties! Select any of the locations below to view properties available in that region:

North East	Aquitaine
Normandy	Midi Pyrenées
Brittany	Central & Eastern
Loire & Vendée	Corse
Poitou-Charentes	
Dordogne, Lot & Limousin	

Looking for something more specific. Use our [online search >](#)

Great offers on channel crossings with the Chez Nous Travel Service!

Dover - Calais from £99 return	Portsmouth - Caen from £149 return
--	--

Click here >

Click here >

Watch this space - we will be focusing on a new region of France each month!

Bonne vacances,
Eleanor James
Eleanor James
Chez Nous Editor

21 YEARS OF EXPERIENCE WITH CHEZ NOUS 1984 - 2005

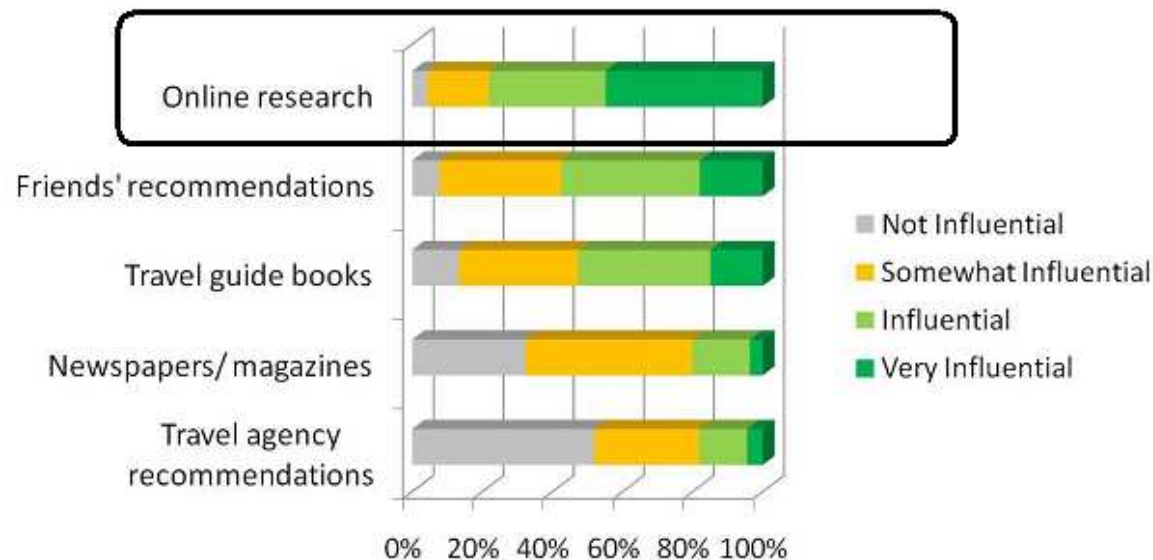
Chez Nous Travel Service:
0870 197 6969
Visit www.cheznous.com

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Should you not wish to receive offers and news updates in the future, please send us an e-mail with the word 'REMOVE' in the subject line to: unsubscribe@holidaysnews.co.uk

Recruitment Critical Success Factors (CSFs)

Understand what drives the consumer to make a travel booking

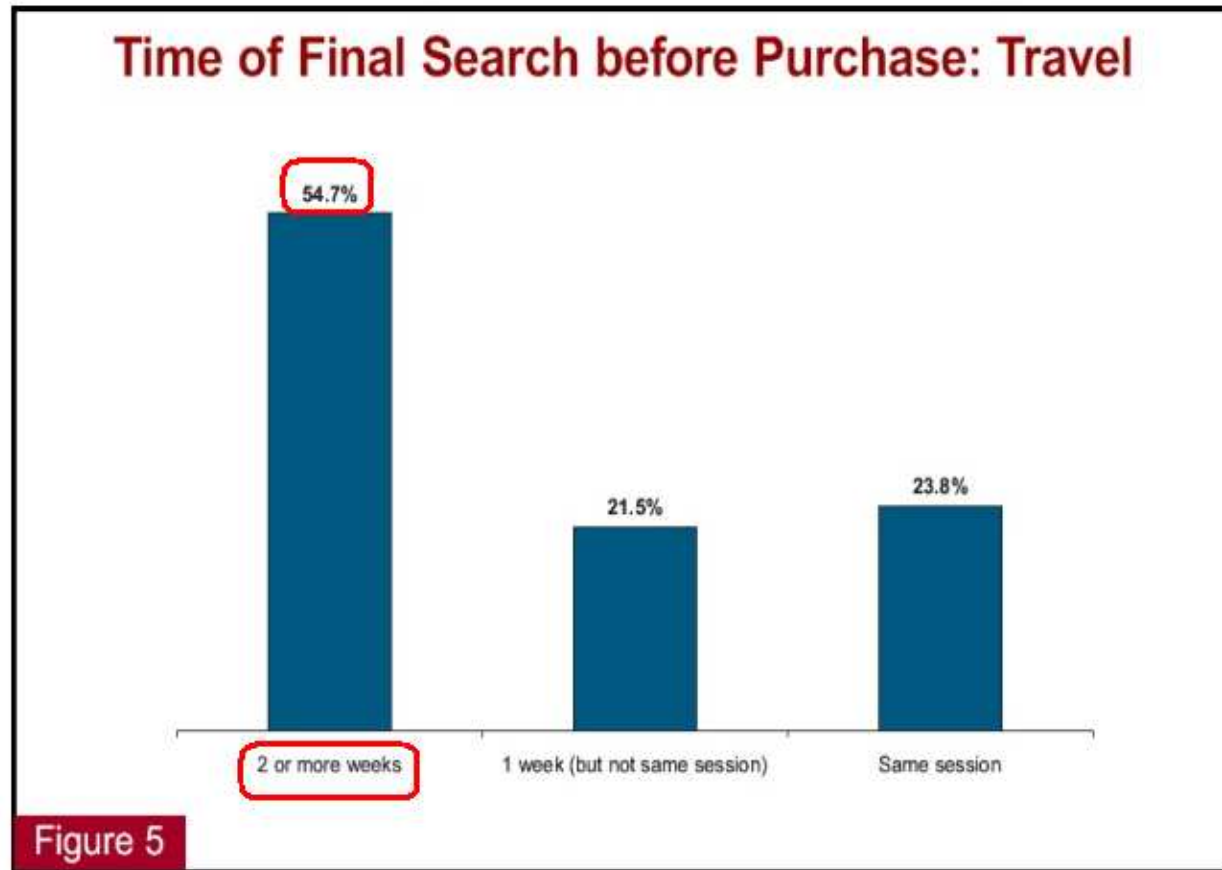
- eDigital Research reports that Online research came out as the most influential source for travel planning (78%).
- In addition 75% of consumers prefer to book various components of their holidays online.



Recruitment Critical Success Factors (CSFs)

Understand what drives the consumer to make a travel booking

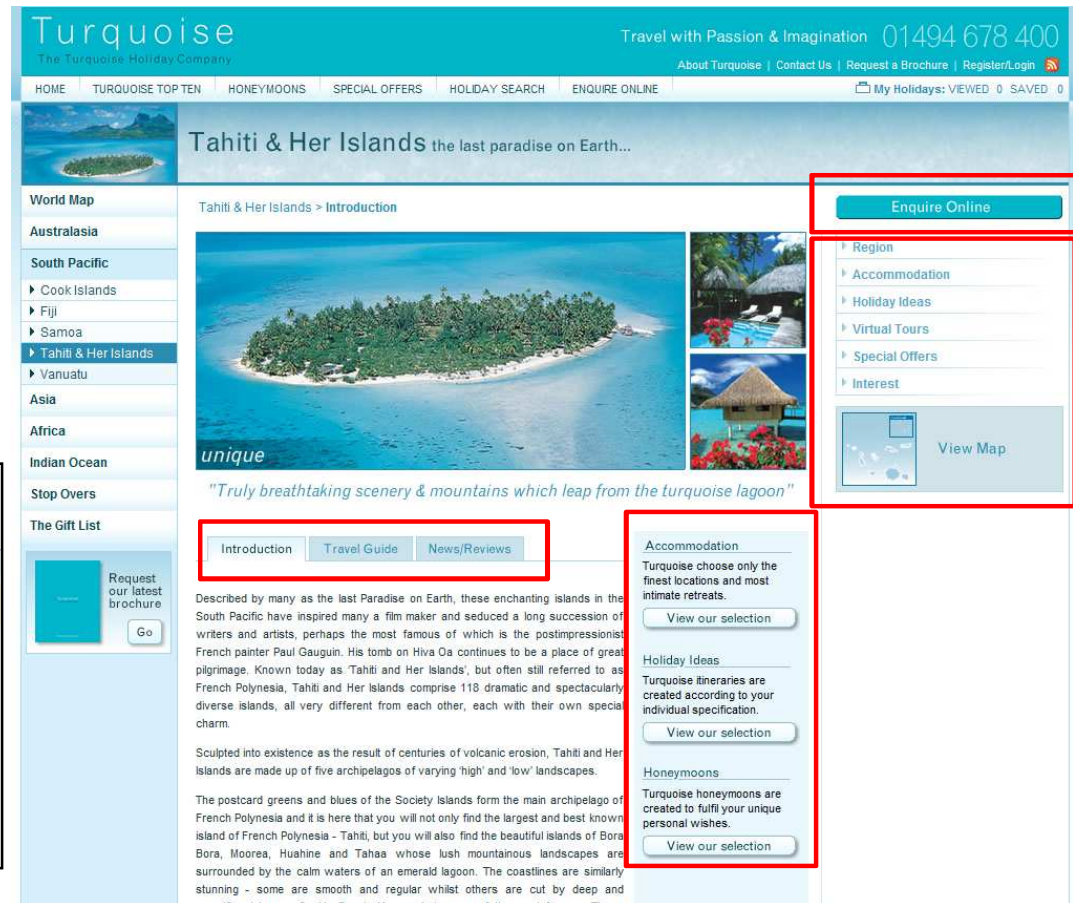
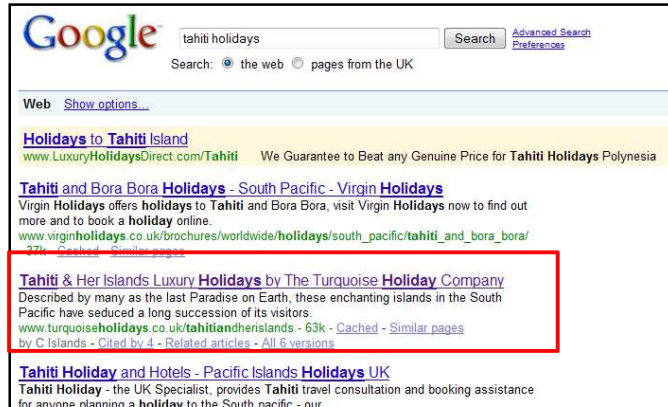
- Analyse the proportion of Visitors that return post research
- Our experience is similar to that of Foresters;
- Over 50% book after having Visited site 15-29 days later



Recruitment Critical Success Factors (CSFs)

PPC & SEO Optimisation – Right Message – Right Language – Right CTA

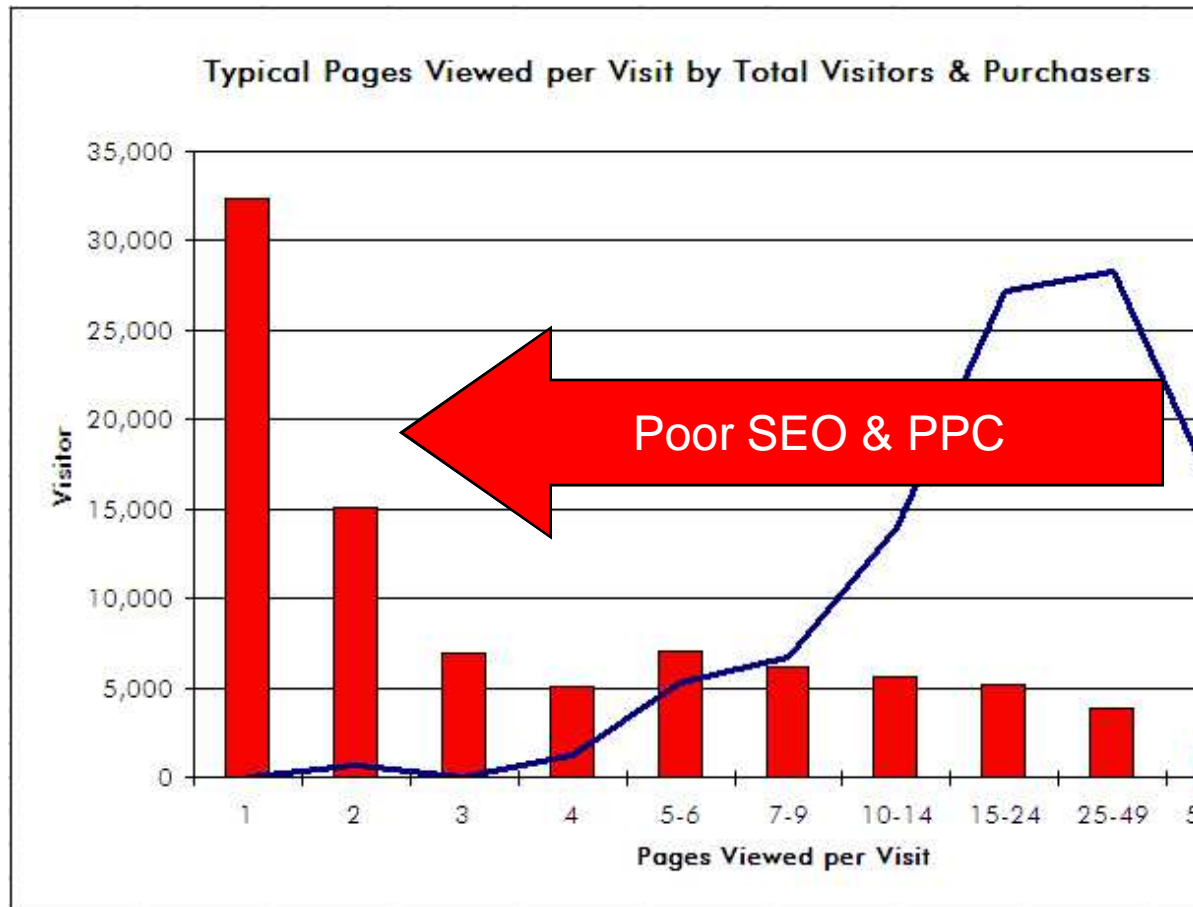
- Reinforcing Natural Search Listing
- Informative, Rich Content
- Strong Calls to Action, but not intrusive
- Maximising return from SEO Traffic



Recruitment Critical Success Factors (CSFs)

PPC & SEO Optimisation – Right Message – Right Language – Right CTA

10



The screenshot shows the Superbreak.com homepage. It features a navigation bar with links like 'Home', 'Travel Agents', and 'Features'. A large 'Exclusive Offer!' banner is at the top right. Below it, there's a 'Short Breaks with Superbreaks Online Directory' section with search filters for destination, first flight, and adults/children. A 'Romantic Weekend Breaks' section is also visible. The right sidebar contains 'Hotel & Short Break Deals' and 'Latest Superbreak Offers'.

Recruitment Critical Success Factors (CSFs)

Type of Customer & Point of Entry consideration

<u>Customer Stage</u>	<u>Browsers</u> I'm looking for an exotic holiday destination	<u>Hunters</u> I'm looking for an exotic holiday , in the Maldives in December	<u>Buyers</u> I'm looking to book the Maldives in Dec for ~£2K/pp
Point of Entry Mechanism	Category Navigation	Guided Navigation	Search
Brand communication	Important		
Product ranges & cross selling	Important	Important	
Accessing product	Important	Important	Important
Enabling decisions		Important	Important
Taking the order			Important
Up selling			Important
Retaining Customers	?	?	?



Transaction Critical Success Factors (CSFs)

Be more radical - Take a call & enquiry versus an online order



superbreak

[Home](#) [Hotels](#) [Theatre Breaks](#)

[UK Airport Hotels](#) [Overseas Hotels](#)


Telephone Bookings



Call:  0871 221 3344
10p per minute

Manchester






[Home](#) [Hotels](#) [Theatre Breaks](#) [Concerts/Events](#) [Attraction Breaks](#) [Offers](#) [Speciality Breaks](#) [Map Search](#)

[Hotels](#) [London Hotels](#) [York Hotels](#) [Edinburgh Hotels](#) [Paris Hotels](#) [Holiday Reviews](#)

Quick Search Location

Manchester Hotels




Millennium Bridge & Lowry Centre, Salford Quays

The lively capital of the North offers world class shopping, ground-breaking architecture and amazing nightlife. Choose from a variety of hotels in Manchester with Superbreak and enjoy art at the Lowry centre, Manchester Art Gallery, explore city life at Urbis or watch a play at The Palace Theatre.


[View Holiday Reviews for Manchester](#)


Hotels in Manchester



Hotels in Manchester

Telephone Bookings



Call:  0871 221 3344
10p per minute

Get our top offers
Sign up now & you could win a break
Your email

Search Results

Your location search found the following 56 hotels in Manchester. There are many hotels in Manchester to choose from, but which hotel in Manchester will suit you?

Choose Hotels by Availability

1. Select your dates


Check in: No. of nights:

2. Select your rooms and guests

No. of Rooms: Room: Adults: Children:

Showing 1 - 10 of 56 hotels [1-10](#) [11-20](#) [21-30](#) [31-40](#) [41-50](#) >>

Sort Hotels By [Price](#) [Hotel Name](#) [Star Rating](#)




Express by Holiday Inn Manchester East - Manchester ★★★★

The Express by Holiday Inn Manchester East hotel is 2 miles from the Manchester City Football Stadium and a short... [More details](#)

Address: Debdale Park, Hyde Road, Manchester, Greater Manchester, M18 7LJ


[View Hotel](#) [View Reviews](#)

from **£19.50**



Gardens Hotel - Manchester ★★★

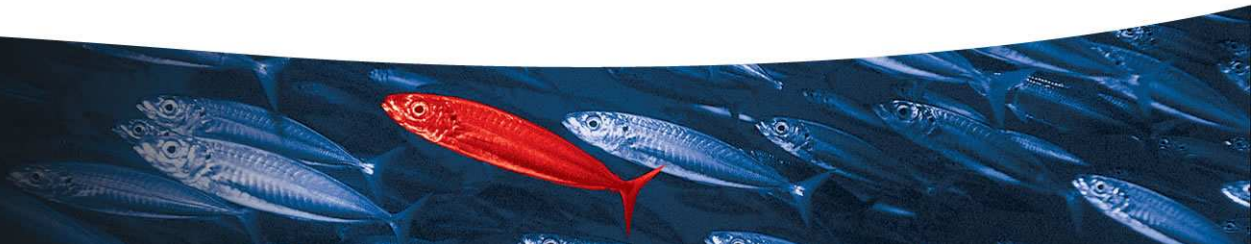
from **£22.00**

 **web marketplace solutions**
THE ONLINE SHOPPING EXPERTS

Conclusions

Marketing Business Perspective

- Strong business case, particularly when selling a service proposition to encourage customers to the phone or to enquire.
- Offline (direct) marketing still represents an effective form of recruitment given its penetration potential. Couple this with email 'retention' activities makes a powerful marketing strategy.
- Strong analytics that underpins any creative execution is essential given the complexities associated with converting customers online.



Want some help?

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Mike Anderson
Managing Director

The Online Shopping Experts

0845-862-0416

www.wmps.biz