



ASK THE ENGINES

Stephany van Willigenburg
Google Travel – Industry Manager



Drivers of Change



**Ubiquitous
connectivity**



**Democratization
of the tools
of production**



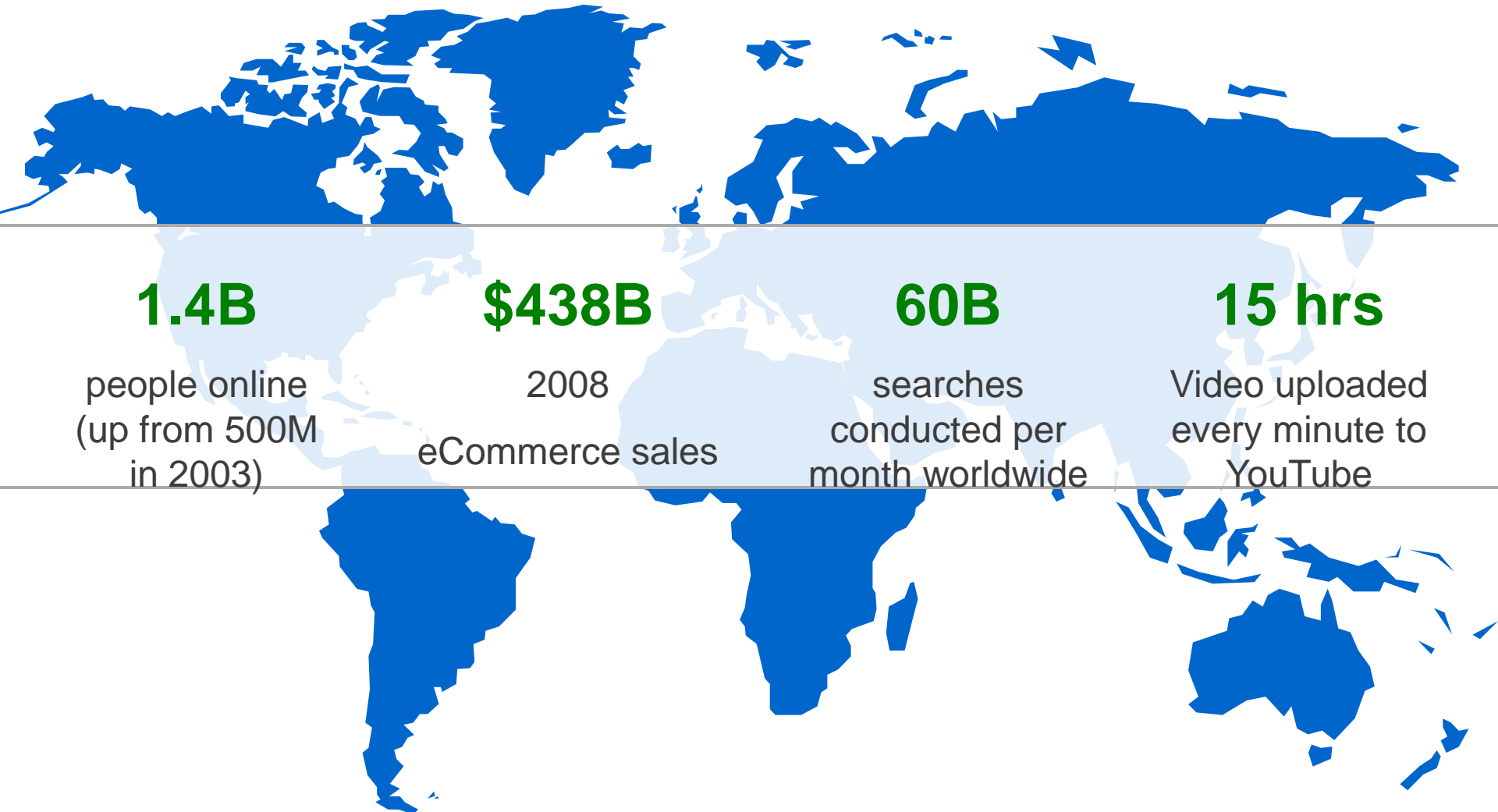
**Falling cost
of storage**

Recovery.....

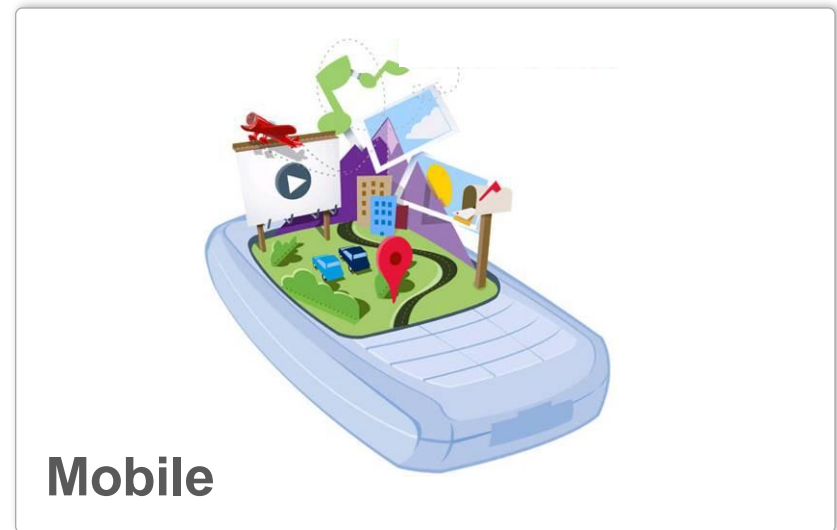
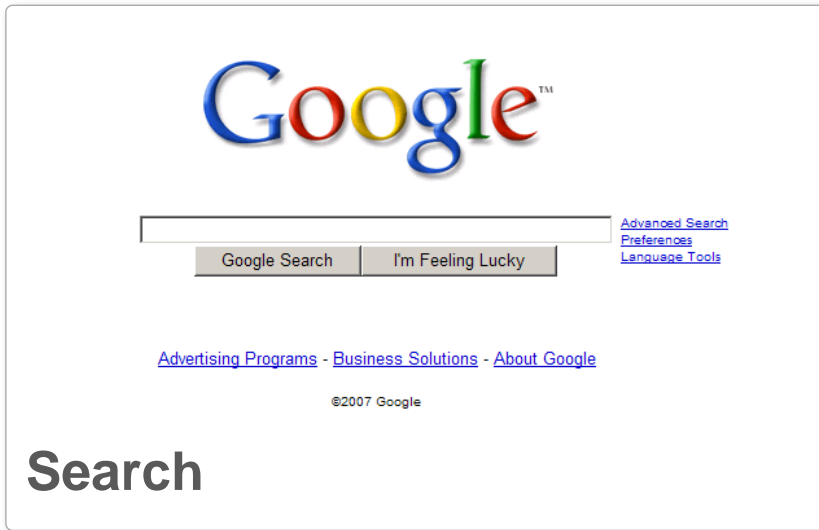


....Innovation

The Digital Opportunity is Global



Where Google Sees Opportunity



“We’ve turned the corner”

Eric Schmidt, CEO, Google, Inc.
August 2009

...But What Did We Learn?

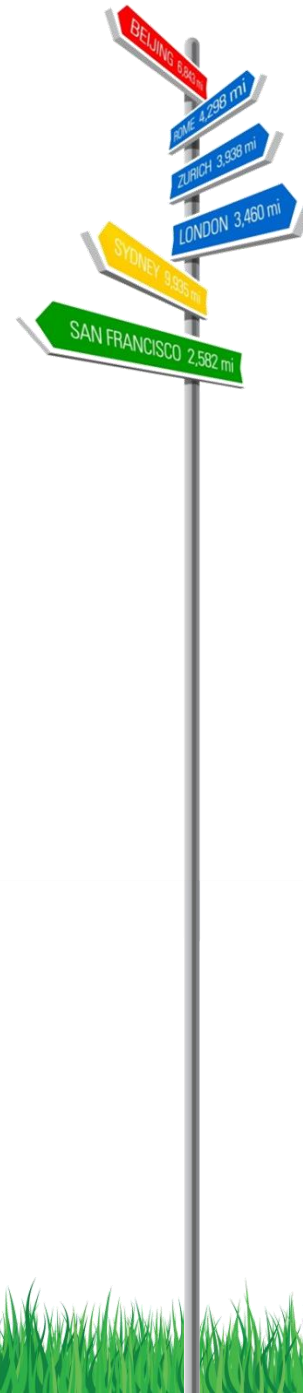
The New Basics: Getting Ahead of the Recovery

Relevance
Communicate Creatively

Precision
Target Consumers Locally

Deeper Connections
Connect Consumers

Innovation
Be Nimble



Relevance: Communicate Creatively

5.6

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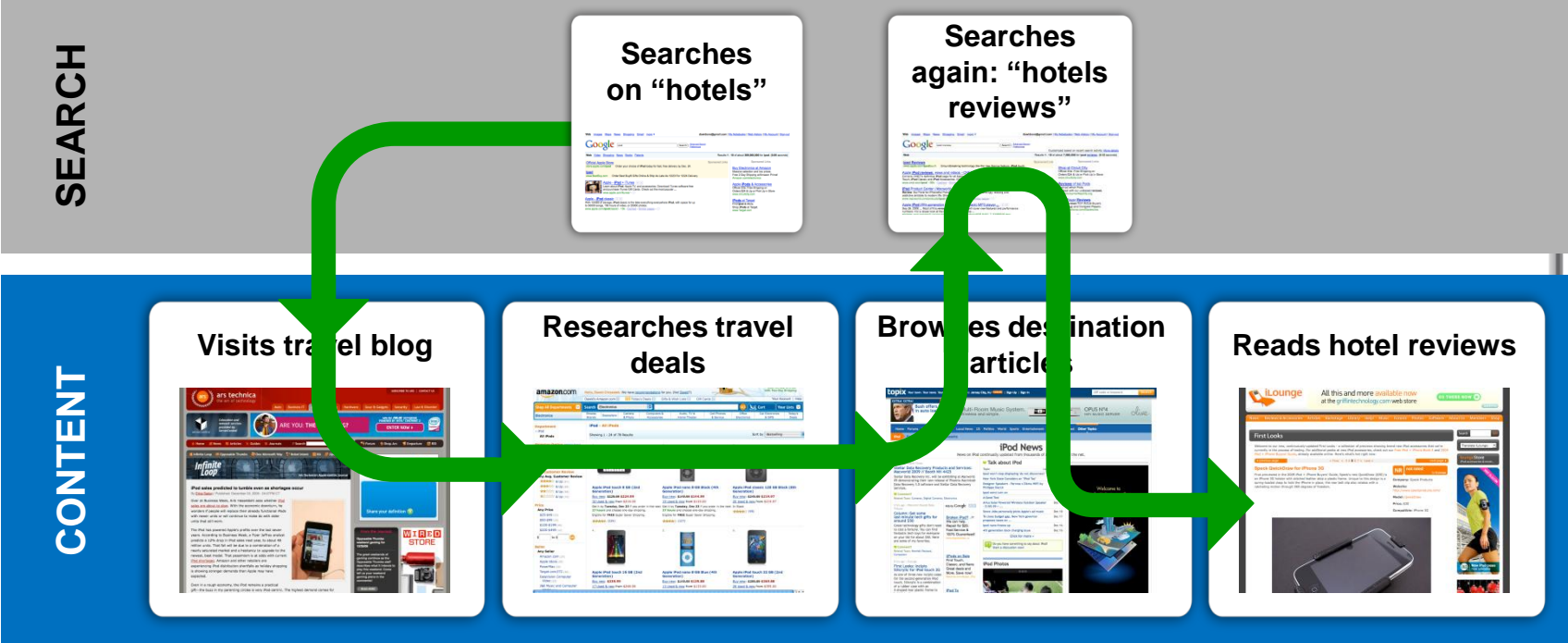
Add to Wish List
Add to Shopping List
Add to Wedding Registry
Add to Baby Registry
Share with Friends



20

Relevance: Communicate Creatively

Harness Increased Engagement



Precision: Target Consumers Locally



84%
Hotel

92%
Car

99%
Air

117%
Destination

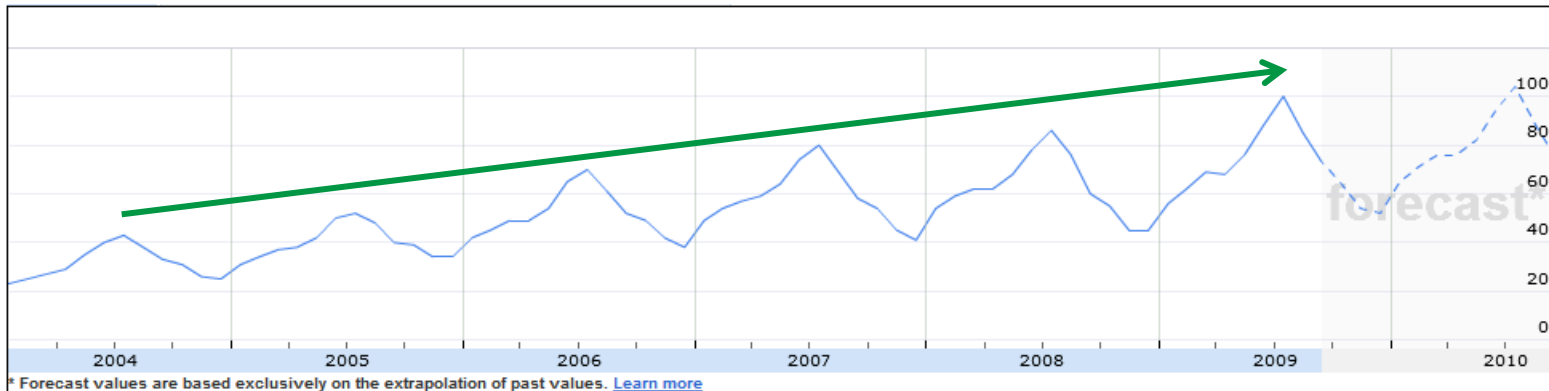
Precision: Target Consumers Locally

Micro-Target Your Destinations



Web Search Volume in the Hotels & Accommodations Category on Google.com “Near” + “Close To”

January 2004 to September 2009, including forecast



















66% Growth Since 2004

Deeper Connections: Connect With Consumers



Deeper Connections: Connect With Consumers

Add Value To The Travel Experience

-  **Google Earth**
Google
Released Feb 02, 2009
Free [GET APP](#)
-  **Urbanspoon**
Urbanspoon
Released Nov 01, 2008
Free [GET APP](#)
-  **Trapster speed trap alerts (now ...)**
Trapster.com
Released Aug 03, 2009
Free [GET APP](#)
-  **Yelp**
Yelp
Released Sep 15, 2008
Free [GET APP](#)
-  **Kayak Flight and Hotel Search**
kayak.com
Released Jul 16, 2009
Free [GET APP](#)
-  **Cheap Gas!**
David J. Hinson
Released Aug 23, 2009
Free [GET APP](#)
-  **AAA Roadside**
AAA
Released Jul 24, 2009
Free [GET APP](#)
-  **Language Translator**
Piet Jonas
Released Oct 24, 2008
Free [GET APP](#)
-  **Oxford Translator Spanish Free**
Oxford Translator
Released Mar 27, 2009
Free [GET APP](#)
-  **Currency**
Jeffrey Grossman
Released Sep 12, 2008
Free [GET APP](#)
-  **Wi-Fi Finder**
JiWire Inc.
Released Dec 19, 2008
Free [GET APP](#)
-  **UrbanDaddy**
UrbanDaddy
Released Sep 10, 2009
Free [GET APP](#)
-  **Travelocity TravelTools**
Travelocity
Released Jul 09, 2008
Free [GET APP](#)
-  **Hotels.com**
Hotels.com
Released Jul 07, 2008
Free [GET APP](#)
-  **Expedia Itinerary Viewer**
Expedia
Released May 06, 2009
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-  **Metro**
Kinevia
Released Jun 30, 2009
Free [GET APP](#)
-  **Local Picks by TripAdvisor**
TripAdvisor LLC
Released Jul 08, 2008
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-  **Travel Channel GO**
The Travel Channel, L.L.C.
Released May 18, 2009
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Innovation: Be Nimble



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Web Search Volume in the Travel Category on Google.com

Low cost travel

January 2005 to September 2009

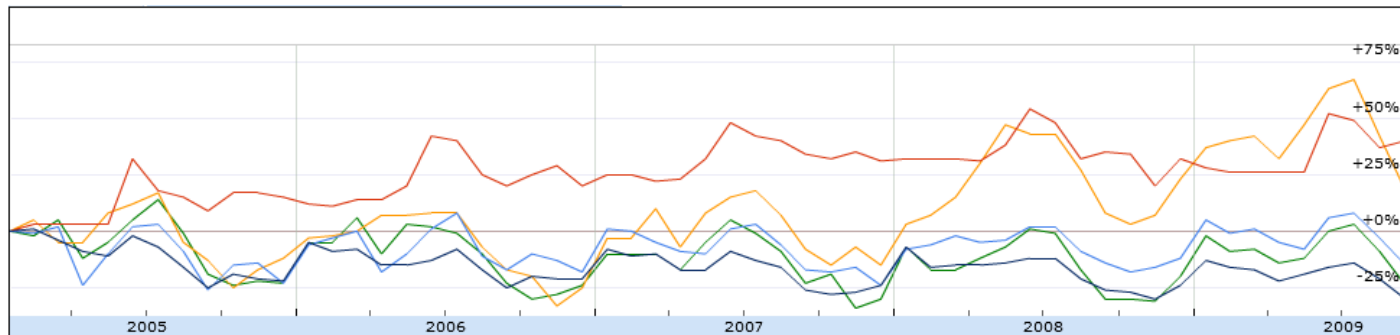


Innovation: Be Nimble

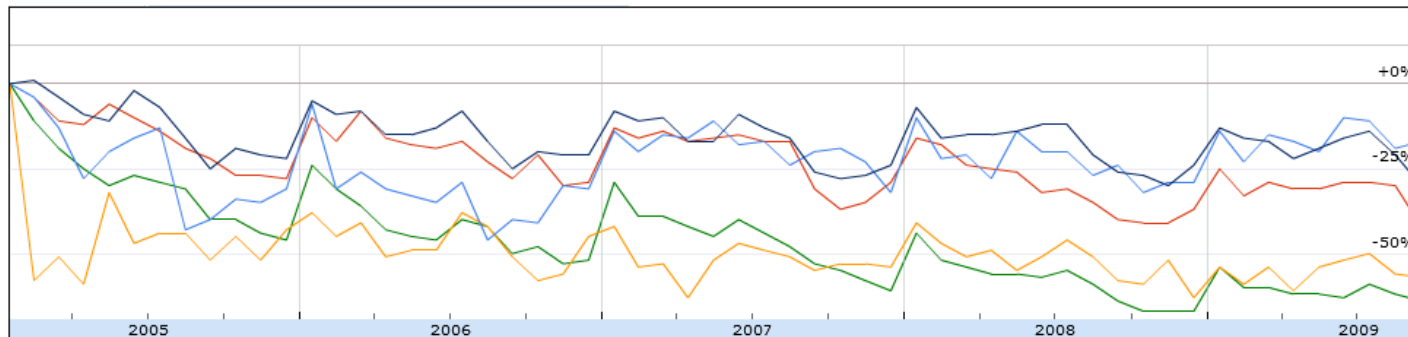
Be Willing to Adapt and Experiment



Category Overall vs. **Geneva** vs. **Tenerife** vs. **Turkey** vs. **Rome**
January 2005 to September 2009



Category Overall vs. **London** vs. **Sydney** vs. **Thailand** vs. **Paris**
January 2005 to September 2009



The New Basics: Getting Ahead of the Recovery

Relevance
Harness Increased Engagement

Precision
Micro-Target Your Destinations

Deeper Connections
Add Value To The Travel Experience

Innovation
Be Willing to Adapt and Experiment



Google Insights for Search:

www.google.com/insights/search

Google Keyword Tool:

adwords.google.co.uk/select/KeywordToolExternal

Google AdPlanner:

www.google.com/adplanner

Webmasters Central:

www.google.com/webmasters

Google Analytics:

www.google.com/analytics



THANK YOU!

Google™

