

Google



Where
we're
headed.



Internet is **#1** inspiration for travelers

62%
Search online
before they
decide where
or how to travel



Online video plays a major role in exploration

63%
Of leisure
travelers

69%
Of business
travelers



Ask yourselves...

- Is our brand present at relevant inspiration points online?





family holiday|

family holidays

family holidays **uk**

family holidays **2011**

family holidays **abroad**

family holiday **association**

family holidays **in uk**

family holidays **in france**

family holiday **insurance**

family holidays **in italy**

family holiday **ideas**

Google Search

I'm Feeling Lucky

for the Mommas

...finding values for your family...



contact



twitter



facebook



rss



email

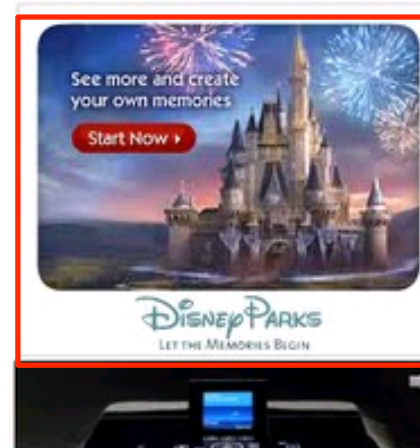
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TO SEARCH, TYPE AND HIT ENTER

Freebie Friday 09/24

by SHANNON on SEPTEMBER 24, 2010 · 0 COMMENTS

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how to pick a cruise

Search

Browse

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Create Account

Sign In

Search options

“how to pick a cruise” results 1 - 20 of about 1,880



How To Choose a Cruise

Expand the description and view the text of the steps for this **how-to** video. Check out Howcast for other do-it-yourself videos from rachybob and ...

by [Howcast](#) | 6 months ago | **954 views**



How to Choose a Cabin for Your Next Cruise

Hi. Bob Levinstein from [www.CruiseCompete.com](#) here—where agents compete to offer you the best **cruise** deal—with some basics about **how** to choose a ...

by [CruiseCompete](#) | 1 year ago | **12,895 views**



How to Plan a Cruise Vacation : How to Pick a C...

Picking the right cabin on your **cruise** ship will ensure that both you and your wallet will have a good time on vacation. Learn more about planning ...

by [expertvillage](#) | 2 years ago | **3,578 views**

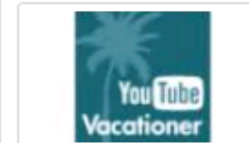


How to Plan a Cruise Vacation : How to Pick a D...

Mexico, the Bahamas, Europe and the Mediterranean are all popular **cruise** destinations that you may want to consider for your next **cruise**. Learn ...

by [expertvillage](#) | 2 years ago | **165 views**

Promoted Videos



NCL YouTube Vacationer

Norwegian **Cruise** Line invites you to tap into your Vacation You by [Vacationer](#) |



Expert Cruise Advice

How to pay the least & get the most out of your **cruise** vacation.



85% use Web for researching/booking

Search
is #1 planning tool
for leisure
travelers

22 site visits
across 9.7 sessions
before booking



Ask yourselves...

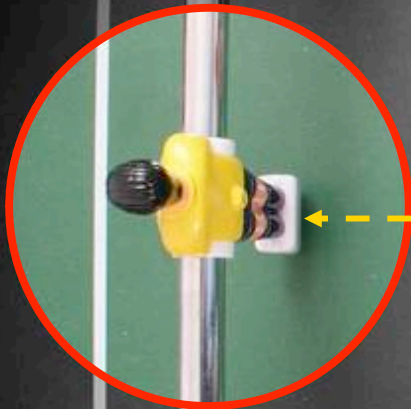
- Do we understand our consumer's path to purchase?



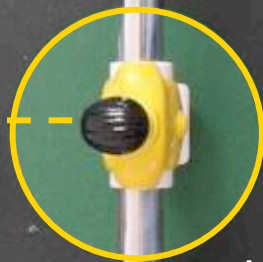
Search Funnels



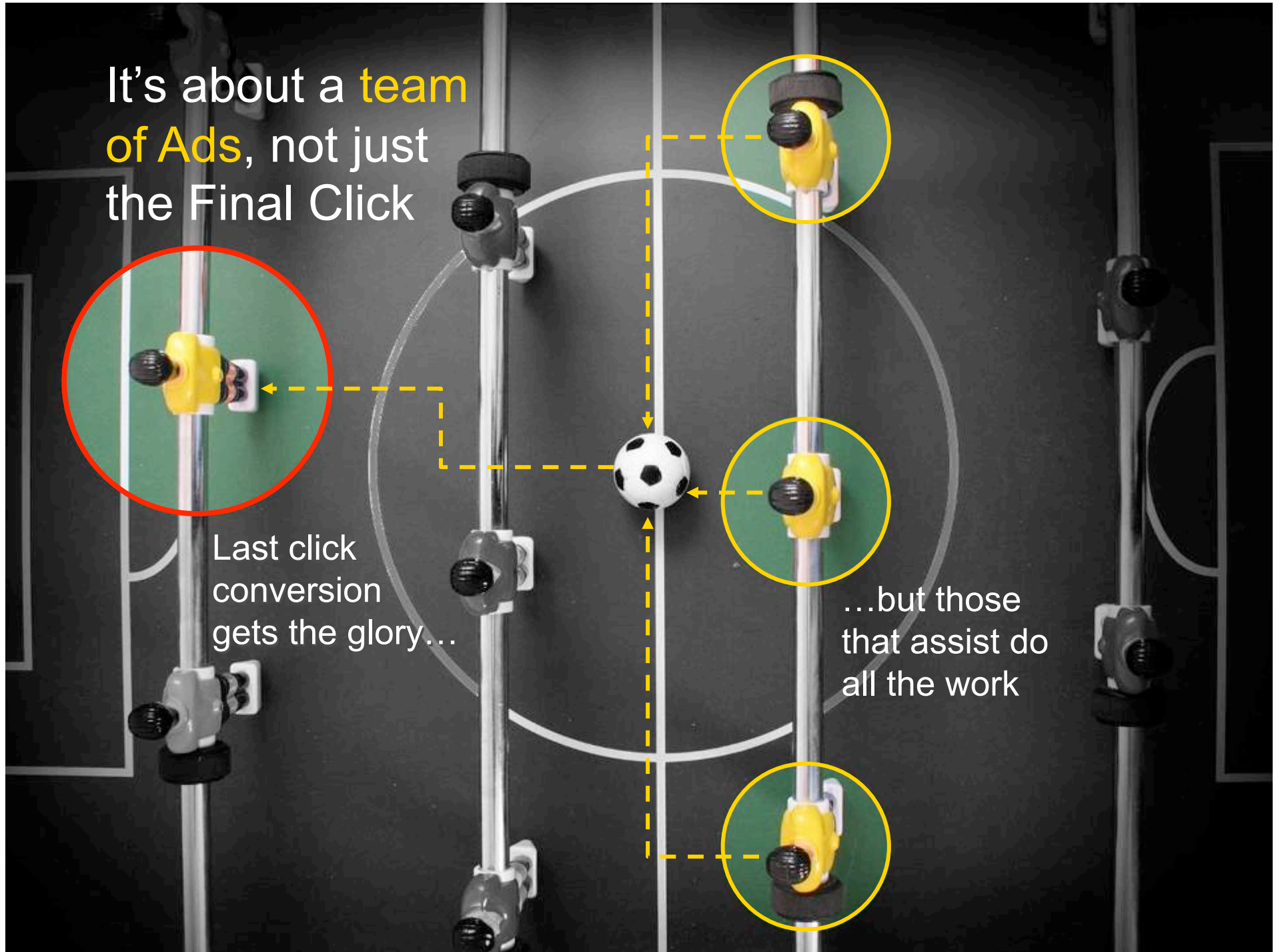
It's about a **team of Ads**, not just the Final Click



Last click conversion gets the glory...



...but those that assist do all the work



Mobile search is rising fast

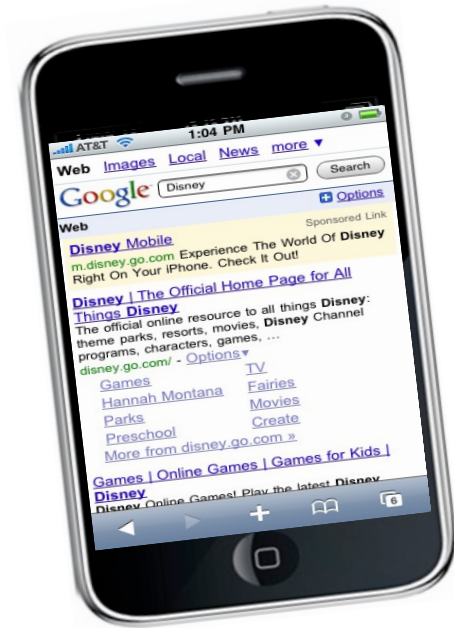
1200%
Increase in
mobile travel
searches



Ask yourselves...

- Are we optimizing our campaigns for the mobile experience?







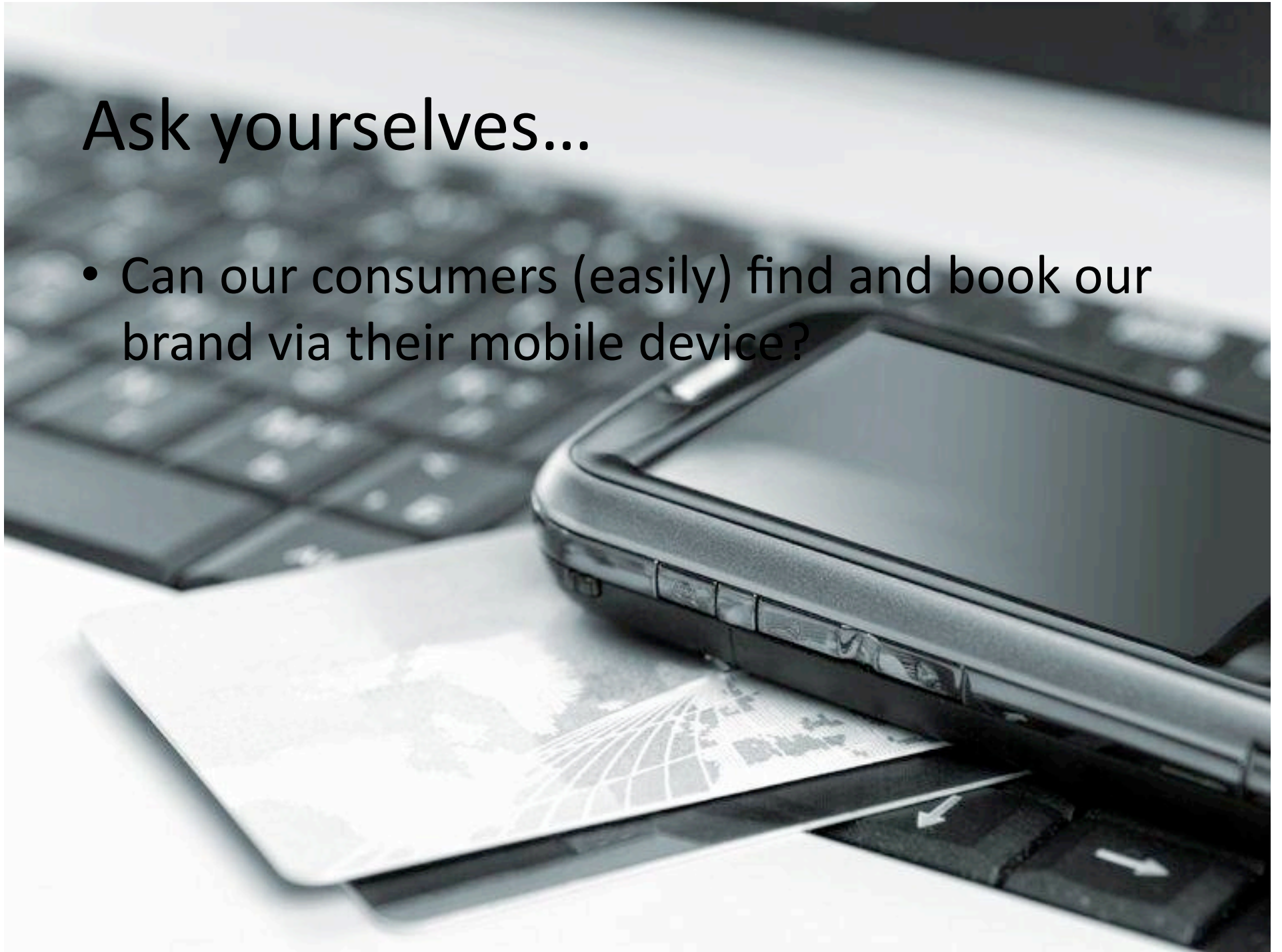


Online and mobile bookings
continue to rise

15%
Growth in mobile air
and hotel bookings

Ask yourselves...

- Can our consumers (easily) find and book our brand via their mobile device?





Searching and booking
continues while traveling

**The
portable
concierge**

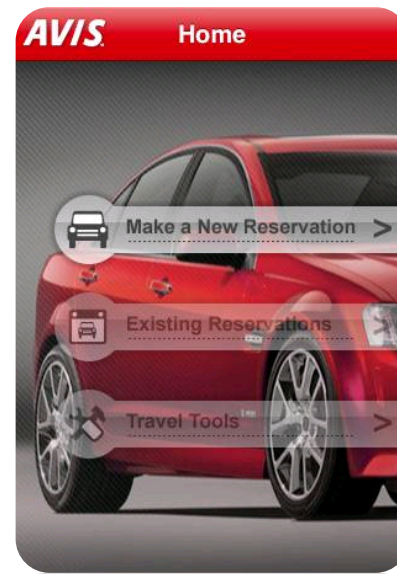
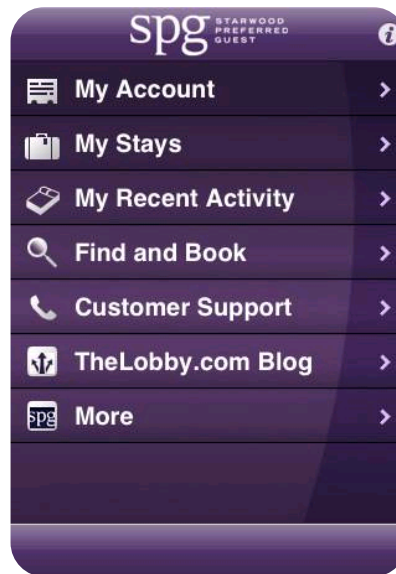
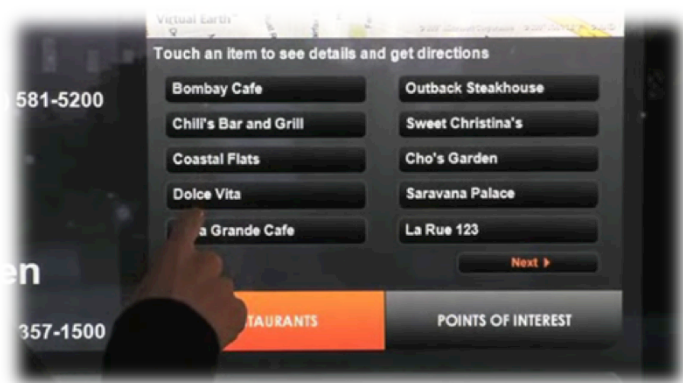


Ask yourselves...

- Do we make it easy for our customers to find concierge-type information while they're traveling?

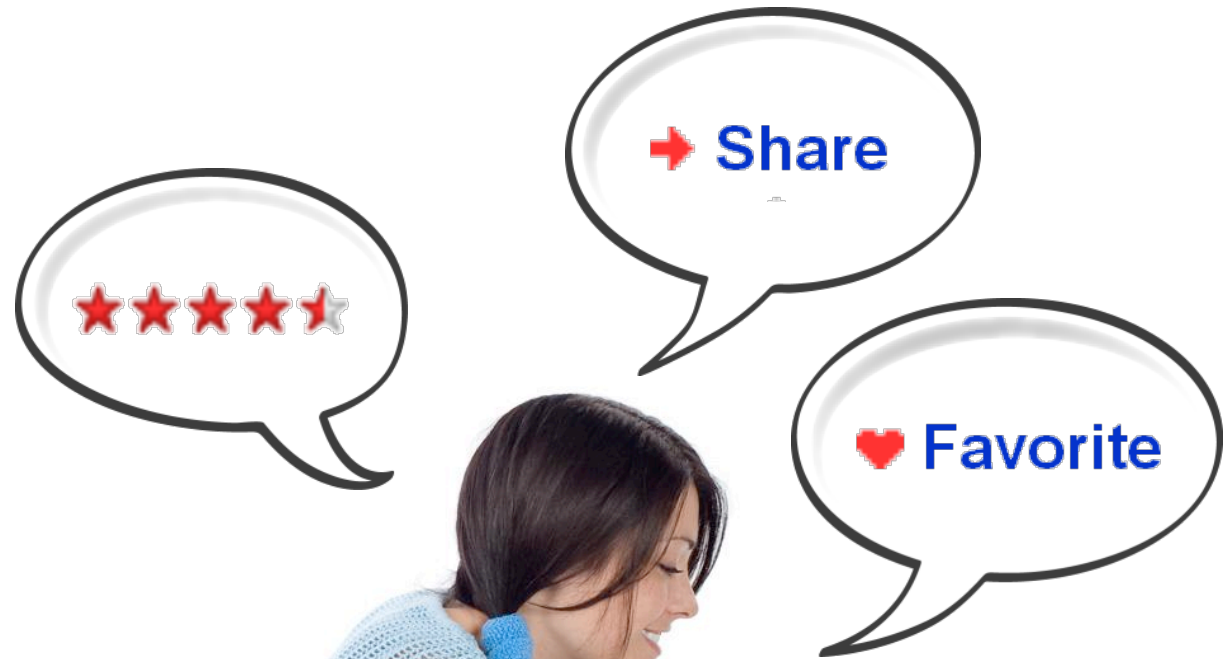








Sharing inspires more dreamers



41%
read reviews
from other
travelers

Ask yourselves...

- Are we part of the conversation?











Get Directions My Maps

hotels near New York, NY

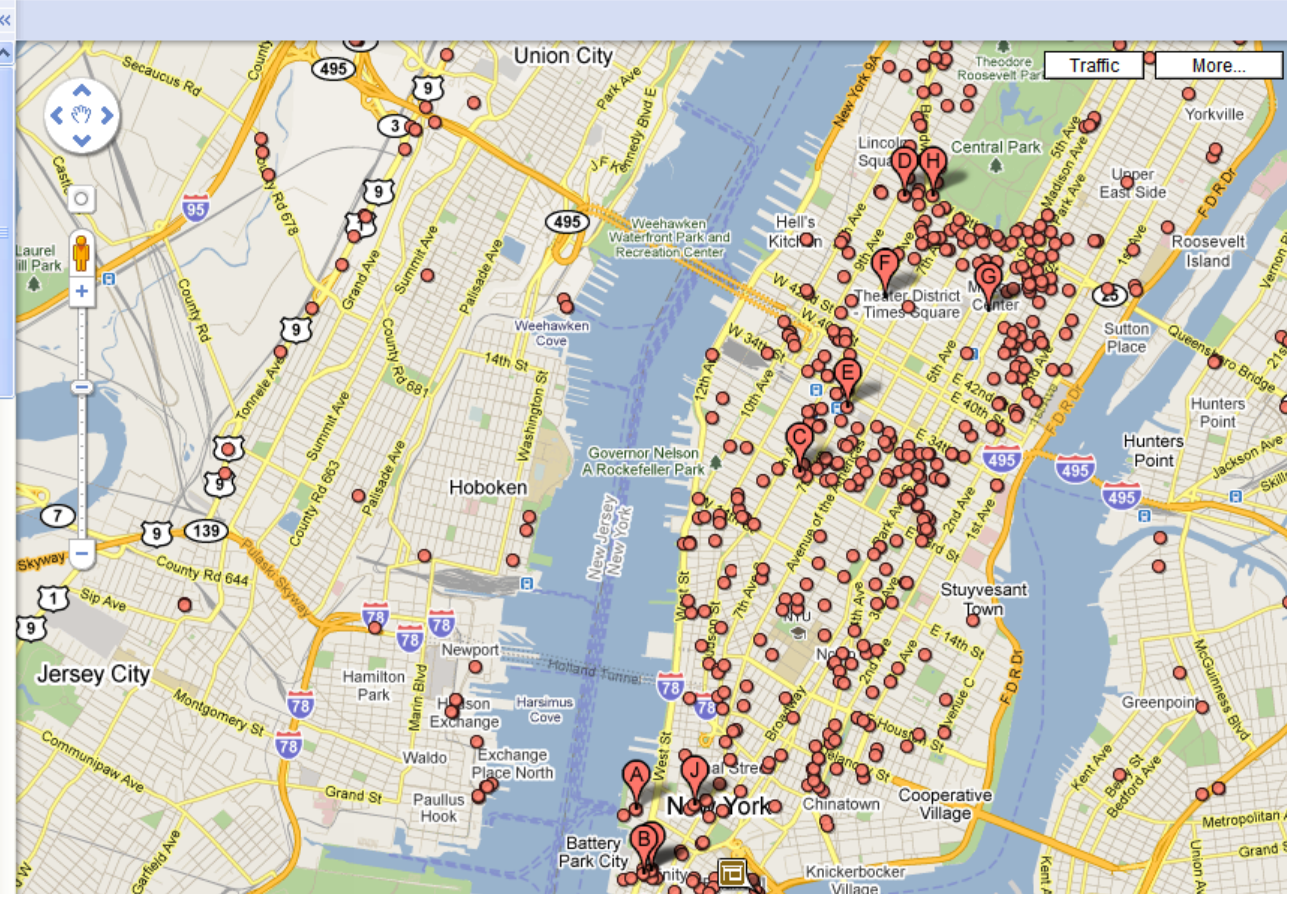
Millenium Hilton Sponsored Links
 Near NYC's Best Shops & Attractions
 Weekend Rates From \$199/Night.
www.Hilton.com/NewYorkCity

Check-in 07/28/2010 Nights 1

A Embassy Suites Hotel New York City \$486
 - more info - Sponsored
 102 North Street, New York, NY - (212) 486-1000
 Category: Hotels
 ★★★★★
 "Overall a wonderful experience. The hotel was clean and the rooms were really nice..."
 \$486 Hotels.com \$419 + \$67 taxes and fees
 \$486 Expedia \$419 + \$67 taxes and fees
 \$486 Priceline \$419 + \$67 taxes and fees

B New York Marriott Downtown \$486
 - more info - Sponsored
 at Albany Street, New York, NY - (212) 486-1000
 Category: Hotels
 ★★★★★ 435 reviews
 "Overall, the hotel was great. It was very clean and the rooms were very nice..."
 \$486 Booking.com \$419 + \$67 taxes and fees

C Chelsea Hotel \$150
 - more info -
 222 West 23rd Street, New York, NY - (212) 243-3700
 Category: Hotels
 ★★★★★ 562 reviews
 "Had a fantastic week at the Chelsea. The whole place has such a nice atmosphere..."







Non-stop flights
< 4 hours



\$4000 total
budget



www.googleuk-travel.blogspot.com

Studies referenced:

Neilson Click Stream study UK, October 2010

OTX Online Path to Conversion study US, September 2010



Thank you
bucholz@google.com