

search engine update

World Travel Market 2011

Nate Bucholz – Google Travel UK







eei



the serious stuff:

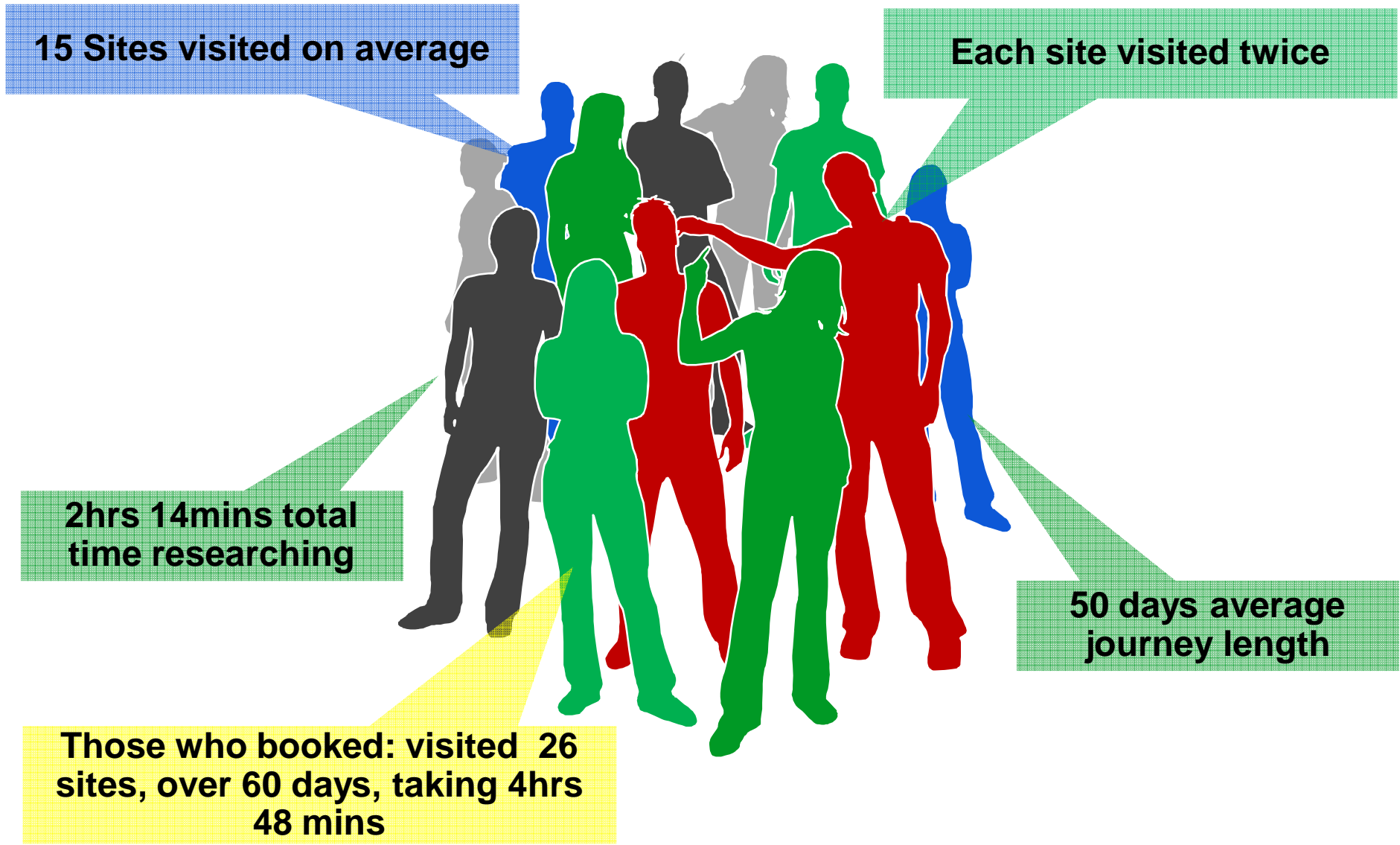
- 1 know your numbers
- 2 “mobile first”
- 3 Google product update

know your numbers

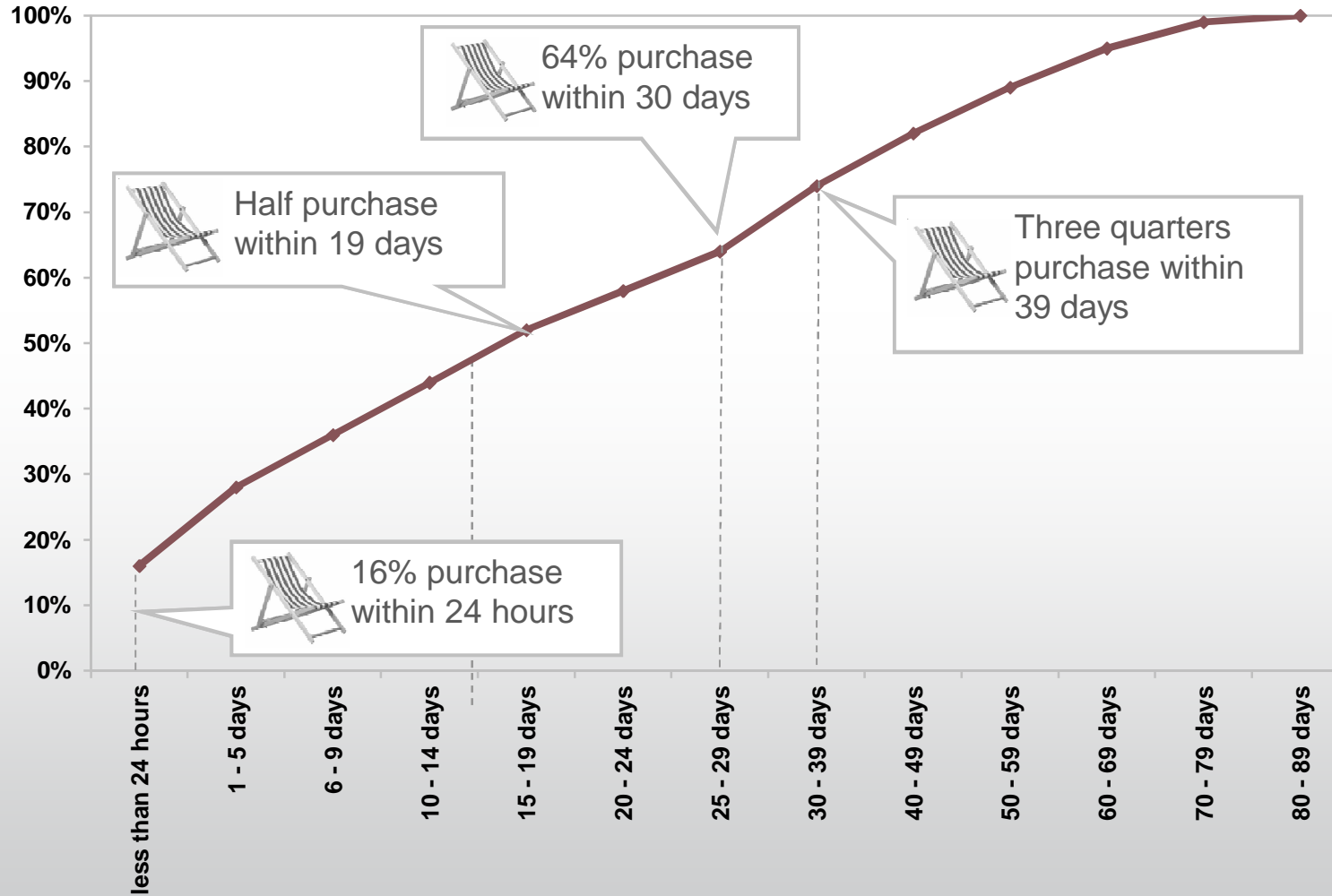
The online customer journey - nielsen



UK users do a lot of travel search online



Time to first purchase



Purchasers made an average of **2.8 travel transactions**.

People who click on sponsored links are **1.5 times** more likely to make a purchase.

Base: Purchasers in the Travel market

Note: % of those that get a Purchase and the length of time UP TO the point of the event occurring. Based on first event in the category.

“mobile first”

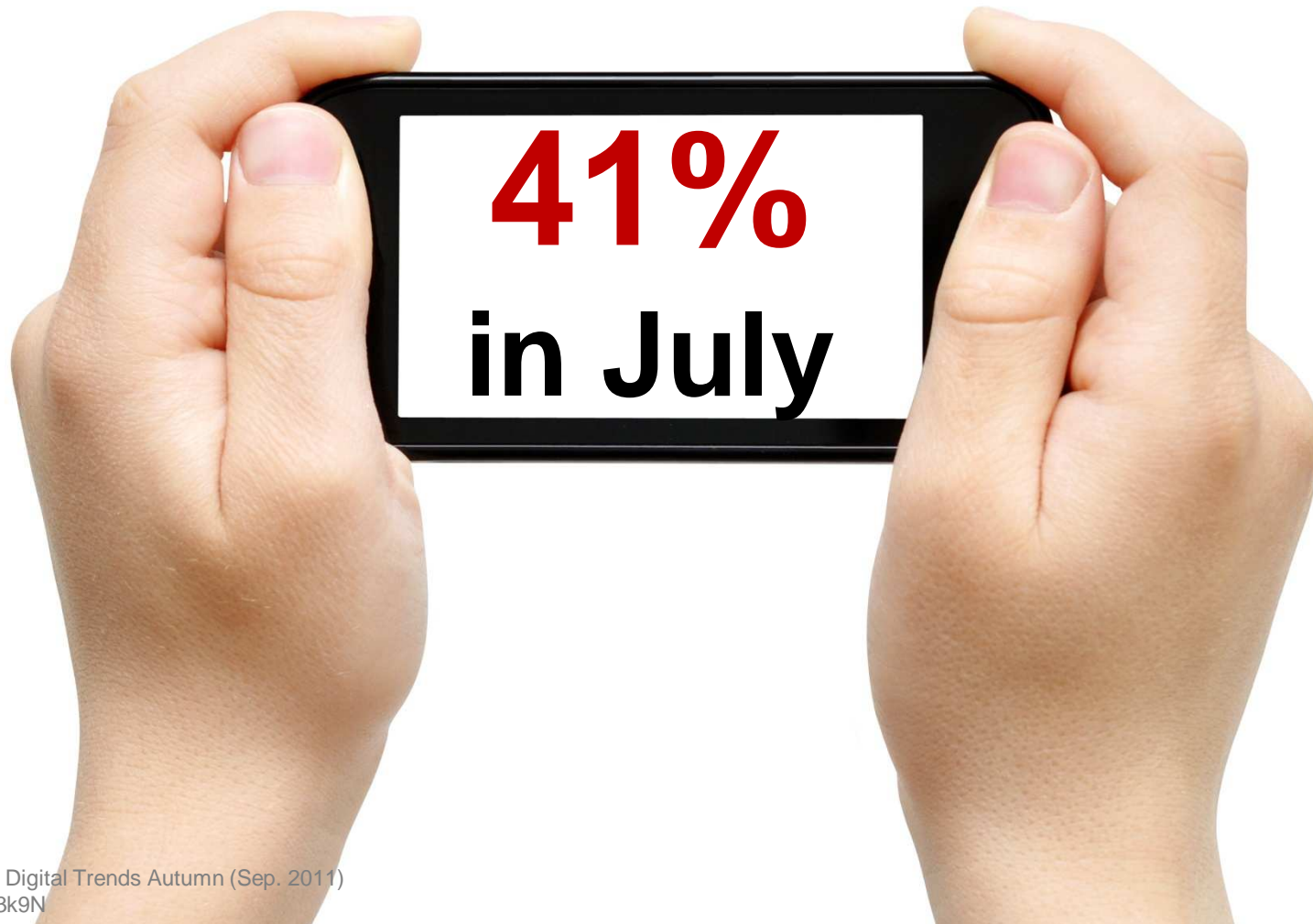
Eric Schmidt, 02/2010



This year, **17.6m** people in the UK accessed the internet using their mobiles, amounting to **45%** of internet users

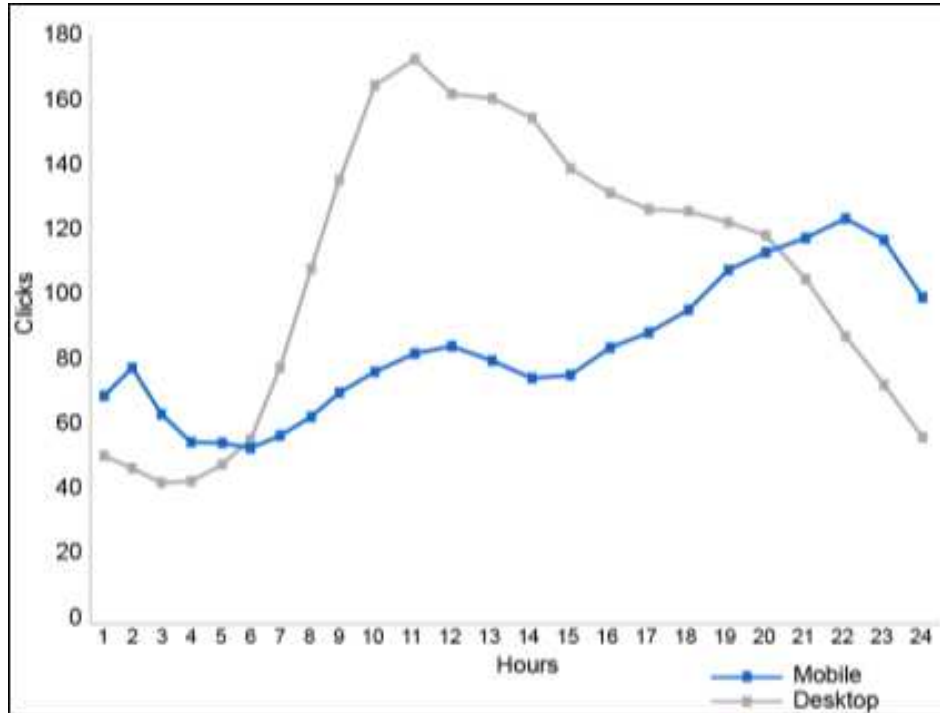


UK Household Ownership of
Smartphones went from **36%** in April

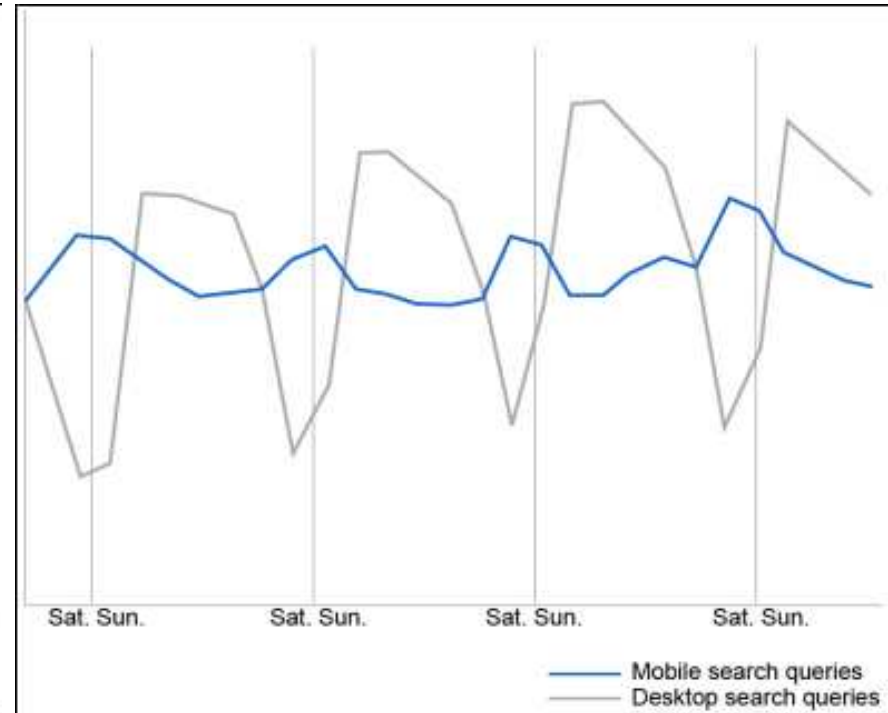


desktop and mobile compliment each other

Daily View



Weekly View



- Desktop searches peak during workweeks, mobile searches peak during weekends.
- Desktop searches are more subject to extreme fluctuations, mobile is more steady.

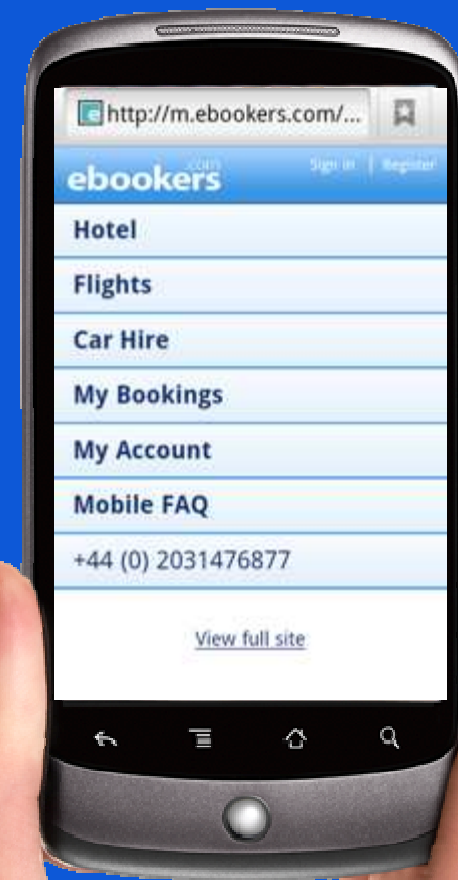


Sources: easyJet Mobile Case Study 2010

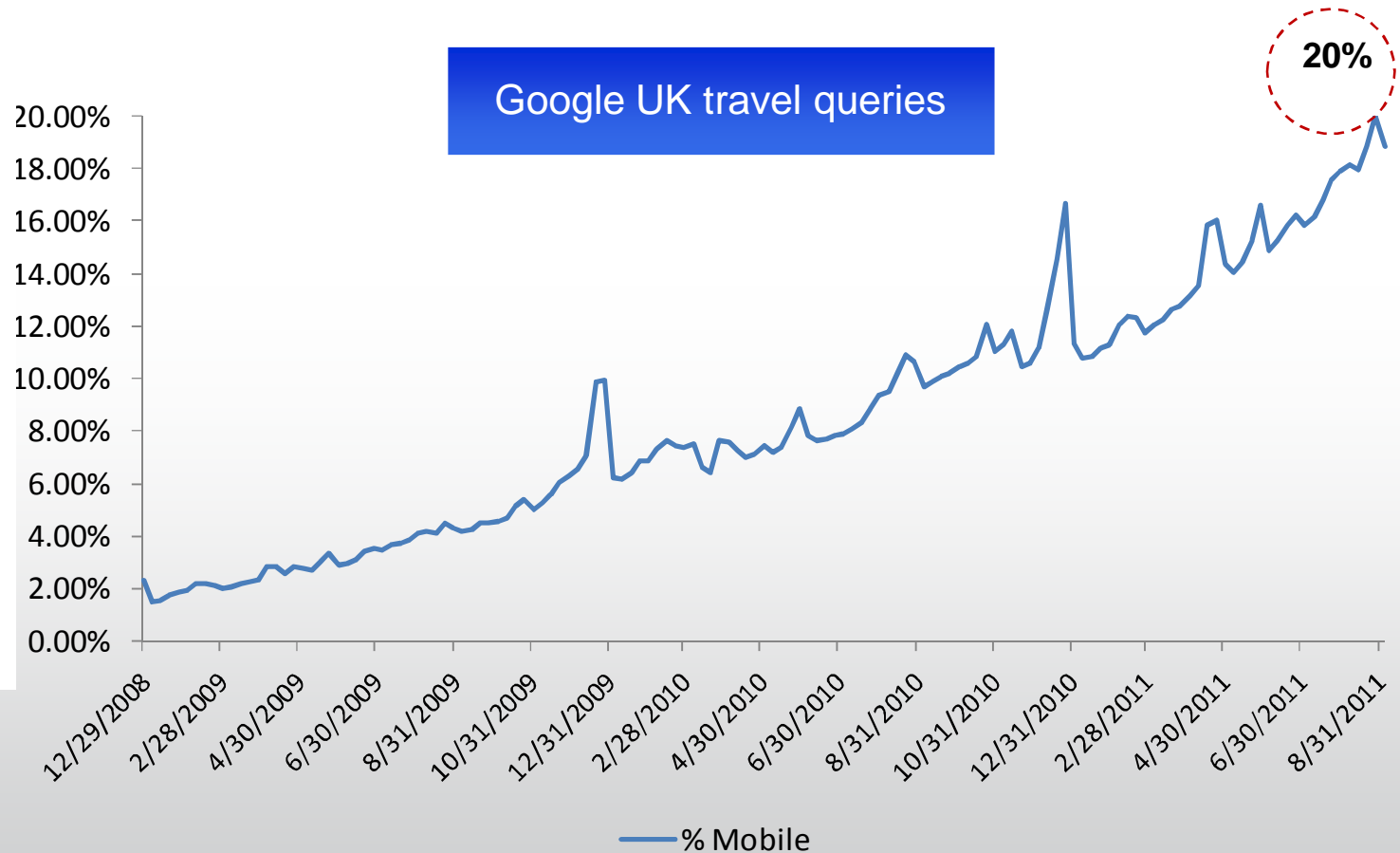
38%

**of mobile bookings
for flights departing
within 10 days
(desktop 13%)**

70% of mobile
hotel bookings
with ebookers were for
same-day
check in



20% of Google UK travel queries are via mobile



Google travel product update

our vision and offerings



The travel journey – where Google is building



Hotel Finder

A natural extension of hotel price ads. US launch in July in English.

Google hotel finder experiment

Location
Find the perfect hotel

Dates
Check in: Wed August 3, Check out: Thu August 4, 1 night

Price

Hotel class & User rating

Get started
Add a U.S. city or zipcode to the Location box. Or try one of these destinations:
Honolulu, HI
Key West, FL
Las Vegas, NV
Miami, FL
New York City, NY
San Francisco, CA
Tampa, FL

Search just the places you want
Draw simple shapes to define the neighborhoods (yes, more than one) that interest you.

See popular locations
Don't know your way around? Our map highlights the areas that are popular with visitors.

Keep a shortlist
One click adds hotels to your shortlist, where you can review them easily.

Google hotel finder experiment

Back to list | 101 hotels | 0 hotels in shortlist | Send feedback | Help

Location
Chicago, IL
Add shape

Dates
Check in: Wed August 3, Check out: Thu August 4, 1 night

Price

Hotel class & User rating

Tourist Spotlight

Shortlisting

Shortlist

Hotel	Rating	Price per night	Compared to typical
Inn Of Chicago Hotel	No rating	\$149	62% less
Sax Chicago - A Thompson Hotel	4 stars	\$179	30% less
Hilton Chicago Hotel	4 stars	\$161	27% less

Results: 59 hotels

Hilton Chicago Hotel
Grant Park hotel near Shedd Aquarium with indoor swimming pool and running track.

From the owner
Grant Park hotel near Shedd Aquarium with indoor swimming pool and running track. Our Chicago hotel offers in-room computer, HD television stations and spacious guest rooms.

Reviews by Google users
★★★★★ great staff and loved having two bathrooms in a standard room.
★★★★ Hilton Chicago's Nickle and Dime Price List (as of June 2011).

Deal finding
Booking.com \$161
getaroom.com \$161
Travelocity \$161
Expedia.com \$161

Location shape

Google hotel finder experiment

Location
Chicago, IL
Edit shape

Dates
Check in: Wed August 3, Check out: Thu August 4, 1 night

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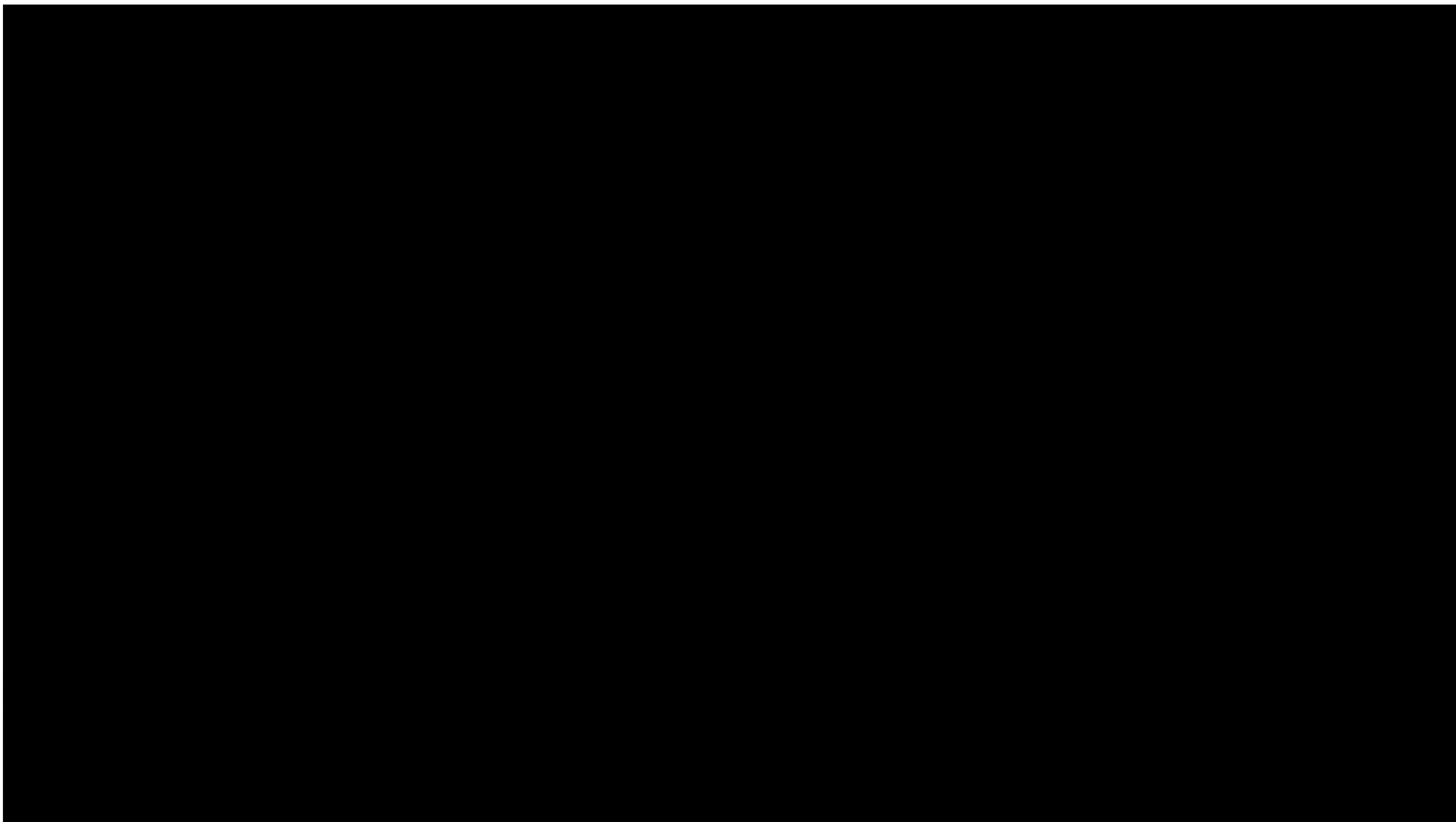
Hotel class & User rating

Shortlist 0 hotels - Add hotels to your shortlist to compare them later.

Hotel	Rating	Price per night	Compared to typical
Inn Of Chicago Hotel	No rating	\$149	62% less
Sax Chicago - A Thompson Hotel	4 stars	\$179	30% less
Hilton Chicago Hotel	4 stars	\$161	27% less
Chicago River Hotel	3 stars	\$139	22% less
The Silversmith Chicago Hotel & Suites	4 stars	\$119	20% less
Wyndham Blake Chicago	4 stars	\$147	19% less
The Drake Hotel	4 stars	\$179	18% less
The Palmer House Hilton Hotel	4 stars	\$179	18% less

Deal finding

Flight Search



thank you

For stats and studies: [Google uk travel blog](#)

For search engine updates: [Google blog](#)

