

Expedia Group

Visit East Lothian: The Power of Film Tourism and Online Travel Agents

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22.10.24

Agenda

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Expedia Group

02

Market Trends

03

Traveller path to purchase

Meet the Expedia Team



Kim Kjaerside

Associate Market Manager
Market Management



Not just any demand: you need the right demand

Wherever they are and however they book



➤ **40+**
Languages

➤ **6.5M**
Daily identified visitors

➤ **168M**
Loyalty members



60k ◀
Businesses

37k ◀
Travel agents

200+ ◀
Travel websites



We bring travelers
to your door — **from
around the corner or
around the world** —
that you might not
otherwise reach.





Listing Management

- Manage your rooms and rates, availability, and listing content in Partner Central and Vrbo Dashboard
- 92% of travelers are more likely to book a property with a **detailed description and photos**



Performance-boosting Tools

- Help maximize your performance with our expert recommendations
- **Rev+** has helped lodging partners drive over \$200 million in total incremental revenue



Turnkey Promotions

- Create promotions, member-only deals and other types of marketing campaigns to boost your listing
- **Early booking promotions** are the most influential incentive for travelers to book early



Free and Paid Programs

- Use tools and programs that match your marketing goals, ideal guests and budget
- **TravelAds**, our flexible and cost-efficient pay-per-click advertising solution, helps maximize visibility and bookings

Booking trends

The Lothians

The Lothians search trends

Search trends from the L28 for Future Stays



Over 66.2%

(+39% YoY, while desktop searched

were up +28% YoY)

of accommodation searches
were on a mobile device



US, UK, Germany and Canada were the top international markets for Scotland searches



The greatest share of searches came from the **US**



Avg Daily Rate increase on mobile **+10% YoY** (same as desktop)



Room nights booked on Mobile **back -1% YoY L28**

The Lothians booking trends

Last 90 days

Top source markets

| | |
|-----------|------|
| UK | 56% |
| USA | 13% |
| China | 6% |
| Canada | 3.5% |
| Hong Kong | 2.6% |

35.8%

Mobile Share
-3.8% YoY

15.3%

Package room nights
+6.1% YoY

\$162

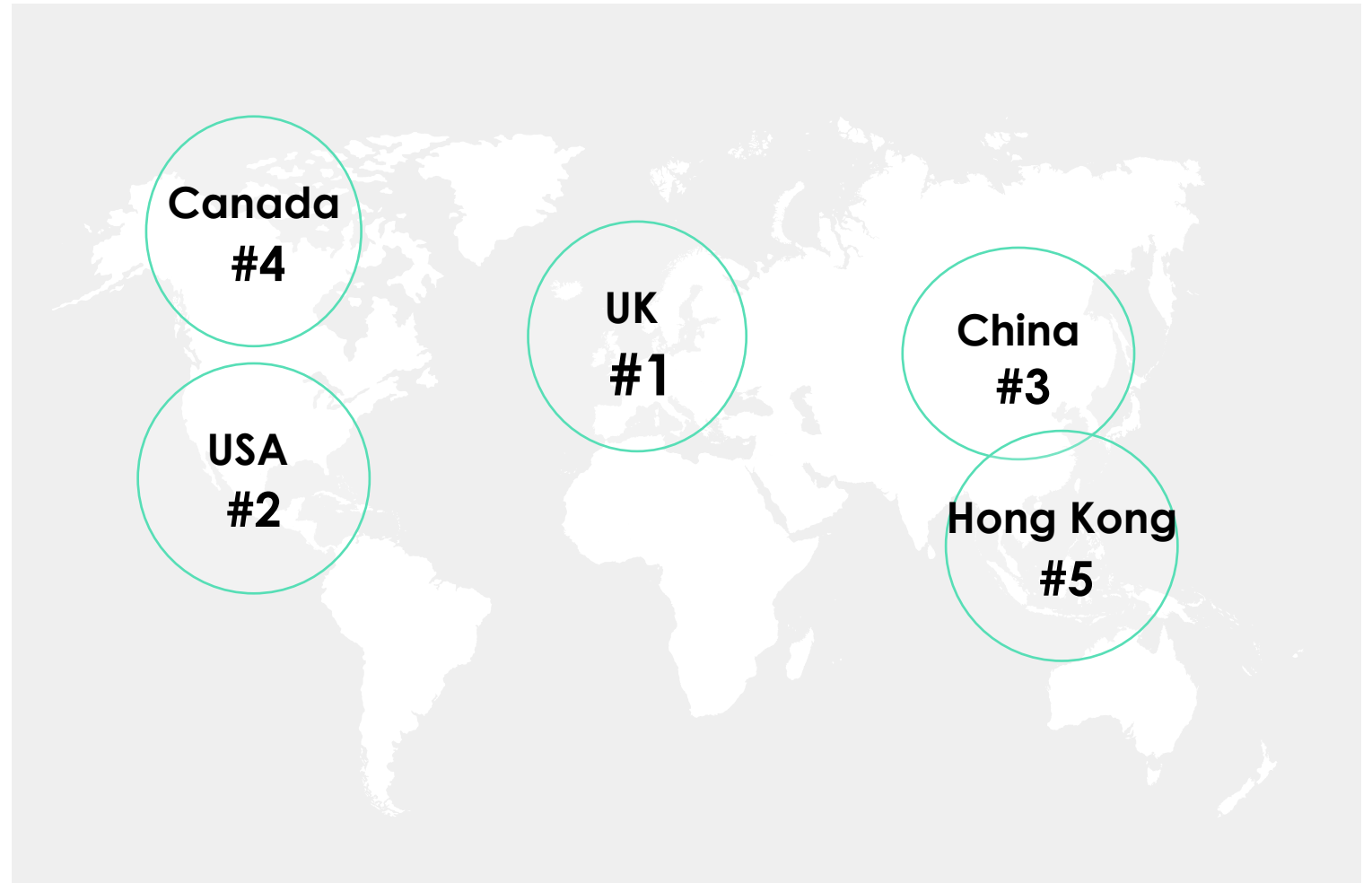
Average daily rate
+ 7% YoY

31 days

Booking window
-11 days YoY

INTERNATIONAL INBOUND DEMAND

Key Markets



A deeper dive into domestic and international trends



ADR




Booking Window



Length of Stay

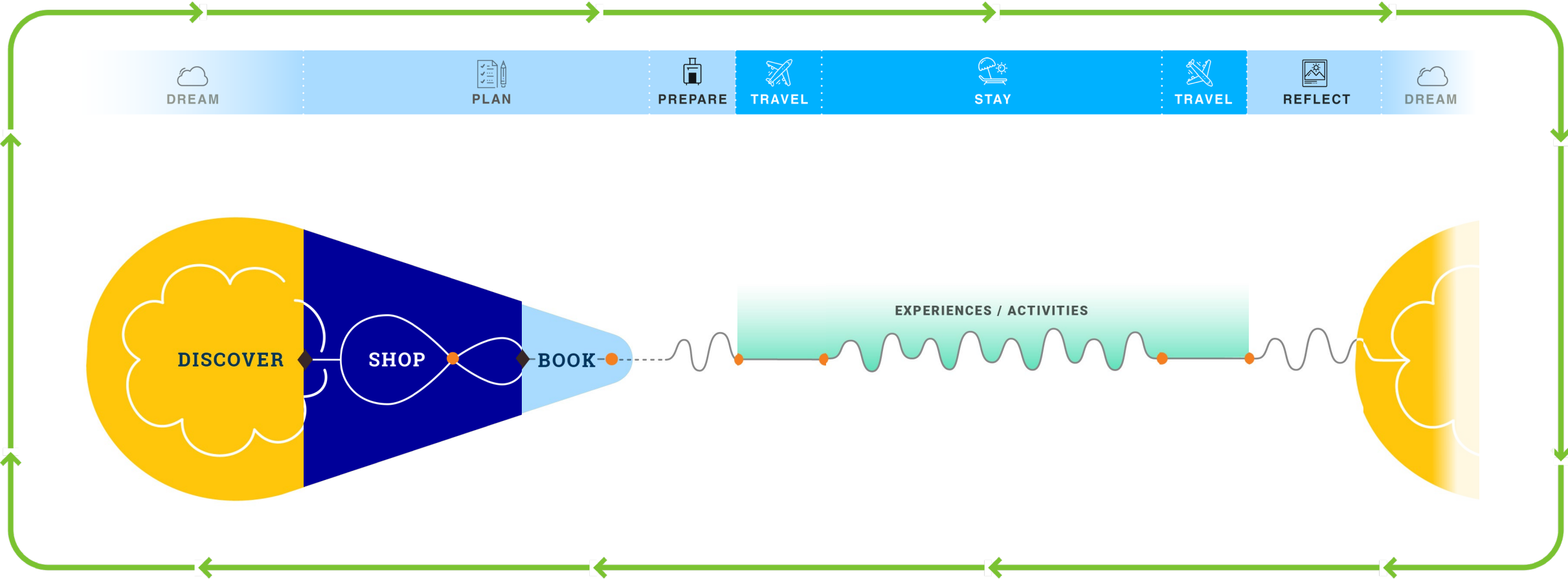
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|----------------------|--------------------|------------------|------------|
| Domestic | \$155 (+7%) | 30 (-5d) | 1.5 |
| International | \$176 (+6%) | 32 (-28d) | 1.9 |

A woman is seen from behind, sitting at the edge of a swimming pool. She is looking towards a stone wall with a small waterfall. To the left, there are several yellow lounge chairs with blue towels. A large white umbrella is also visible. The scene is set in a courtyard with a stone wall and some greenery.





THE NEW TRAVELLER

Path to Purchase

Understanding the traveler journey



Decision Drivers

-  **Traveler(s)**
Who?
-  **Time**
When & How long?
-  **Trip goal**
Why?
-  **Budget**
How much?



Inspiration/Discover

When travellers first start thinking about a trip



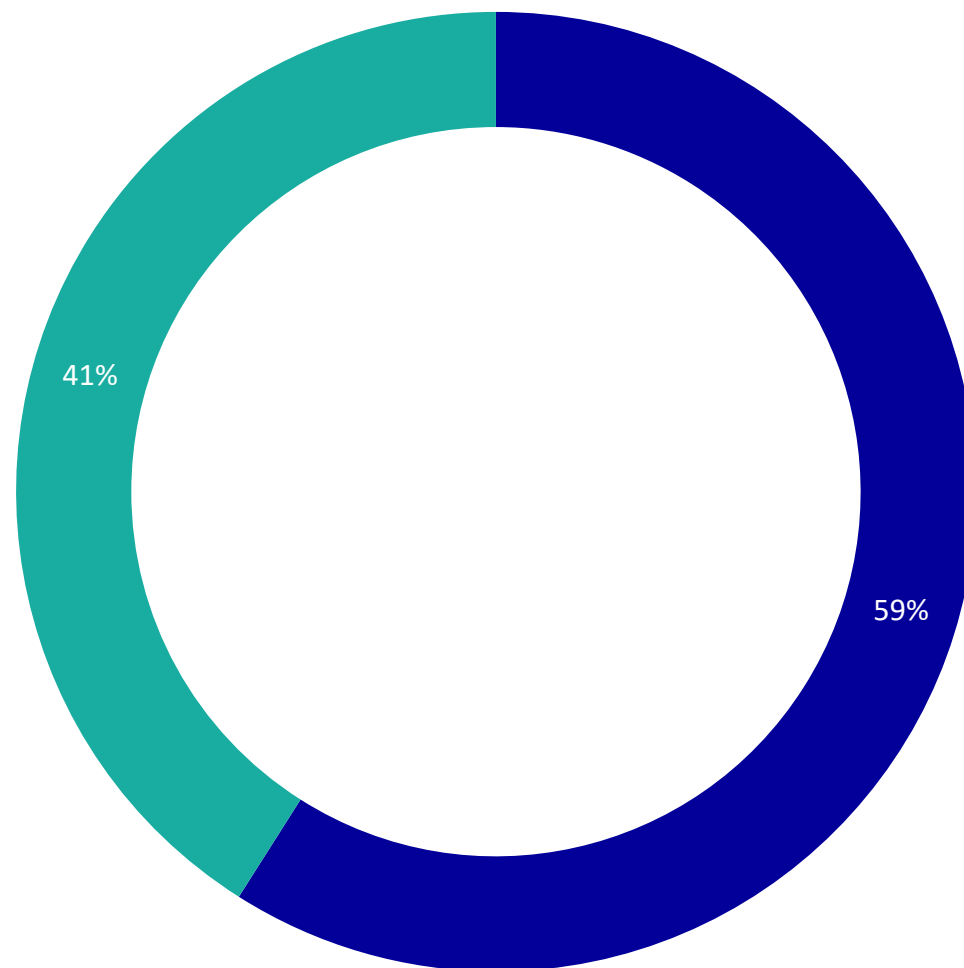
More than half of travelers* now say that TV shows and movies inspire their travel plans

** Based on consumer research conducted among 20,000 respondents across 14 countries by OnePoll between Sept. 12—Oct. 5, 2023, on behalf of Expedia Brands.*

Most travellers aren't set on a specific destination

59% of travellers

did not have a specific destination in mind or considered multiple destinations before selecting where to go on their trip.



■ 2+ destinations considered

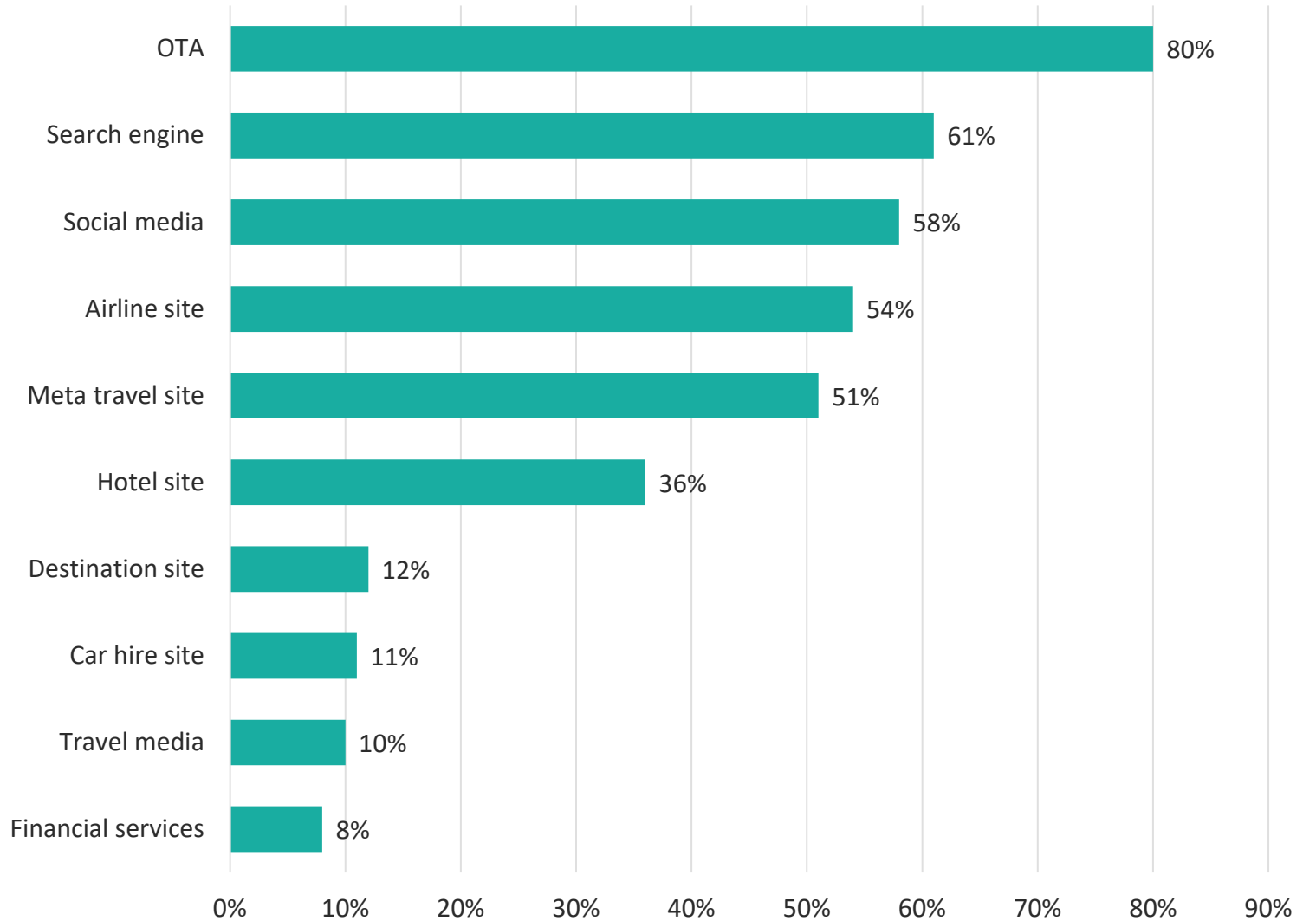
■ Did not consider any other destinations

The Path to Purchase | Digital data

**On average, travellers view
141 pages of travel content
in the 45 days prior to booking**

4 in 5 travellers visit an OTA in the 45 days leading up to purchase

Percentage of travellers that visited resource



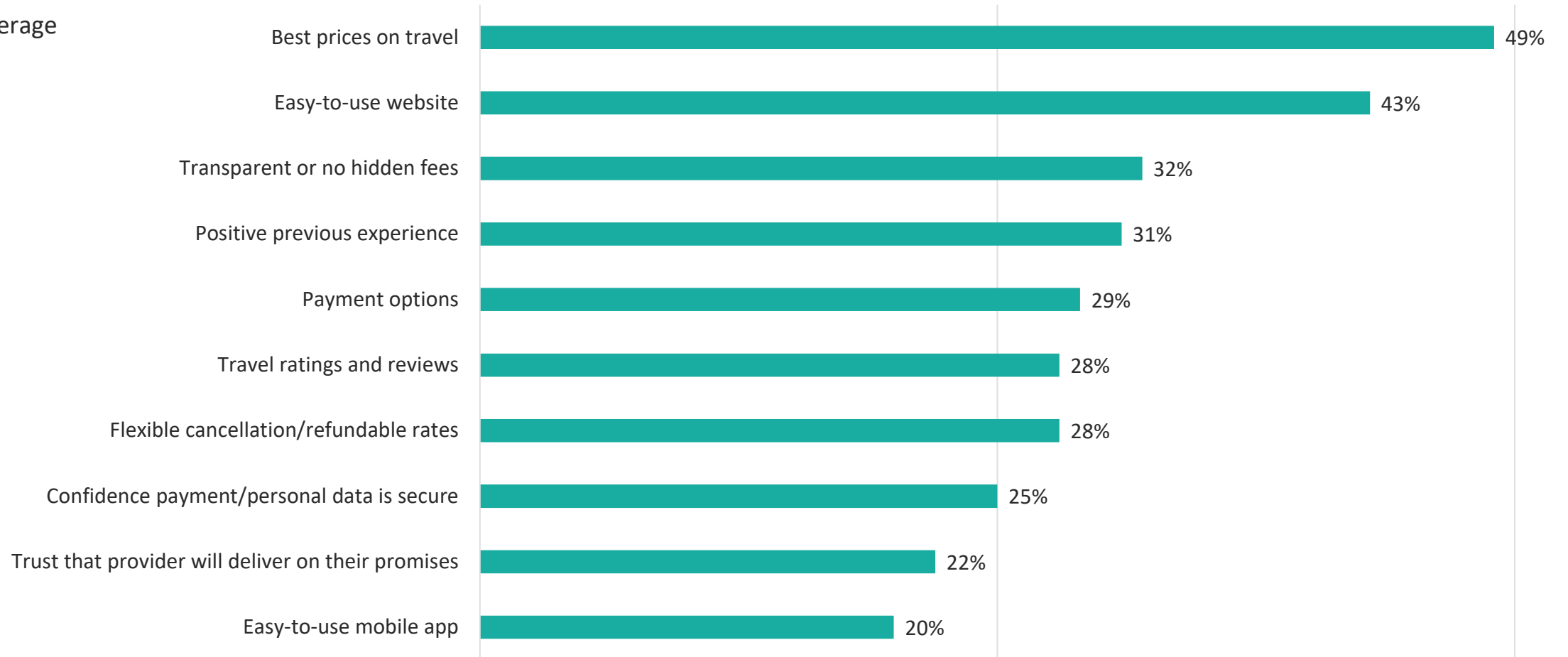


Planning

Right before booking, when considering final options

Price and an easy-to-use website are important factors when choosing a travel brand to plan and book

■ Total average



Reflect: set the stage for future travelers



Travelers read at least

6-12 Reviews

before making their decision

65%

seeing a management
response to reviews “makes
me more likely to book it”



Booking/Shop

The final step, when
travellers make a purchase

Key takeaways

How to reach and engage travelers throughout today's path to purchase

Stand out

Be present

Partnerships

Travelers consume a lot of content

On average travelers consume 141 pages leading up to booking. Find ways to stand out among the crowd and stay top of mind.

OTAs are not just for booking

Travelers are using different resources throughout the path, making it essential to show up beyond your owned channels.

The power of partnership

Travelers turn to OTAs to be inspired, plan and research. Find new ways to partner with us!



**Thank
You**

