

Competitive Intelligence

Project by Dhatri Bhogadi





Agenda

Featured indirect competitors



Featured direct competitors



Concluding thoughts

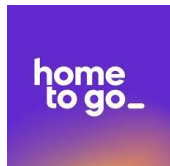


Indirect Competitors

Competitors targeting the same audience but offering different services.

Competitors

HomeToGo



Mission: HometoGo is a search engine and booking platform specializing in vacation rentals, aggregating listings from multiple providers to help users find and book accommodations worldwide.

Advertiser types: vacation rental owners, travel agencies, tour operators, travel brands, OTAs, travel-related service providers, and travel technology providers.

€13.1M

Revenue generated from the advertisement segment.

2%

Market share from an estimated €79 bn market

Inbound Marketing

Products: content marketing, email marketing, search engine optimization, social media marketing

Approach : blogs, emails, keyword search , Facebook ads, twitter ads and YouTube ads

Format : Desktop, mobile

AI-Powered HometoGo

- Inventory: Extensive and unparalleled selection First class,
- AI-enabled and personalized digital experience
- End-to-end convenience with trusted service, checkout & payments World's largest selection of vacation rentals
- Map search Smooth and interactive navigation Savings In-App discounts
- AI Mode AI-powered travel planner.

Performance Marketing

multi-channel online marketing campaigns across CRM and Paid Marketing.

Approach : technical and data-driven, optimizing for ROI and business growth in an evolving technological ecosystem. Display ads, social media ads, retargeting campaigns

Format : Desktop, Mobile

Services to partners

- AI-powered offer titles
- Automated feature detection system
- Image beautification tool:
- HomeToGo Smart Reviews and Smart Offer Summaries:



An all-in-one SaaS solution to connect self-service focused hosts more easily to our partners – enabling the whole supply side to be more successful



B2C

Marketplace with largest selection of vacation rentals



Offers
15M+

IFRS Revenues Share
70%

B2B

Software & Service Solutions focusing on SaaS for the Supply side



Paid Accounts
~58K

Inventory on HomeToGo_PRO
190K+

IFRS Revenues Share
30%

HomeToGo Doppelgänger is a win/win for both partners and us



Coming soon



DEEP DIVE

3 WAYS TO ENGAGE AUDIENCE

1. Online Travel agents, Property Managers and Hosts can access highly attractive domestic and international travelers, beyond own marketing & retention activities. They also have benefits from features and infrastructures such as customer support, mobile booking, payment, etc.
2. Suppliers can get supply, independent booking solutions and better ideas, make use of software solutions for management purposes or to list, operate and distribute.
3. HomeToGo Doppelgänger's suite of products include API, White Label Technology, ad placement, and pop-under integrations.

. **For travel platforms:** It provides access to vacation rental expertise and inventory, extending bookable inventory

. **For destinations:** It enables a state-of-the-art booking experience that displays the attractiveness of an area alongside local offers

. **For agencies:** It's the ultimate scalable solution with fast access, to help keep platforms relevant

Source:

https://ir.hometogo.de/download/companies/58289a/Annual%20Reports/240325_HTG_Annual-Report_2023_RZ_ro.pdf



Competitors

Uber



Mission: Uber is a tech platform redefining the transportation industry with a focus on accessibility, sustainability, and diversity.

Advertiser types: local businesses, national brands, travel & hospitality, entertainment, automotive, technology, and financial services.

\$650M

Revenue generated from the advertisement segment.

25%

Market share from an estimated \$166 bn market

Journey Ads

In-app ads based on time of day, destination, and interests based on trip, order or search history.

Products: JourneyTV, Banners, Interstitials, and graphical formats that promote brands or services.

Format: Desktop, Mobile

Sponsored placements, listings, and messages

Products: Ads, sponsored listings, promotional messages

Format : Desktop. mobile

Cartop Ads

Product: display ads on top of driver's car.

Format : Tablet, Journey TV

Interactive

Maximize engagement with a dynamic branded experience.

Products: Interactive questions/quizzes based on interests.

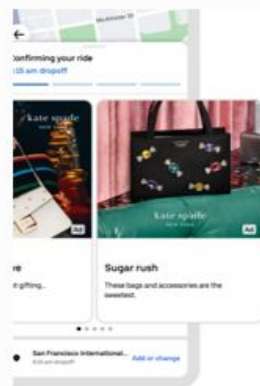
Format : Tablet

Data & Analytics

- Agile, data-driven reporting
- Unique and powerful 1st party data
- Trusted measurement partners
- Reach an attentive global audience
- Insights drive impact



Evolution of the Uber Rider App



Journey Ads

Take over your consumer's experience request a ride in-app to the moment their destination.

Ring Messages were introduced for proactively communicating.



Dynamic Home Screen highlights different products, increasing engagement.



Rides Shortcut reduced the taps to book a cab, and hence increased funnel conversion by streamlining the process.

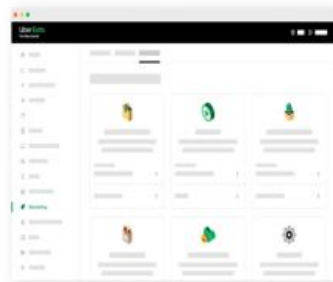


Personalized Product Selector, further reduced friction in certain markets by offering products based on what users chose previously



Sponsored Listings

Strategic placements within Uber Eats serve ads to consumers before they make a purchase in-app. Sponsored Listings can be enhanced with custom creative, special offers, and additional extensions to boost engagement.



Advertise your business without the hassle

Get your storefront seen. The Marketing tab in Uber Eats Manager gives you access to ad tools that make it easy to run and customize effective ads.

Sign in to try it



Display

Create a compelling visual narrative on a large canvas



Video

Captivate your audience with video content that's relevant to them



Interactive

Prompt riders to engage beyond the screen via QR codes or tap-to-email

DEEP DIVE 3 WAYS TO ENGAGE AUDIENCE

1. Brands can effectively showcase their advertisements on both Uber Eats and the Uber rider app through Journey Ads, maximizing visibility during key moments of user engagement.
source:

<https://www.marketingdive.com/news/ota-uber-partner-new-integrated-campaign/700813>

2. Mobility media' offers advertisers innovative channels for personalized one-to-one marketing, leveraging mobile platforms to reach audiences directly during their daily journeys.

Source:

<https://digiday.com/sponsored/how-ubers-multichannel-advertising-is-reaching-consumers-on-the-go/>

3. Travel managers can manage travel, maintain compliance, and take care of their team. All on one easy-to-use platform, available in over 70 countries.

Source:

https://www.uber.com/us/en/business/solutions/rides/business-travel/?uclid_id=08d5d93d-3dac-4fbc-a817-081ac9





TRAVELZOO[®]

lastminute.com

Direct Competitors

Competitors targeting the same audience and offering similar services or products.

Competitors

Lastminute.com

lastminute.com

Mission: To simplify, personalize, and enhance customers' travel experience by leveraging dynamic package technology.

Advertiser types: local businesses, national brands, travel & hospitality, entertainment, automotive, technology, and financial services.

€195.8M, €125.4M

Revenue generated from the advertisement segments of B2C & B2B respectively.

15%

Market share from an estimated €212.7 bn European Travel market

Skyscraper Ads

Promotes direct sales programmatic ads.

Delivery format: .gifs, .jpg, audio, video ads

Devices : Desktop, Mobile, tablet

Skin & slash Ads

Promotes skin formats for direct sales

Delivery format: .gifs, .jpg, .png,

Skyscrapers, leadboard

Devices : Desktop(Skin,slash),
Mobile(slash), tablet(slash)

Native Ads

Promotes direct sales

Delivery format: .jpg,

High impact image ads, dynamic text ads, Branded header ,
Background images

Devices : Desktop, Mobile, tablet

Email Communication

Targets brand , audience segments

Delivery format : static, .jpg, .png

Standalone , confirmation emails, Newsletter

Devices : Desktop, mobile, tablet

Social Media

Promotes direct sales

Social media ads : Facebook
Instagram newsfeed and stories

Images ads, video ads, carousel ads

Devices : Desktop, Tablet, Mobile

Rich media Ads

Promotes direct sales

Delivery format: .gif, .jpg, HTML5,
audio , video ads

3D rotating Masthead, 3D rotating
cube, interscoller, spinner, swiper

Devices: Desktop, Tablet, Mobile

Data & Analytics

- Travel / Pulse QUARTERLY: predictive analysis on search trends and comparative search behaviour. Agile, data-driven reporting.
- Travel / Pulse CUSTOM : data and insights tailored to key markets or destination plus other broad-scale, global, predictive behavioral data that will help build next strategy.
- Travel / Pulse ANNUAL : uncover emerging travel trends and present our travel marketing tips and best practices.

Source : https://res.cloudinary.com/lastminute-contenthub/image/upload/v1639071138/DAM/Media/Forward/Ad%20Specs/Forward_Adspecs_lastminute.com.pdf

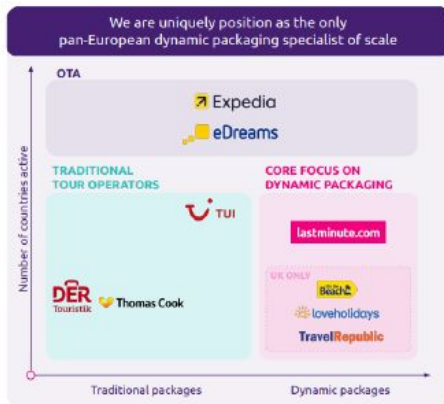
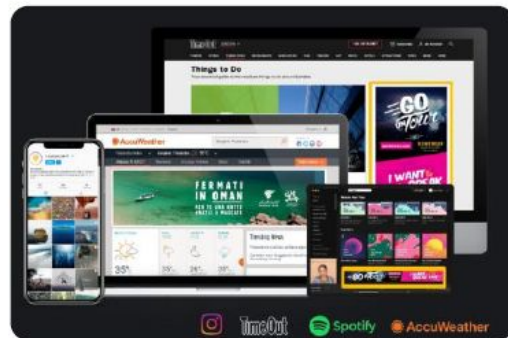
<https://www.thisisforward.com/travel-intelligence-unit/>

DEEP DIVE

3 WAYS TO ENGAGE AUDIENCE

- B2C INCLUDES THE FOLLOWING PRODUCTS/ REVENUE STREAMS: OTA CORE PRODUCTS, SUCH AS DYNAMIC PACKAGES, FLIGHTS, HOTELS, AND TOUR OPERATOR, • CRUISE BUSINESS AS A WHOLE, • OTHER MINOR PRODUCTS, SUCH AS CARS, EXPERIENCE.
- B2B INCLUDES • META BUSINESS UNIT; • MEDIA; • LONG-TERM PARTNERSHIPS (AFFILIATIONS, WHITE-LABEL, GIFT CARDS, CORPORATE REWARDS).
- THE COMPANY HELPS MILLIONS OF PEOPLE TRAVEL THE WORLD, CAPITALIZING ON AN ADVANCED PROPRIETARY DYNAMIC HOLIDAY PACKAGING ENGINE, AN EXPANSIVE INVENTORY AND SUPPLY, AN EXTENSIVE DATA PLATFORM LEVERAGING MACHINE LEARNING, PROPRIETARY FINTECH PRODUCTS, AND THE REGULATORY ADVANTAGE DERIVED FROM BEING A FULLY LICENSED TOUR OPERATOR AT A PAN-EUROPEAN SCALE.

SOURCE : https://res.cloudinary.com/lastminute-contenthub/image/upload/v1695134218/DAM/ARTWORK/LASTMINUTE.COM/REPORTS_PRESENTATIONS/2023/PRESENTATIONS/20230523-LMN-IR%20PRESENTATION-FINAL.PDF



Competitors

TravelZoo
TRAVELZOO

Mission: Travelzoo is a global Internet media company connecting millions of users with the best travel, entertainment, and local deals worldwide.

Advertiser types: local businesses, national brands, travel & hospitality, entertainment, automotive, technology, and financial services.

\$20.9M

Revenue generated from the advertisement segment as of Q1 2024

37%

Market share from an estimated \$34.2 bn Metaverse market in 2023

TravelZoo Websites

Promotes Sales over 2,000 local businesses and travel entertainment.

Format: Desktop, Mobile

STANDALONE EMAIL

Geotargeted audience

Time sensitive email dedicated to your brand provides maximum visibility

Format : Desktop, Mobile

TravelZoo Top 20

Promotes direct bookings

Weekly email of the 20 best travel, entertainment and local deals

Format : Desktop, mobile

HOTEL PLATFORM

Commission model for your hotel with no upfront costs

Push and pull capabilities: push an email offer for need dates and promote daily rates to capture ongoing bookings

Format : Desktop, mobile

Local Deals

Attracts local customers and traveler
Geo-

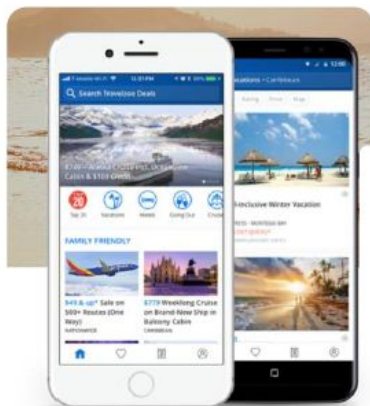
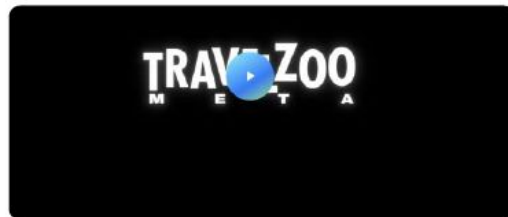
targeted email alerts and website placements generate new business for restaurants, spas, attractions, activity and entertainment companies

Format : Desktop, mobile

Cost per click

Reach millions of users worldwide with text ads placed on travelzoo.com and hundreds of partner websites

Format : Desktop, mobile



Use our app to find the best deals on vacations, hotels, restaurants, spas and more.



Whether you're at home or away, deals are mapped to your location.



Search and save: Take advantage of amazing offers straight from your smart phone.

DEEP DIVE

3 WAYS TO ENGAGE AUDIENCE

- JACK'S FLIGHT CLUB'S TEAM OF FLIGHT FINDERS, ASSISTED BY CUSTOMIZED SOFTWARE DEVELOPED AND FINE-TUNED OVER FOUR YEARS, UNCOVER THE BEST AIR PRICES, INCLUDING DISCOUNTS, HIDDEN OFFERS, AND EVEN ERROR FARES.
- TRAVELZOO META OFFERS MEMBERS THE CHANCE TO EXPLORE REMOTE DESTINATIONS LIKE MOUNT EVEREST, TRAVEL BACK IN TIME TO ANCIENT ROME, AND DISCOVER NEW, IMAGINATIVE SPACES USING JUST A MOBILE OR DESKTOP DEVICE AND A SIMPLE BROWSER.
- THEIR SERVICES ENABLE CLIENTS TO ADVERTISE SPECIAL OFFERS AND UPDATE THEM IN REAL-TIME, WITH PERFORMANCE TRACKING TO OPTIMIZE AD SPEND BY PROMOTING SUCCESSFUL LISTINGS AND REMOVING UNSUCCESSFUL ONES. WITH A GLOBAL REACH OF OVER 30 MILLION CONSUMERS AND TARGETED AUDIENCE CAPABILITIES, WE PRESENT OFFERS TO SPECIFIC, DESIRABLE GEOGRAPHIC LOCATIONS.

SOURCE:

[HTTPS://S201.Q4CDN.COM/362028750/FILES/DOC_FINANCIALS/2023/Q4/A906A9F3-5865-4744-9F26-3498B55163E8.PDF](https://s201.q4cdn.com/362028750/files/doc_financials/2023/Q4/A906A9F3-5865-4744-9F26-3498B55163E8.PDF)

- [HTTPS://VENTUREBEAT.COM/BUSINESS/TRAVELZOO-INVITES-A-MILLION-PEOPLE-INTO-ITS-TRAVEL-METaverse/](https://venturebeat.com/business/travelzoo-invites-a-million-people-into-its-travel-metaverse/)
- [HTTPS://META.TRAVELZOO.COM/#OUR-VISION](https://meta.travelzoo.com/#our-vision)

Revenue Report

Global Market Name	Revenue	Year
Car Rental Market	\$100,000,000,000	2023
Global Travel Sector Revenue	\$2,000,000,000,000	2023
Vacation Rental Market	\$89,320,000,000	2023

Period

☐ annual 2023

☐ Q1 2024

Competitor Name	Revenue	Period	Competitor Type
Uber	\$37,200,000,000	annual 2023	InDirect
Uber	\$10,100,000,000	Q1 2024	InDirect
Lastminute.com	\$354,640,000	annual 2023	direct
HometoGo	\$210,000,000	annual 2023	InDirect
HometoGo	\$91,000,000	Q1 2024	InDirect
Lastminute.com	\$85,000,000	Q1 2024	direct
TravelZoo	\$84,480,000	annual 2023	direct
TravelZoo	\$21,100,000	Q1 2024	direct

Competitor Name	Revenue	Period
Expedia	\$2,800,000,000	Q1 2024
Expedia	\$12,800,000,000	annual 2023



Conclusion:

Compiled a comprehensive analysis of both direct and indirect competitors of Expedia, revealing valuable competitive insights. Uber has strategically positioned itself ahead of Expedia among its competitors, leveraging innovative business models and market strategies.

[Concluding statement]

Context

Competitive Intelligence gathered for indirect and direct competitors of Expedia.

Recommendation

Expedia should focus on enhancing its innovation in business models, possibly exploring new market strategies to strengthen its competitive edge.

Next-steps

Expedia's introduction of a new retail media network indeed has the potential to significantly enhance its engagement with a larger audience.

Thank you!

