CONDUCTED AND PRESENTED BY HANIFA. H

INSIGHT INTO EXPEDIA GROUP'S BOOKINGS

TOPICS COVERED

Main Aims

Growth over time

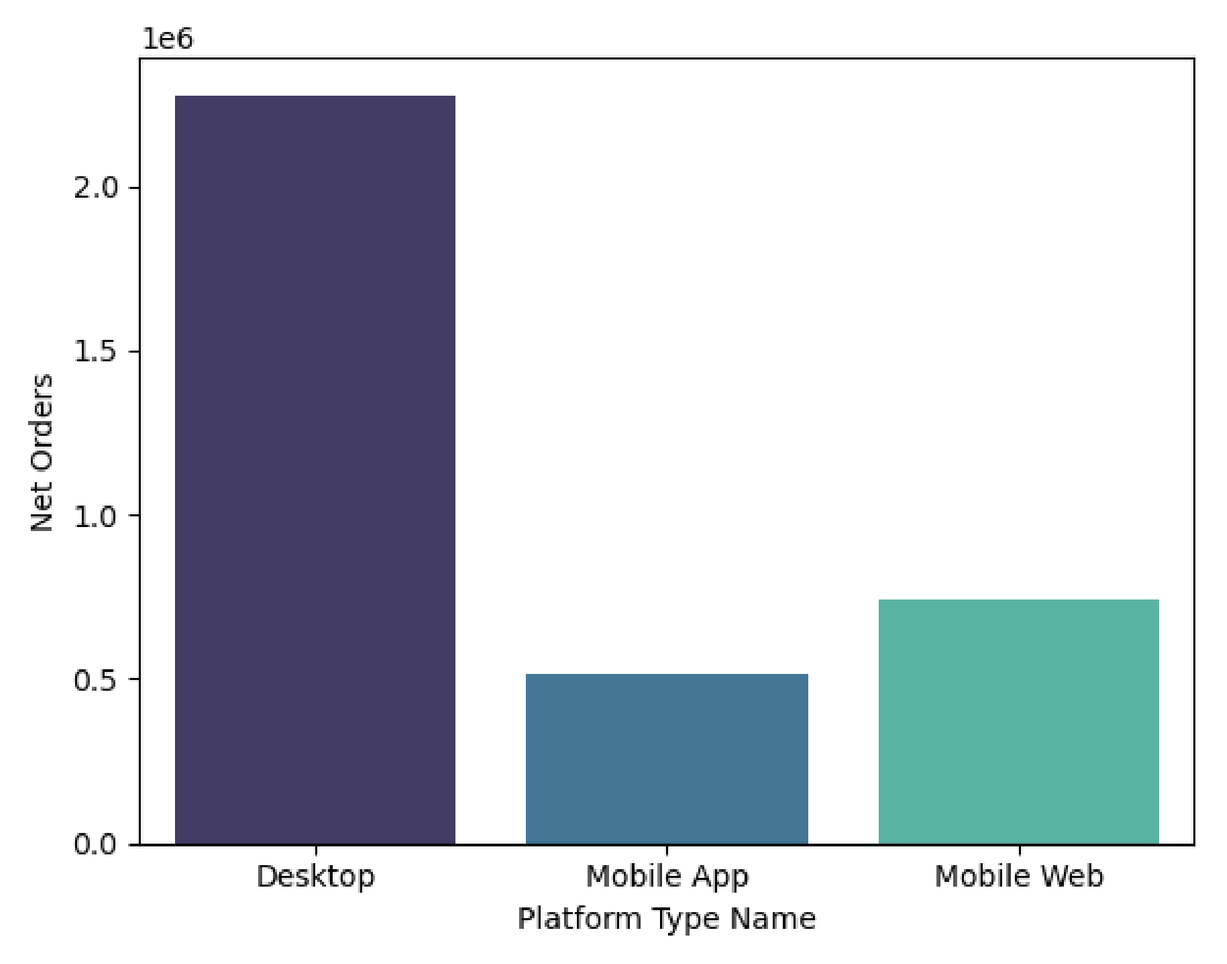
Differences in bookings between different platforms and regions

Goals for the Future

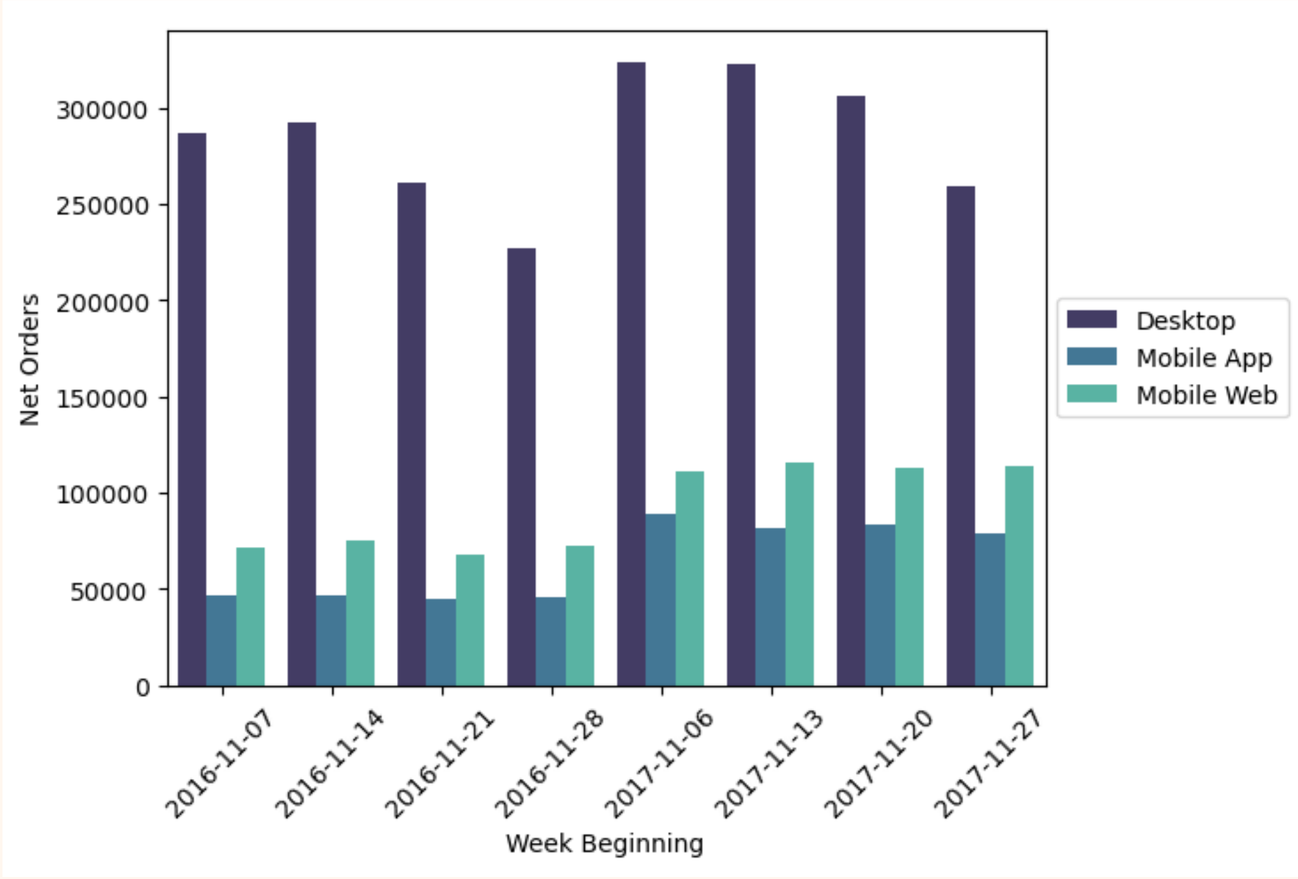
AIMS

- Tailor our platforms to customer needs
- Ensure mobile users have access to best hotels
- Appropriately target our marketing efforts

PLATFORM POPULARITY



GROWTH OVER TIME



HOW CAN WE TAILOR OUR PLATFORM TO MEET OUR AIMS?

TOP BOOKING WINDOWS

DESKTOP

25%

0-1 DAYS

MOBILE APP

55%

0-1 DAYS

MOBILE WEB

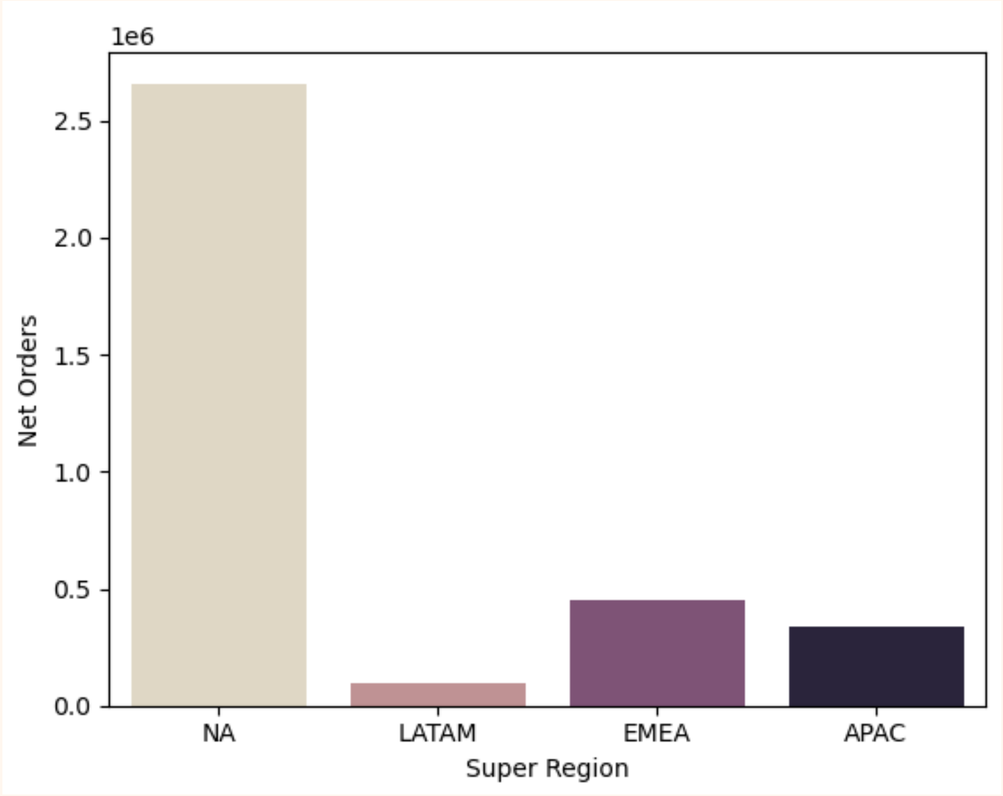
49%

0-1 DAYS

TOP DESTINATIONS FOR MOBILE PLATFORMS

1. UNITED STATES
2. UNITED KINGDOM
3. SOUTH KOREA (APP)
   AUSTRALIA (WEB)

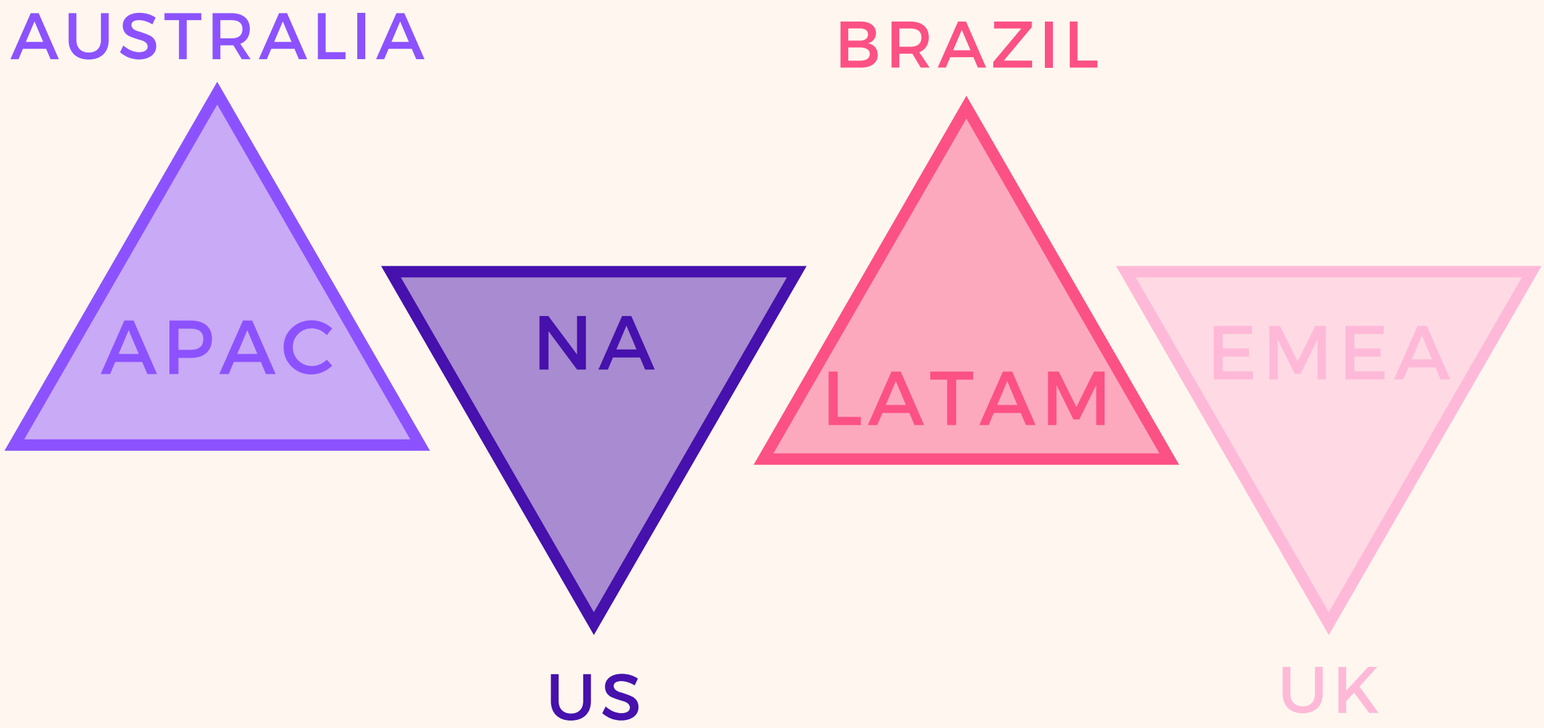
WHERE MOST BOOKINGS COME FROM



WHERE MOST MOBILE BOOKINGS COME FROM

1. 78% - UNITED STATES
2. 8% - UNITED KINGDOM
3. 5% - SOUTH KOREA

TOP MOBILE BOOKING DESTINATIONS FROM DIFFERENT REGIONS



Goals Moving Forward

INVEST IN MOBILE BOOKINGS

There is a clear growth and potential in use of mobile bookings

ADVERTISE LAST MINUTE BOOKINGS

The most popular window in mobile bookings

RECOMMEND POPULAR DESTINATIONS

Based on the customers region and what platform they are using to make bookings

CONDUCT MORE RESEARCH INTO HOTELS

Using our knowledge of the most popular destinations, investigate the top rated hotels to recommend to mobile users

THANK YOU

QUESTIONS?

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