

CONDUCTED AND PRESENTED BY HANIFA. H

INSIGHT INTO EXPEDIA GROUP'S BOOKINGS



Hi my name is Hanifa and I will be taking you through an analysis of bookings at expedia group



TOPICS COVERED

Main Aims
Growth over time
Differences in bookings between different
platforms and regions
Goals for the Future

Some things I will be going over include:

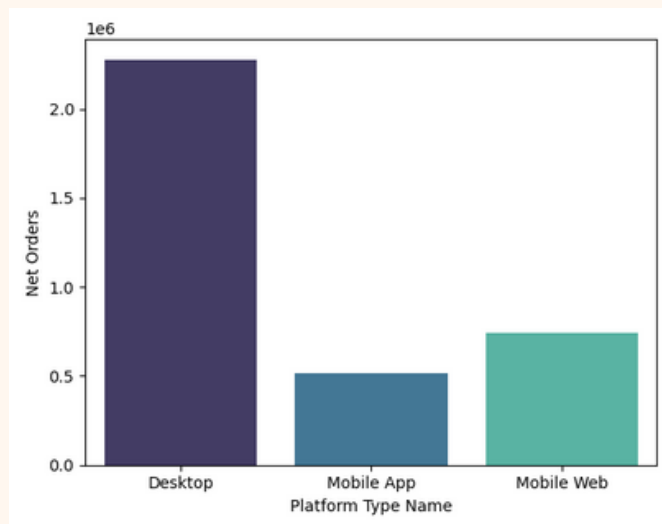
A person in a dark jacket and pants stands with their back to the camera, looking out a large window at an airport tarmac. A suitcase is on the floor next to them. A plane is visible in the distance. The scene is lit with warm, golden light, suggesting sunrise or sunset. The image is framed by blue geometric shapes: a triangle in the top left, a circle in the top right, and a circle in the bottom right.

AIMS

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

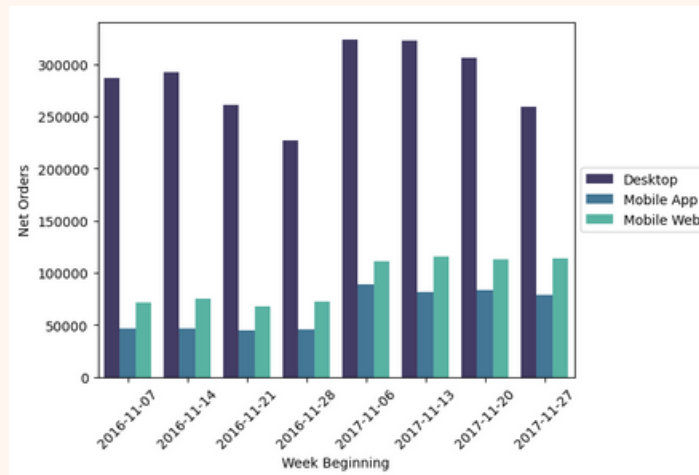
The aims of this analysis is to:

PLATFORM POPULARITY

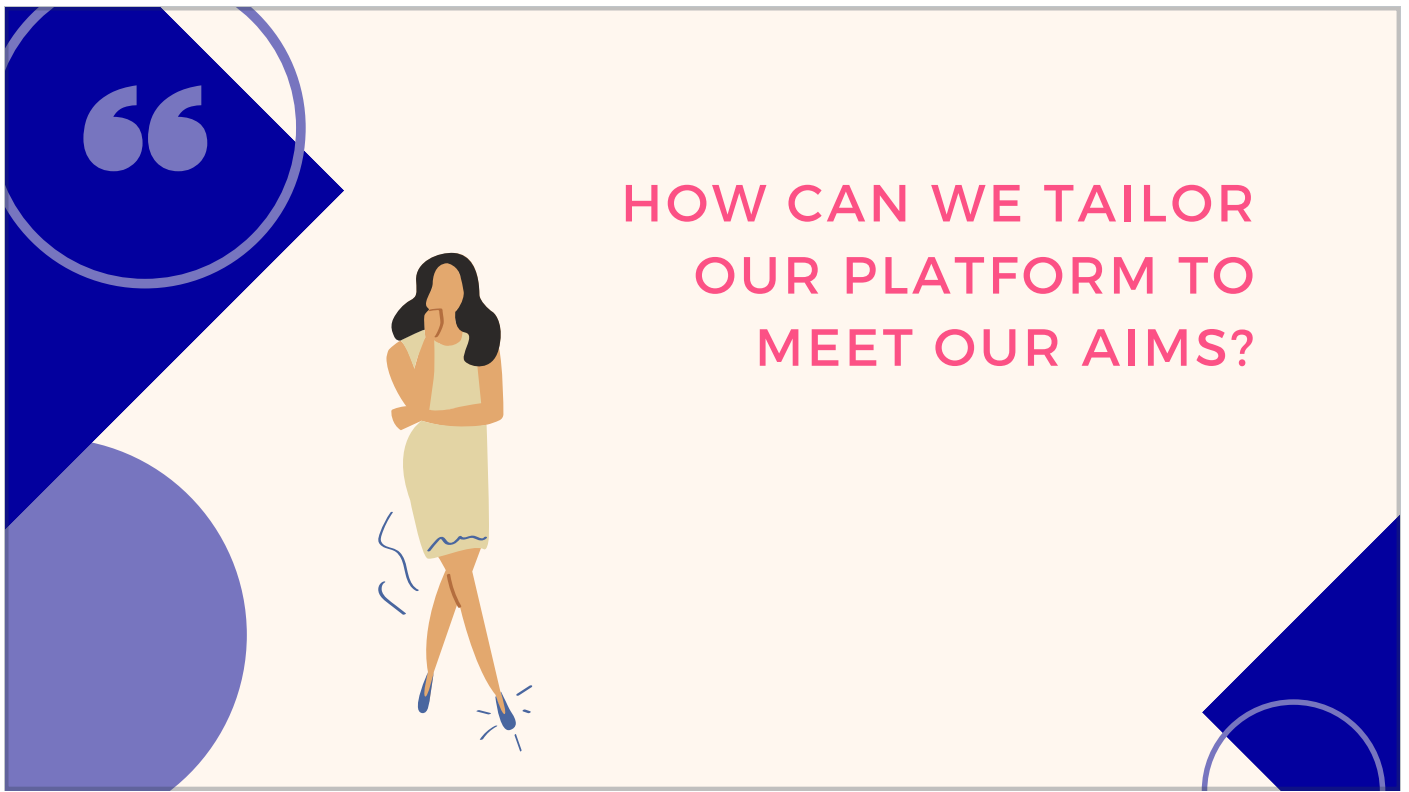


So as you can see here, most of our bookings are made on the desktop, which is much higher than mobile app and web. The gross net value of orders also show a similar pattern.

GROWTH OVER TIME



However, when we look at the bookings over time (change slide), we can see that while desktop bookings slowly dip over the month of November, we can see that the bookings remain steady for mobile. Interestingly, we can see that from 2016 to 2017, mobile bookings grow but still remain steady throughout the month. This shows that mobile bookings have a potential to grow in the future, so it may be worth our investment and time.



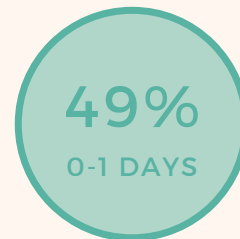
So, how can we tailor our platform to adhere to these growths?

TOP BOOKING WINDOWS

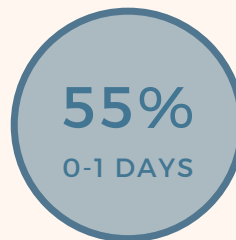
DESKTOP



MOBILE WEB



MOBILE APP



Our top booking windows, which is the time from when a person books to when they check in at the hotel, is all last minute bookings across all 3 platforms. However, last minute bookings popularity are doubled for mobile bookings from 25% to 55 and 49%. So, when we decide to invest into our mobile platform and adjust to the growth, if we would like to grow more, the best approach would be to optimise the options available for last minute bookings to customers and push this more throughout our marketing campaigns on mobile platforms.

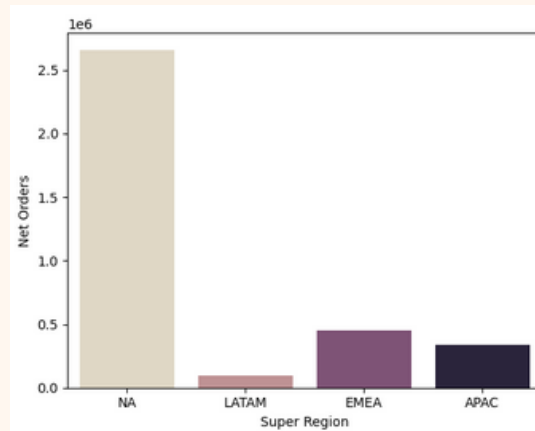


TOP DESTINATIONS FOR MOBILE PLATFORMS

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

Here are our top destinations for across mobile platforms. We can see that it moves from US to UK to south Korea for mobile app and Australia for mobile web.

WHERE MOST BOOKINGS COME FROM



However, it is important to consider that most of our audience is from the North Americas, which may mean that this data is skewed to show that US is the most popular choice overall.

WHERE MOST MOBILE BOOKINGS COME FROM

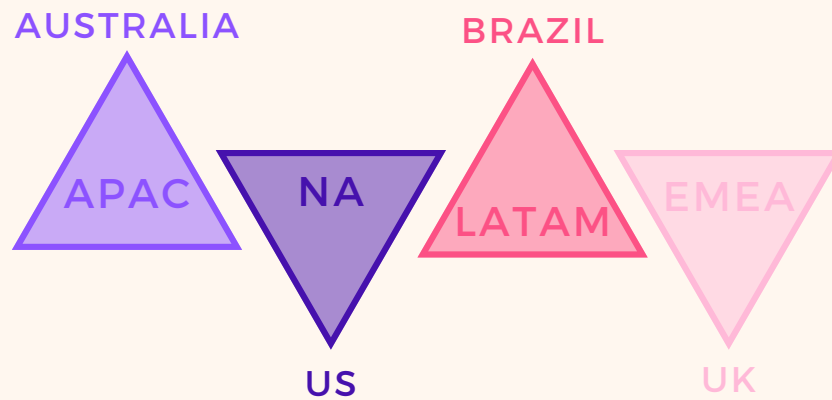
1. 78% - UNITED STATES
2. 8% - UNITED KINGDOM
3. 5% - SOUTH KOREA

Just also giving another further insight into where bookings originate from, the US is much higher in bookings than the other regions in the top 3, which is United Kingdom and South Korea. So I believe it is better to not only consider top destinations based on the platform, but also look at the top destinations based on where the customer originates from.

These are the top destinations (in order), where mobile app and web have the same top rankings.

This shows that if we were to focus more on mobile user experience, I believe it is worth putting effort into promoting these 3 choices as they are most popular with customers.

TOP MOBILE BOOKING DESTINATIONS FROM DIFFERENT REGIONS



Here we can see that there are different top destinations based on the super regions. Asia Pacific has Australia as it's top destination, North Americas has US, Latin Americas has brazil and Europe, Middle East and Africa have UK. This insight into the most popular countries based on super region can give us insight for where to investigate and find the best hotels in those countries, and we can maybe further look into the most popularly booked cities to kind of narrow down our search. Finding the best hotels in these areas will help us to be able to recommend the best hotels for our mobile users.

Goals Moving Forward



Now we are going to look at our goals moving forward based on this analysis



We should invest in mobile bookings, as there is a clear growth and potential in mobile bookings. We would also need to be prepared to adjust appropriately for this growth in the near future. In terms of appropriately adjusting our marketing efforts, we can advertise more last minute bookings and have them more availability for them as they are very very popular with mobile bookings and seem to pique our customers interest more so than on desktop. Recommend popular destinations based on not only the platform that the customer is using to make a booking, but also looking at the region the customer is booking from and make recommendations and advertisements based on this. We can also use this information to provide mobile users with the best hotels available using a bit a more research in the future into the top destinations.



THANK YOU

QUESTIONS?

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Thank you so much for listening to my presentation today. I am happy to take on any questions you may have. Please also feel free to email me if you have any further questions after this meeting.