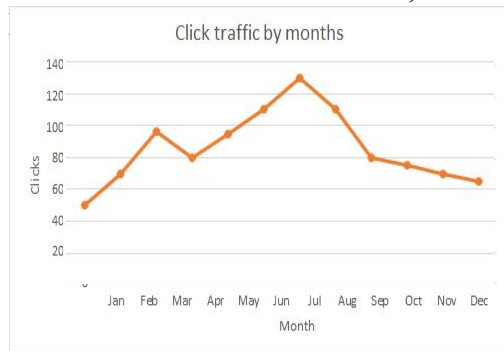
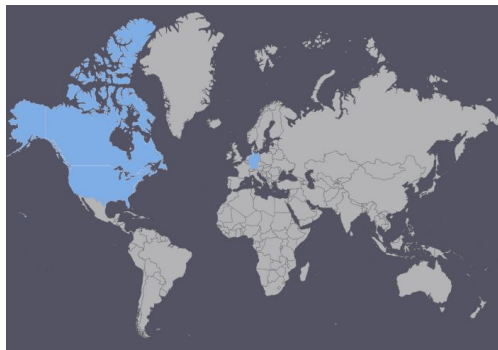


# Background and Key Figures

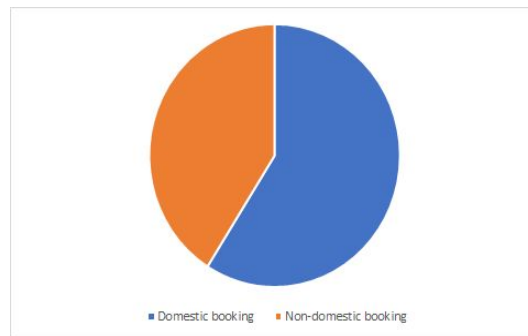
Peak traffic in Summer months,



Most domestic Bookings / Most users in US, GE, CAN



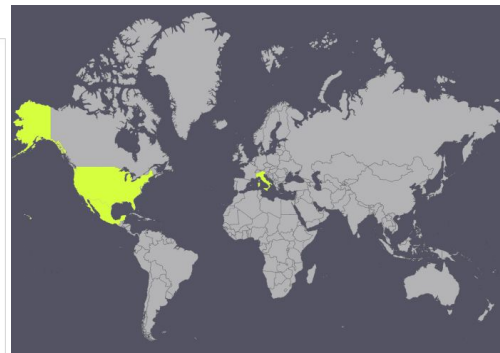
Domestic booking takes most of Expedia traffic



Most Bookings in August and April



Int'l Travel Strongest in US, MX, IT



# Expanding Expedia into less popular locations

Created a popularity variable:

Expedia Users per country

Total travelers per country ●74/100 ● 40/100

Country	Popularity	Internet Usage
ICELAND	0%	100%
QATAR	0%	92%
BAHRAIN	0%	91%
BELGIUM	0%	92%
KUWAIT	0%	91%

Countries have populations  
> 300,000

World Bank classified High  
Income; GNI per capita of  
\$12,736 or more

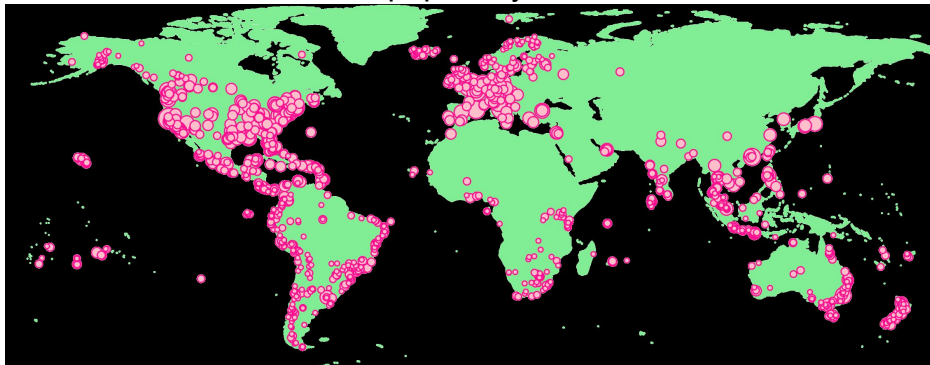
Benchmark: USA 3%  
popularity

Internet usage > 80%

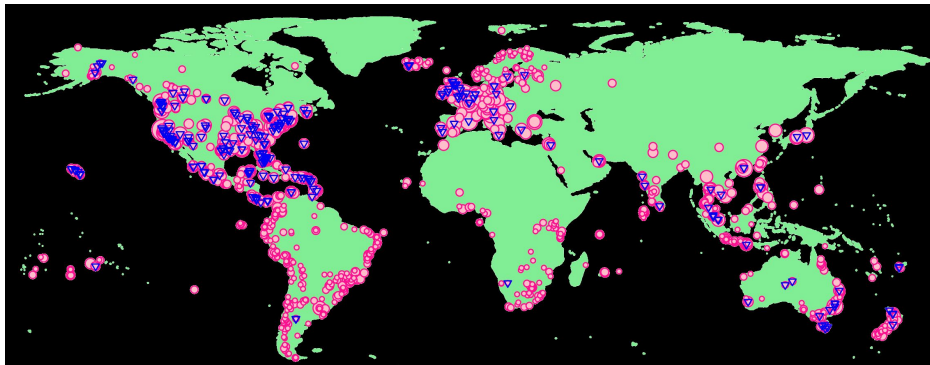


# Data Mining Insights

All destinations, scaled for popularity

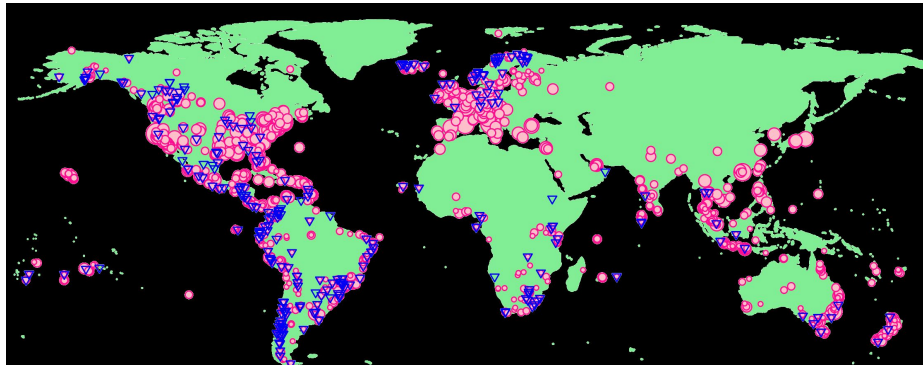


All destinations and Best Rated Restaurants



Number of Categories	138
Average probability for all categories	0.113

Most popular destinations and Best Rated Sports



# More Insights

All destinations outside Continental USA, scaled for popularity

- The bigger the dots, the more likely someone is to book at a location once they have searched for it
- Some of the larger dots could suggest a potential advertising campaign spot

