

R for Dummies Research Output

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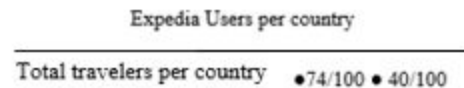
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Overall all trends

- Highest Expedia traffic during summer months and March, most bookings in August and April
- 59% of traffic looking for domestic booking
 - o More rooms ordered by domestic bookers; Domestic travel strongest in US, CAN, and GER
- International travel is strongest in US, Mexico, and Italy
 - o Least popular is Lesotho and Guadaloupe (smaller nations)
- Most Expedia users are US, Canada, and Germany
- Fewest Expedia users are regions of Africa, South America, the Caribbean and islands between Hawaii and the Philippines
- Averages: 3 day length of stay; 3.6 star hotels brand rating; 3.36 star hotels non-brand rating

Expedia expanding into less popular locations

- Created a popularity variable:
- Countries with populations > 300,000, lower popularity than US, World Bank High Income classified, Internet usage > 80%: Iceland, Qatar, Bahrain, Belgium, Kuwait



Maps

Rounded search destination Lat and Long to develop a frequency of locations that were most searched across the globe. We did this for the best rated restaurants and best rated spots.

Recommendations to Expedia

#1. Focusing on developing the Expedia name in Iceland, Qatar, Bahrain, Belgium, Kuwait. Stronger product development in these regions may open the door for more advertising revenue from companies based there and increases Expedia user base.

#2. Some countries are not searched for via Expedia. Expedia could develop a marketing plan to encourage consumers to explore less popular but still nice locations across the world: Guadeloupe, Madagascar, Mali, Northern Mariana Islands, Venezuela, etc.. Expedia could contract with these countries to include them in their “untapped adventures” platform, suggesting less visited countries that are still nice to travel to.

#3. Excluding continental US, most international bookings were done in Europe, Tokyo and other locations noted on our maps. We recommend Expedia solicit advertisers from these locations arguing they have the best booking rates for these locations.