

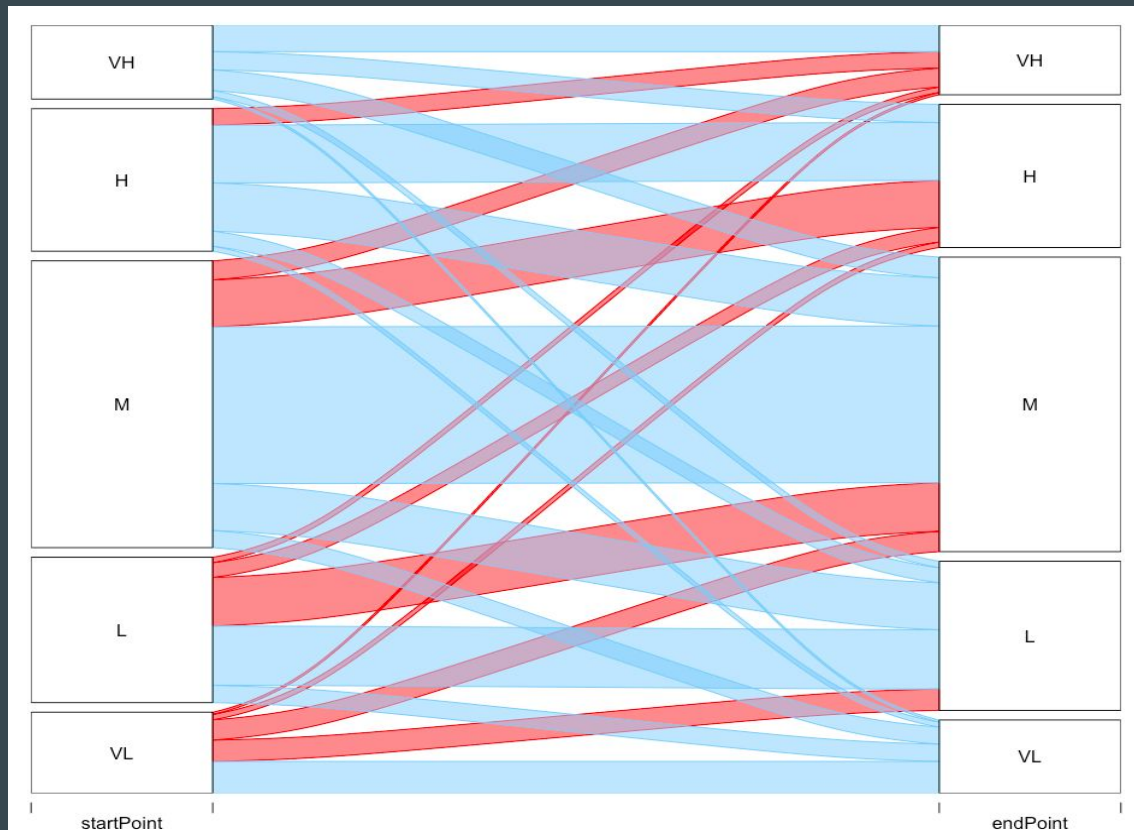
Expedia: Web & Marketing

Beta Together

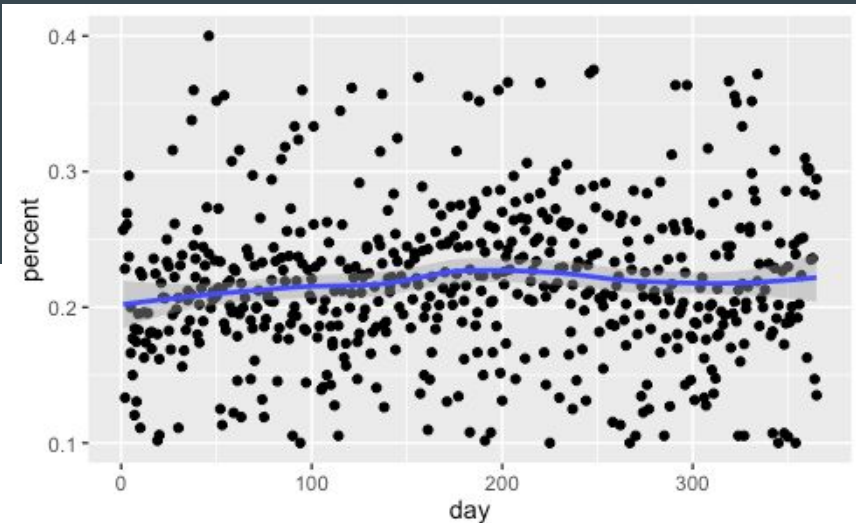
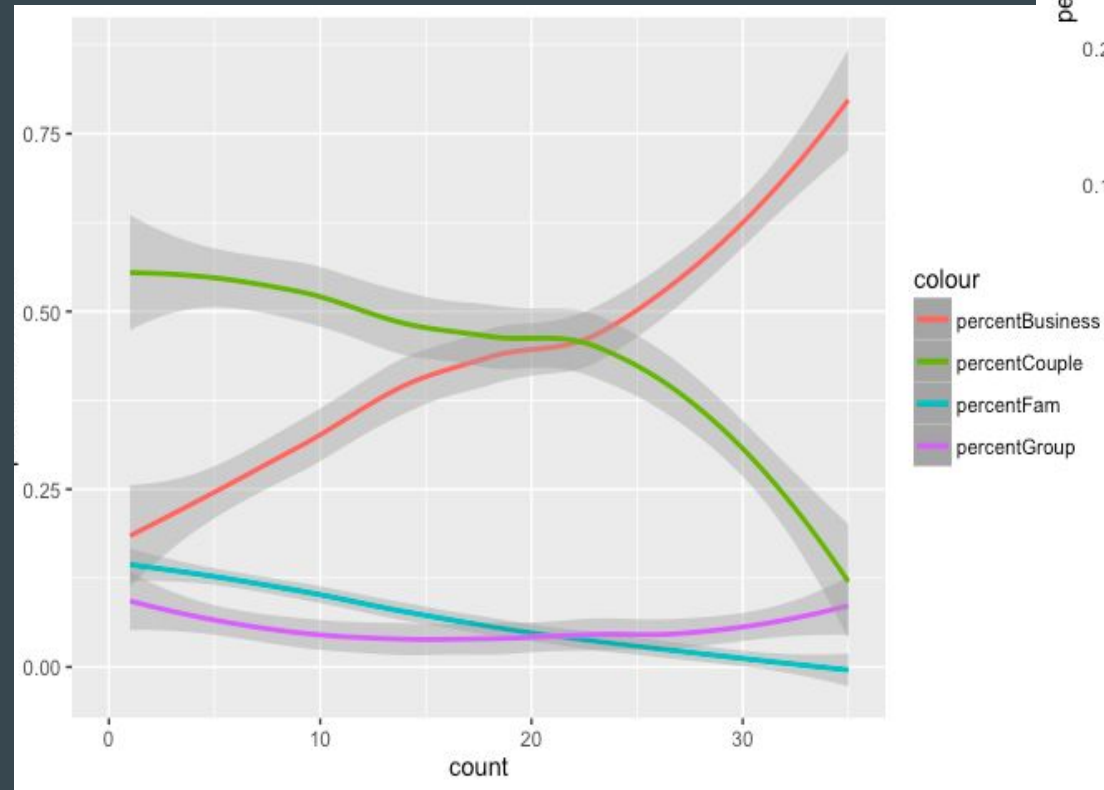
Consumer Segmentation

Persuadable Consumers:
Flexible in price

- Family
- Long Distance



Mobile Device + Consumer Loyalty

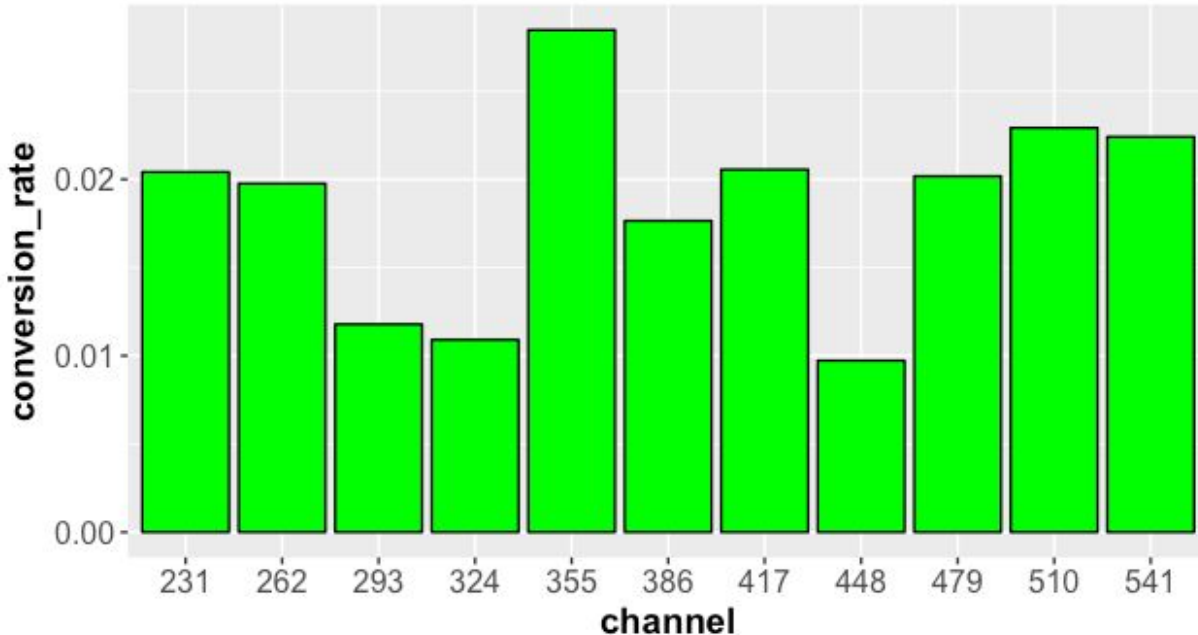


- General Trend Up: **21% to 23%**
- Business users are mobile users
- **1 more** clicks => booking rate down **90%**
- Get rid of the bundle!

Channel

- Tripadvisor, Trivago, Google, etc.
- Channel **355** has the highest conversion rates, but low viewing
- Invest on channels with high potential to generate bookings

Conversion Rate of Channels



channel	booking	viewing
541	377631	4257365
510	145276	1673366
231	142791	1434155
293	95885	1377754
262	84861	968520
324	70282	702659
386	17388	214910
355	16573	120388
448	5519	105516
479	2524	28252
417	166	1654

Market Target: China

Travel & Tourism's Direct Contribution to GDP

2014
(US\$bn)

1 United States

457.9

2 **China**

263.0



	user_location_country	N
1	USA	8104021
15	CHINA	23238

- 2nd in the sector
- 15th on Expedia
- Non-domestic travel increased by 143%
- Expedia.cn is needed!