

KAYAK®

SEARCH ONE AND DONE.



The mobile travel revolution and changing consumer behavior

Mike Putnam
SVP Mobile, KAYAK

Eye For Travel @ MWC
Barcelona, February 2014

Three numbers

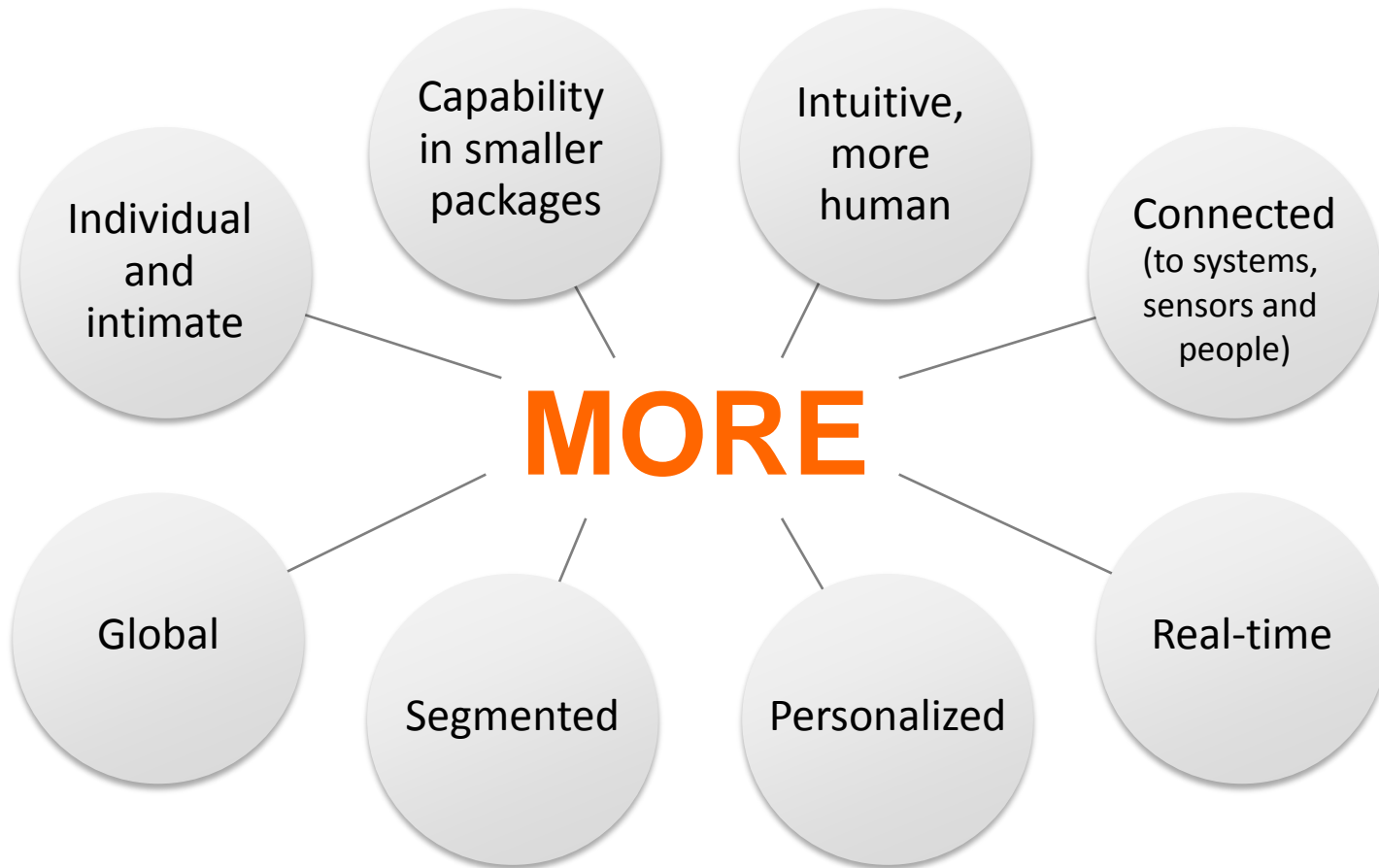
1

3

8



The future will bring:



How travel businesses can cope

1

Experimentation

2

Education

3

Integration

Thank you.

Mike Putnam
SVP Mobile, KAYAK

mputnam@kayak.com

KAYAK