

Travel Consumer Report, The Netherlands, 2012-13

Unique consumer and market insights to make the right
decisions to drive success for your brand



Consumer insights

Analysis from 8,400+ online travel consumers, detailing their preferred methods of interacting, researching and booking with travel companies

Market Data Analysis

Unique data insights from suppliers and intermediaries on strategic planning to ensure you make the right investment decisions for your brand

Case studies

Exclusive interviews and insights from pioneering travel brands and thought leaders

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Welcome

Dear Colleague

Thank you for your interest in this EyeforTravel report on the travel consumer's booking and research patterns. I hope you find it as valuable as your peers who have reviewed and contributed to this document.

Online travel distribution is undergoing great changes currently, with intense pressure on deciding where to invest marketing and sales budgets. Ultimately, the key determinant is what provokes their interest or drives consumers to purchase travel from a specific travel brand. To answer this, EyeforTravel commissioned consumer research in The Netherlands - surveying 1,002 online travel consumers.

This is combined with historic and current data on marketing expenditure and expert interviews with 20 travel executives. The accumulated expertise will better inform your strategies for the years to come.

This report is only the beginning of the debate around online travel distribution. My thoughts have already turned to improvements for next year. Please get in touch if you'd like to be involved in future work, or if you have any suggestions for future topics and angles relevant to your business.

I look forward to speaking to you soon,



With very best wishes

Piers French

Market Intelligence Manager | **EyeforTravel**



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Methodology

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Social Media and Mobile Strategies for the Travel Industry 2011 (Updated February 2012):

Where should you invest your valuable time and resources for maximum return?

For travel executives trying to understand ROI potential for Social Media and mobile campaigns. The report provides a focused and unparalleled insight through interviews, case studies and research into the successful trends in the world of Social Media and Mobile.

- **Wide-ranging interviews with 20 leading travel and Social Media brands**
- **Exclusive case studies packed with Social Media and mobile best practice tips**
- **How to get the most out of your social and mobile ROI?**
- **And a step-by-step guide on how to measure ROI**
- **More than 400 respondents to an industry-wide survey across the US, Europe and Asia**



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About EyeforTravel

EyeforTravel Ltd is a leading global media company specialising in business intelligence for the travel and tourism industry. Since 1997 it has produced world leading conferences, reports, webinars and news for senior executives in the online travel industry.

With its international focus eyefortravel.com is a key information portal for the travel industry that caters to the needs and interests of all online travel industry executives.

Acknowledgements

Thank you to all of the interviewees, peer reviewers and companies that contributed to the creation of this report. Without their support, this report could not have been made. 20+ in-depth interviews were held with companies that include: Expedia, TripAdvisor, FareCompare, HostelBookers, and LinkedIn.

Additionally, a special thank-you must be reserved for the following individuals who contributed quotations directly:

Geoffroy de Becdelièvre | Founder and Chief Executive Officer of Planetveo.

Jeremie Catez | Regional Director of E-commerce of Accor/Novotel.

Maxim El Masri | Director Global Strategic Accounts of Expedia.

Tony Espinoza | Chief Executive Officer of CouchSurfing.

Adam Goldstein | Co-Founder of Hipmunk.

Paul Hastings-Gayle | Head of Distribution of HostelBookers.

Jeremy Jameson | Vice President of Strategy and Alliances of FareCompare.

Alan Josepchs | President of Travesse Lifestyle Limited.

Susan Kidwell | Practice Lead Customer Experience Strategy & Design of Amadeus.

Laurie Kirschner | Head of Category Marketing Solutions at LinkedIn.

Jonathan Kletzel | US Advisory Transportation/Logistics Lead of PwC.

Josiah Mackenzie | Director of Partnerships & Business Development at ReviewPro.

Mark Mahaney | Internet Analyst of Citigroup Investment Research.

Toby Nicol | Communication Director of the World Travel & Tourism Council.

Steven Pinchuk | Founder/President of Profit Optimization Strategies.

Jared Simon | Chief Operating Officer at HotelTonight.

Benjamin Wang | Research Manager of TripAdvisor.

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