

Understanding Travel Customers

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Customers expect a seamless experience of your brand regardless of the channel they interact with





Why trust Experian?

We know

500 things



About

49 million

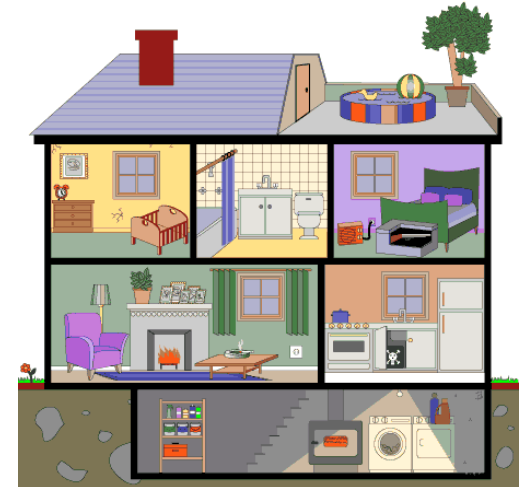
people



Across

24 million

households





Example audiences within the travel sector



People travelling to
New York

New retirees looking for
cruises



Frequent flyers

Stag and hen dos



People who compare
hotel prices

People living near
Manchester Airport



Luxury travellers

London commuters



Holidaying families

Regular skiers





Family Travellers & Luxury Travellers

Defining unique segments



Family Travellers

Online behavioural based segment defined by people searching for family holidays or making a visit to a family travel website such as:

- Disneyland Paris
- Butlins
- Away with the Kids
- Budget Family Breaks
- Tots Too



Luxury Travellers

Online behavioural based segment defined by people searching for luxury holidays or making a visit to a luxury travel website such as:

- Secret Escapes
- Voyage Prive
- Hayes & Jarvis
- Kuoni Travel
- Abercrombie & Kent

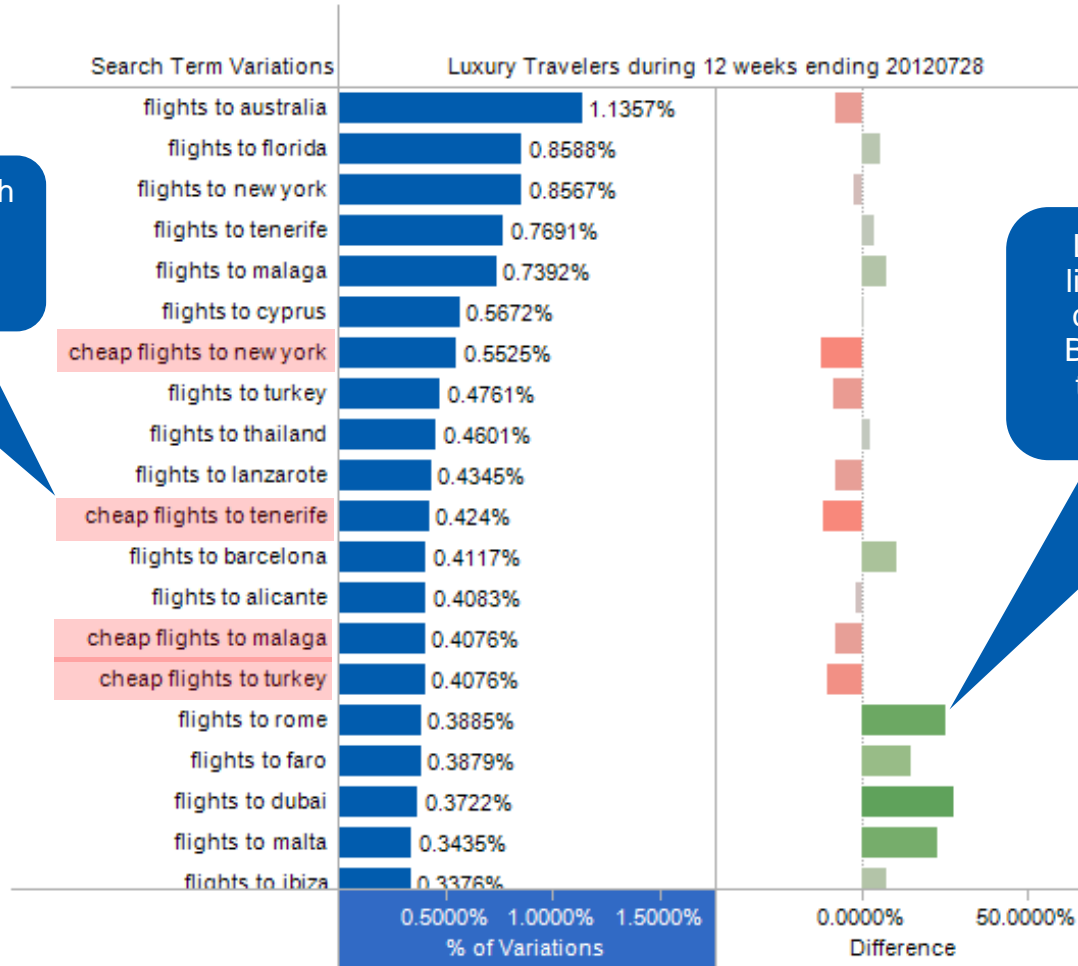


Where do Luxury travellers want to fly to?

Expensive city breaks and Middle East resorts



Clicks from Variations of Terms **flights to** by **Luxury Travelers**
12 Weekly Rolling Average, 28/07/2012 & None



Luxury travellers are much less likely to search for cheap flights than the average consumer.

Luxury travellers are more likely to search for flights to city break destinations like Barcelona (10% more likely than the UK average) and Rome (25%)

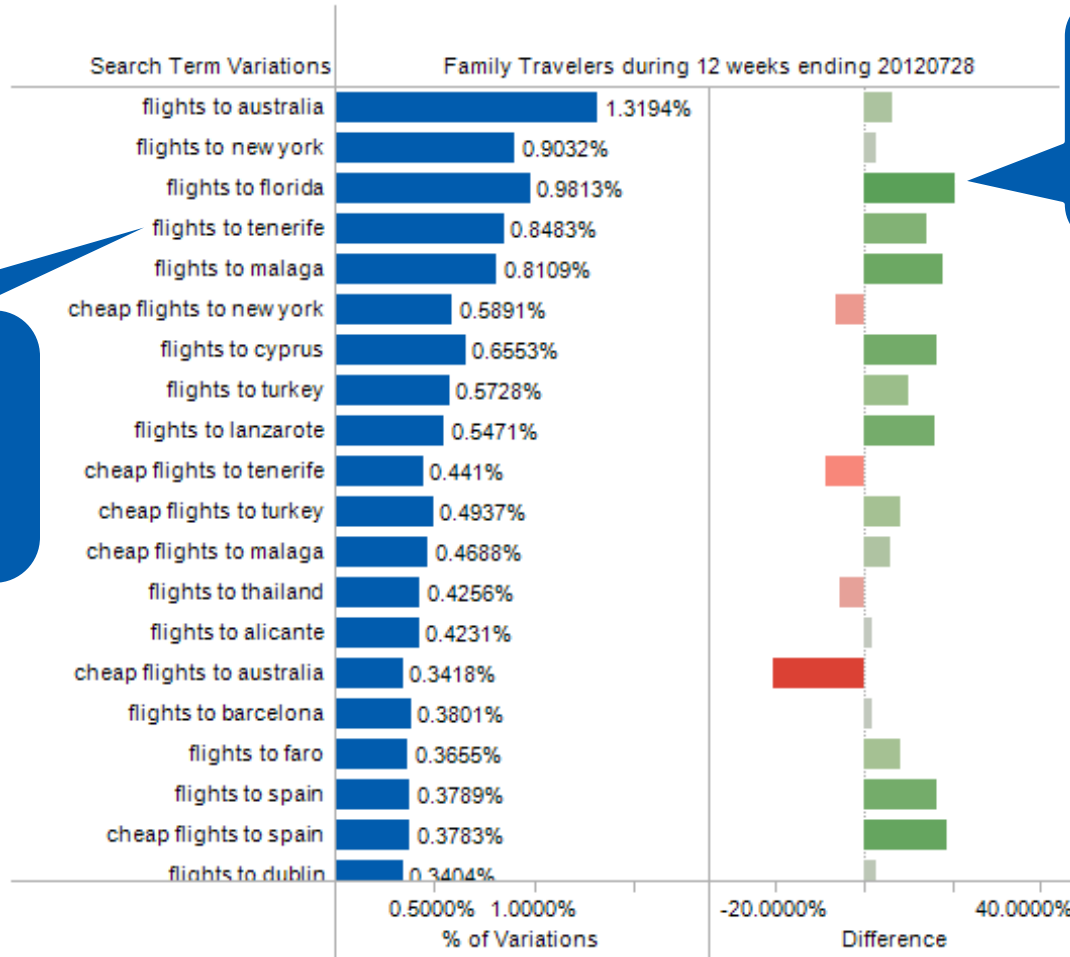


Where do Family Travellers want to fly to?

Spanish destinations and the lure of Mickey Mouse



Clicks from Variations of Terms **flights to** by **Family Travelers**
12 Weekly Rolling Average, 28/07/2012 & None



With the attraction of Disney World family travellers are 20% more likely than the average consumer to search for flights to Florida.

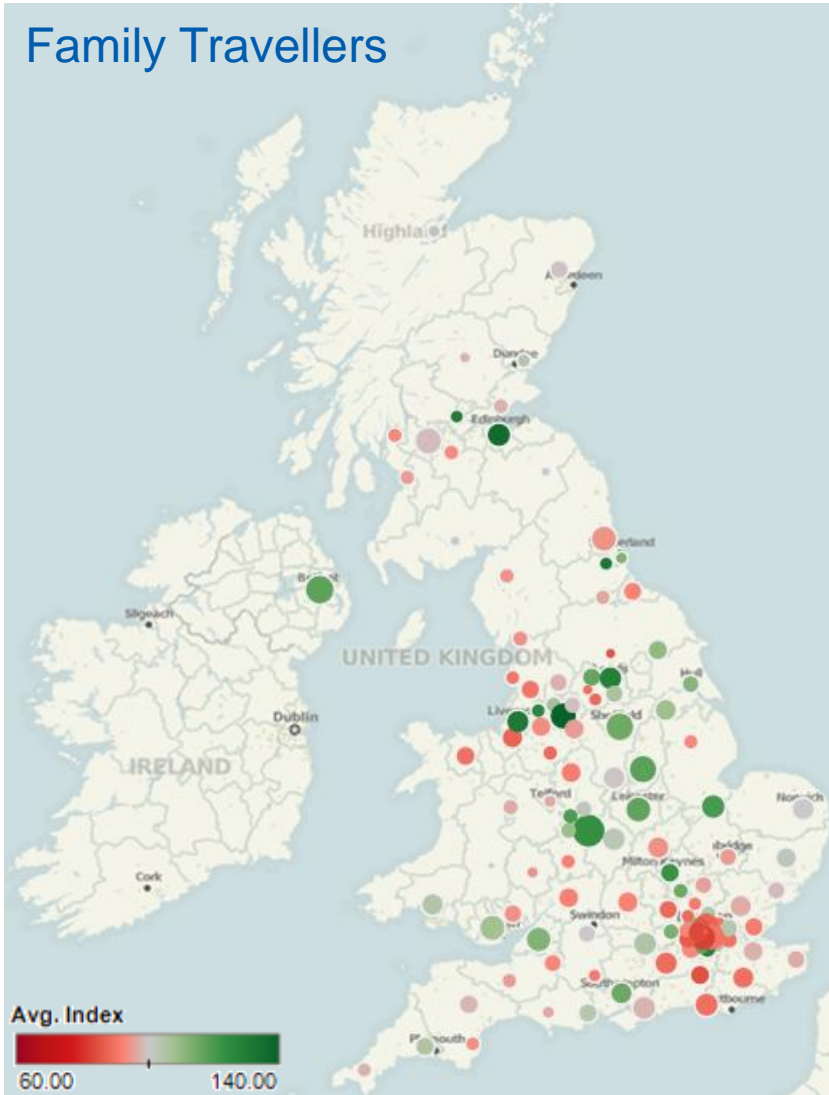
Family travellers are principally interested in resorts in Spain. Malaga (+17%) and Tenerife (+14%) are firm favourites.



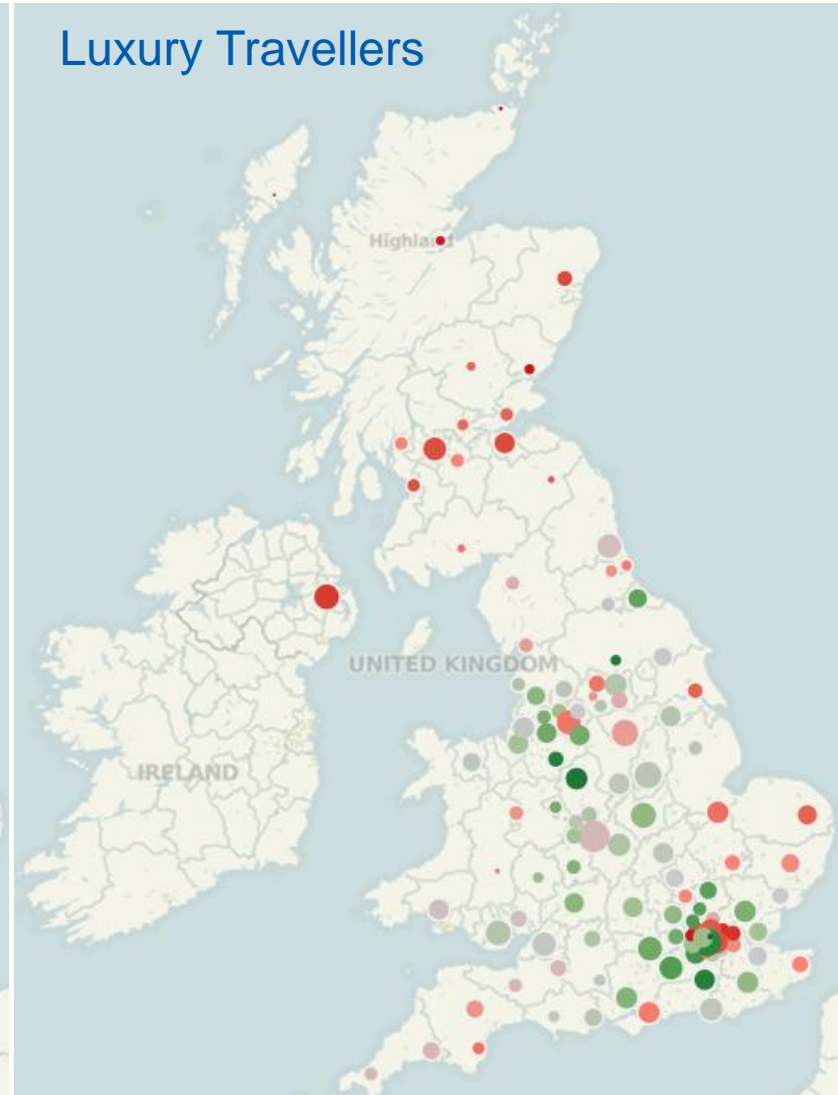
Where in the UK are Family and Luxury Travellers?

Luxury travellers skew towards London and the South

Family Travellers



Luxury Travellers

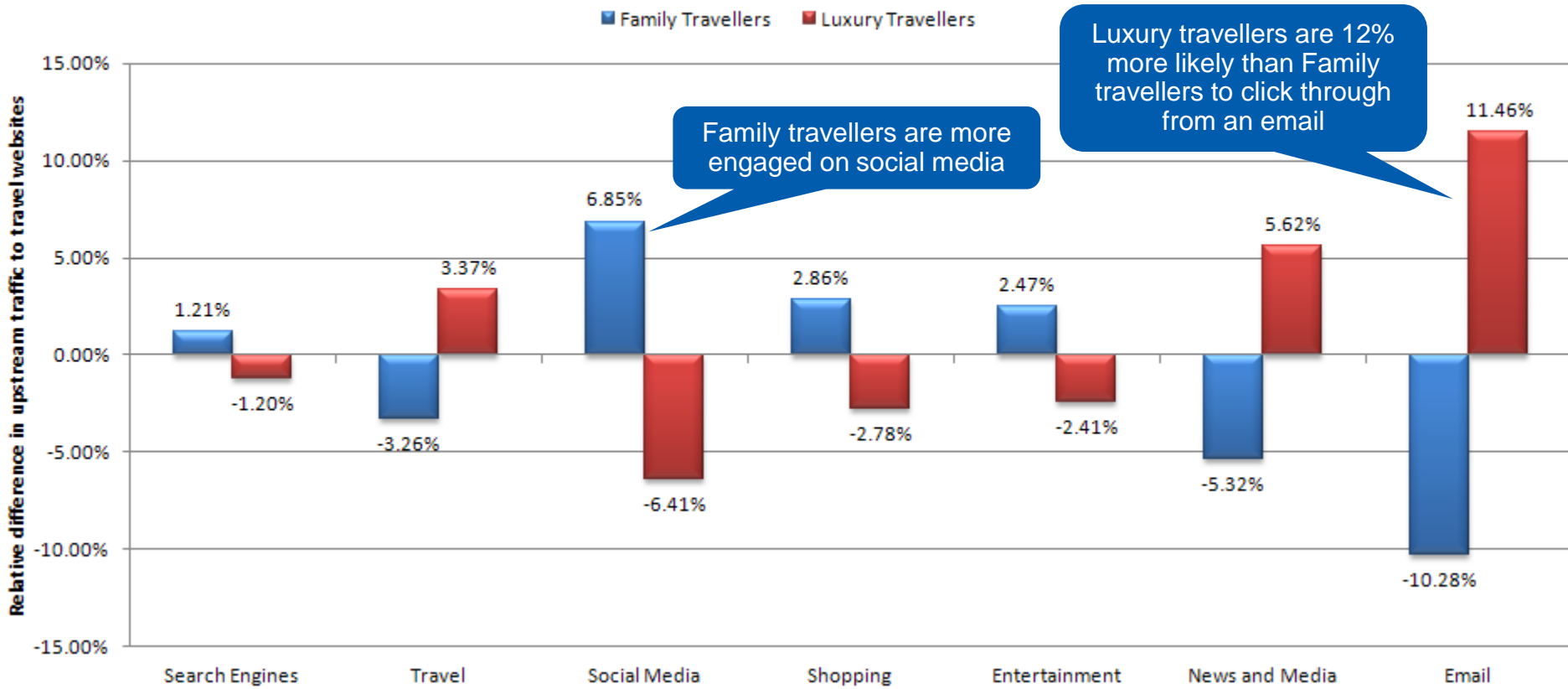




Which channels work best for audience targeting?

Family travellers respond better to search and social than Luxury travellers

Difference in upstream traffic to Destination & Accommodation websites





What do family travellers watch on TV?

What are people going to “Like” on Facebook?



TV Shows searched for

More Likely

- Dr Who
- Big Brother
- Emmerdale
- Biggest Loser
- Pointless
- The Only Way is Essex
- Coronation Street
- Deal or No Deal
- Primeval
- Hollyoaks
- This Morning

Less Likely



Facebook advertising can become a lot more targeted and achieve higher CTR if you know what your audience likes.

Coupled with demographics and lifestyle data an ideal target for family travel ads would be 35-45 males, living in North West England who “Like” Emmerdale.



Data source: Experian Hitwise. TV shows are ranked by Index how likely family travellers are to search for the show compared to the UK population average.



What do Mid-Career Climbers look like?

Benchmark your chosen group on over 500 data points



Group B: Professional Rewards

Fraser, Lynda, Jordan or Lauren

Type B05: Mid-Career Climbers

Families enjoying the fruits of career success in pleasant detached houses

2.12% | 2.90%

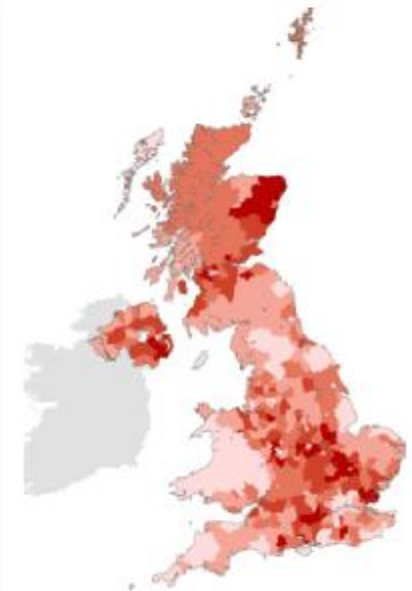
Overview

Key Features

- 40s and 50s
- Families
- Secondary school children
- Pleasant modern houses
- Technical and organisational skills
- Early adopters of new technology
- Children's education
- Competitive
- Responsible
- National health / state school

Rankings

- Age 46/67
- Presence of Children <18 44/67
- Household Income 18/67
- Gross Financial Assets 15/67
- Non-Mortgage Debt 22/67
- Indebtedness Indicator 51/67
- Level of Urbanisation 46/67



Typical Houses



Typical Cars



Top Postal Areas

- Northern Ireland (Belfast) BT
- Birmingham B
- Glasgow G
- Nottingham NG
- Reading RG



Finding out more about Mid-Career Climbers

Cost conscious, broadsheet reading, theatre lovers



Mosaic UK 2009 Type of visitors to Groupon UK

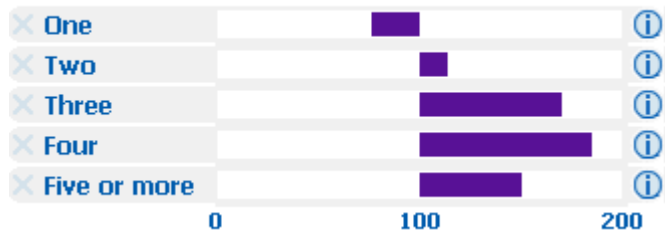
4 Rolling Weeks ending 18 August 2012, compared with "Mosaic UK 2009 Type of the Online Population"

	Mosaic UK 2009 Type (67 returned)	Visits Share Groupon UK	Representation ▼
1	H37 First to Move In	0.78%	149
2	G30 Soccer Dads and Mums	1.80%	133
3	G32 Childcare Years	2.51%	132
4	H35 Brownfield Pioneers	1.69%	126
5	G31 Domestic Comfort	2.04%	124
6	B05 Mid-Career Climbers	2.97%	123
7	F25 Production Managers	3.65%	118
8	G33 Military Dependents	0.28%	118
9	F26 Mid-Market Families	3.25%	114
10	F27 Shop Floor Affluence	2.95%	113

Nearly 3% of visits to Groupon UK come from Mid-Career Climbers. This demographic are 23% more likely than the average consumer to use Groupon.

Mid-Career Climbers are also active on LinkedIn, like the National Theatre and read The Times online.

Number of holidays in last year



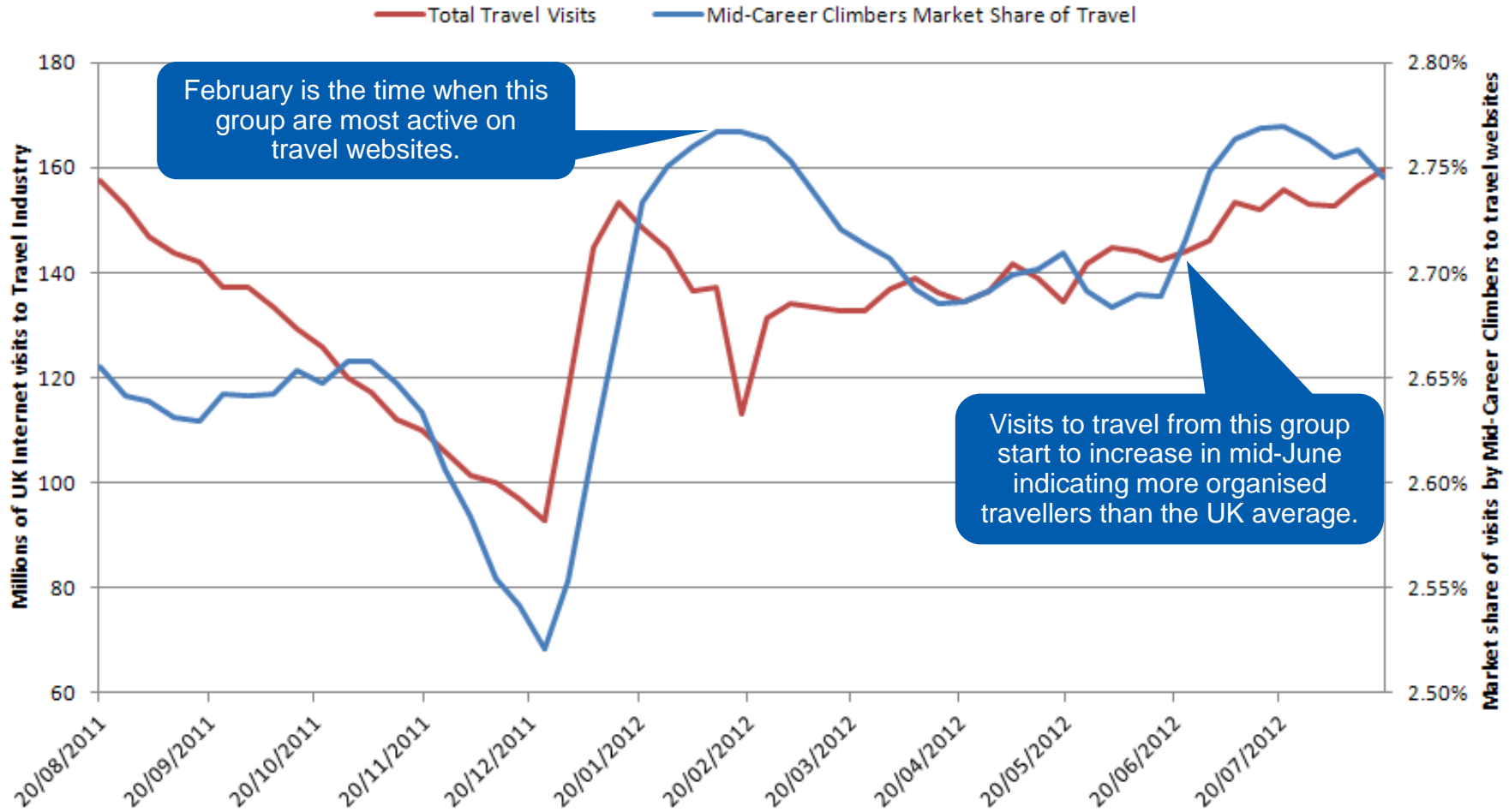


Bringing it back to seasonality

When do Mid-Career Climbers think about travel?



Seasonality of visits by Mid-Career Climbers to Travel





Key Takeaways

Travel is **seasonal** following regular patterns which can be **predicted** and **capitalised** on by the data savvy marketer.

There are many tactical ways you can **combine** different data sets in order to gain a **granular insight** into customer behaviour and tailor marketing strategy accordingly.

We're all becoming **data** geeks. Data is the way we can **know, get** and **keep** our customers long term.

The future is all about **understanding** the customer. Armed with this knowledge you can start to be a lot smarter about how you **target** and **interact** with them.

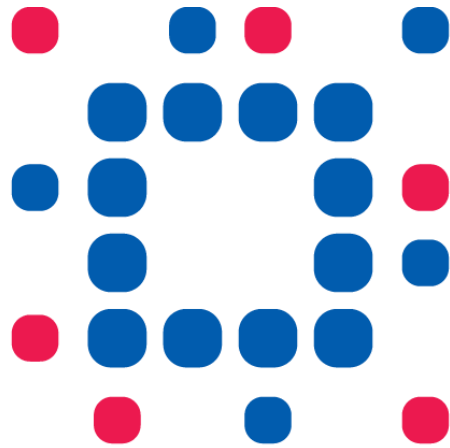


Want to find out more?



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