



*Eye For Travel*  
*September 2014*

- Priceline | \$51.3B Mkt Cap | 36.4M US UV's
  - Booking.com | Agoda | Kayak | RentalCars.com
- Expedia | \$7.3B Mkt Cap | 40.6M US UV's
  - Hotels.com | Hotwire | Venere | eLong | Trivago
- TripAdvisor | \$10.6B Mkt Cap | 43.8M US UV's
  - JetSetter | CruiseCritic | SeatGuru | GateGuru
- Google | \$300.8B Mkt Cap | 192M US UV's
  - ITA Software | Zagat | Frommer's | Waze
- Apple | \$425.0 B Mkt Cap | 600M Credit Card #'s



- As of Sept. 1, the five busiest travel websites in the U.S. were Booking.com, TripAdvisor, Yahoo Travel, Expedia and Priceline, according to data compiled by eBizMBA Rank.
- Those were followed by Hotels.com, Travelocity, Kayak, Orbitz and Hotwire. Expedia and TripAdvisor are also among the top downloaded mobile travel apps.
- Like inbred goldfish, these sites are not pure competitors but have an incredible swarm of connections.
- Who owns whom? Here's a sampling. ***Your eyes are going to cross:***





- **Expedia, Inc.:** Owns Expedia, hotels.com, Hotwire, Venere, carrentals.com, TravelTicker and a majority interest in the hotel site Trivago.
- **Priceline Group:** Owns Kayak, Booking.com, agoda.com and rentalcars.com.
- **Sabre Holdings Corp.:** Owns Travelocity (but last year farmed out its search to Expedia) and Lastminute.com.
- **Orbitz Worldwide:** Orbitz, Cheaptickets, ebookers, HotelClub and more.
- **TripAdvisor:** Was spun off from Expedia in 2011 and ironically now is its biggest competitor. Owns TripAdvisor, CruiseCritic, SmarterTravel, AirfareWatchdog, BookingBuddy, FlipKey, VirtualTourist, IndependentTraveler and more.

- **HomeAway:** Owns HomeAway, VRBO, vacationrentals.com, BedandBreakfast.com and more.
- A few travel sites are still independent: airbnb, Hipmunk and the trendy ride-sharing companies Uber and Lyft.
- But it's probably only a matter of time before someone offers them a boatload of cash to sell out to the big boys. Or they consume each other.
- When travelers power up their laptops to book a trip, they're probably headed to an online travel agency such as [Expedia](#), and [Orbitz](#).
- Fifty-eight percent of travelers turned to these online booking websites in 2013, according to MMGY Global's 2013 [Portrait of American Travelers](#),
- That's more than the overall percentage of travelers that visited brands' booking portals (45 percent), metasearch sites (28 percent) , and travel agency websites (6 percent).
- Despite the sites' popularity, use of online booking websites declined two percent over the last year. Meanwhile, metasearch sites such as [Kayak](#) and [Momondo](#) saw a surge in popularity as usage grew from 18 percent in 2012 to 28 percent in 2013.

# What Sites Do Travelers Choose

When Comparison Shopping	Leisure	Business
Expedia.com (E)	42%	44%
Hotels.com (E)	39%	36%
Google	35%	25%
Priceline.com (P)	32%	27%
Orbitz.com (O)	29%	31%
Hotwire.com (E)	25%	26%
Specific Hotel Brand Website	23%	25%
Kayak.com (P)	17%	24%
AAA.com	15%	15%

- Let's say you are going to Nebraska and need a hotel — the Hilton Omaha. In late September, it is \$212 a night (including tax) on Hilton.com.
- But you know you can do better. 
- Fingers flying over the iPad, you scour all your favorite travel search sites.
- You find the same room for \$211.51 on [Expedia](#) and [Travelocity](#), as well as on [Hotels.com](#), [Trivago](#), [Venere](#) and [Booking.com](#). 
- The room is \$211.44 on [Orbitz](#). It's \$209.98 on [Priceline](#). A deal! You've found a deal!
- And that's when you realize that you have wasted 30 minutes of your life to save \$2.02.



- Where Are the Fare Deals?
- With half as many major U.S. airlines as five years ago and the homogenization of travel search, finding a true airfare deal by launching a multisite search is as likely as discovering a shamrock on Ford Field.
- Fares these days have more to do with rigid airline fare control algorithms than which search site you use.
- But, hey, I don't want to rain on your parade. If it makes you happy to scour the far corners of the Internet for travel deals, go for it. Deals are still out there, usually last-minute opportunities, package deals or an unexpected sale, or maybe there is a glitch or misprint or promo code or a nice clerk at the hotel who likes your eloquent plea.
- But your time is valuable, too. It is certainly worth more than \$2.02.

- **Generational Differences**
- Online travel agencies such as Expedia and Orbitz are the preferred type of websites among all generations except the 'Matures' (age 68+) whom prefer to go directly to a brand's website.
- Millennials (age 18-34) are the most likely to consult metasearch sites such as Kayak. Thirty-nine percent of Millennials cite metasearch sites as their preferred source of information. Only 35 percent of 'Xers' (age 35-48), 23 percent of Boomers (age 49-67), and 14 percent of 'Matures' also select metasearch sites as their top source.
- Young Millennials travelers are also the most likely of all age groups (7 percent) to purchase a trip through a collective-buying website like LivingSocial Escape, while the oldest travelers, 'Matures', are the most likely (12 percent) to use a traditional travel agency.



- Meta is fastest growing channel in online travel
  - Meta traffic CAGR: 6%
  - OTA traffic CAGR: 1%
  - Hotel/Brand.com CAGR: -3%
- 3 major meta players with familiar owners
  - TripAdvisor (independent)
  - Kayak (owned by Priceline)
  - Trivago (owned by Expedia)
- TripAdvisor largest meta player, 3X more traffic than Kayak and 16X more traffic than Trivago

## Online Travel Unique Visitor Web Traffic Comparison, US Desktop – August 2007 vs. August 2013

	Unique Visitors (000)		'07-'13 CAGR	Abs. Var
	August 2007	August 2013		
<b>Meta Travel</b>				
TripsAdvisor	7,395	16,134	14%	8,739
Kayak (owned by Priceline)	4,210	5,820	6%	1,610
Trivago (owned by Expedia)	0	1,008	na	1,008
<b>Meta Median</b>	<b>4,210</b>	<b>5,820</b>	<b>6%</b>	<b>1,610</b>
<b>OTA</b>				
Expedia Inc.	27,034	19,394	(5%)	-7,639
Priceline.com Incorporated	6,939	15,409	14%	8,471
Orbitz Worldwide	12,014	7,776	(7%)	-4,238
Travelocity	10,889	6,249	(8%)	-3,940
<b>OTA Median</b>	<b>11,902</b>	<b>11,593</b>	<b>1%</b>	<b>491</b>
<b>Hotel Chain</b>				
Hilton Worldwide	4,385	5,563	4%	1,178
Marriott	5,013	5,529	2%	516
Choice Hotels International	3,087	2,545	(3%)	-542
Wyndham Worldwide	4,141	2,704	(7%)	-1,437
Intercontinental Hotels Group	4,339	3,953	(2%)	-386
Starwood Hotels And Resorts	2,411	1,880	(4%)	-530
Global Hyatt Corporation	1,526	1,402	(1%)	-124
Best Western Hotels	1,530	1,261	(3%)	-269
Accor	970	578	(8%)	-392
<b>Hotel Chain Median</b>	<b>3,087</b>	<b>2,545</b>	<b>(3%)</b>	<b>-542</b>

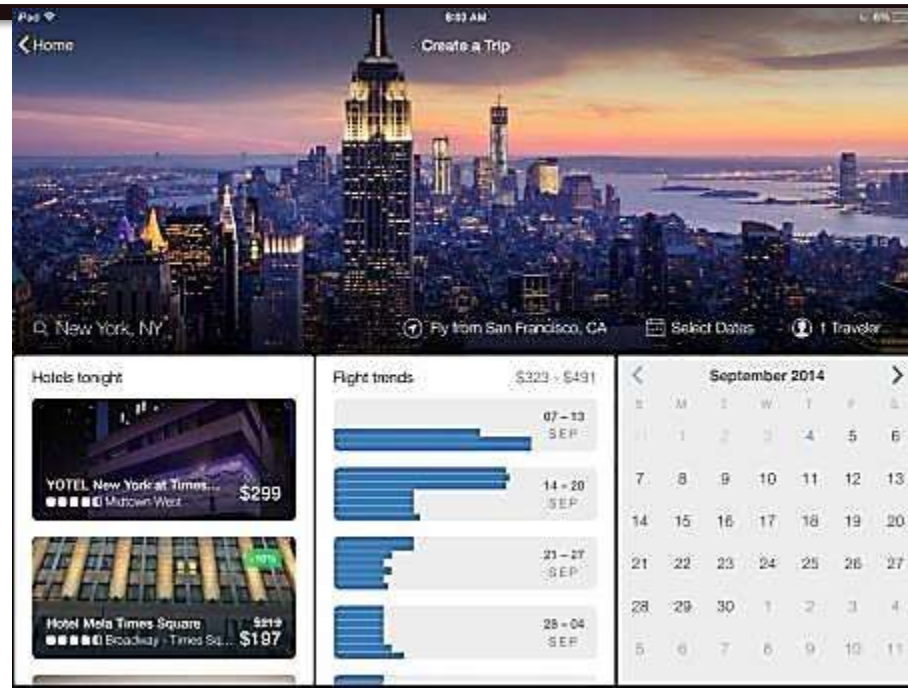
Rank	Travel App	Type	Downloads	Satisfaction Rating
1	TripAdvisor	Meta-search	23.3 Million	8.5 / 10
2	Hotels.com	Online Travel Agency	13.0 Million	7.5 / 10
3	Kayak	Meta-search	12.1 Million	8.0 / 10
4	Booking.com	Online Travel Agency	10.9 Million	8.0 / 10
5	Hotwire	Online Travel Agency	8.4 Million	6.2 / 10
6	Expedia	Online Travel Agency	7.0 Million	6.5 / 10
7	Priceline	Online Travel Agency	5.4 Million	6.0 / 10
8	Travelocity	Online Travel Agency	2.9 Million	3.7 / 10
9	Hotel Tonight	Online Travel Agency	2.8 Million	8.2 / 10
10	Orbitz	Online Travel Agency	2.3 Million	7.0 / 10
11	Agoda	Online Travel Agency	2.1 Million	8.1 / 10
12	HRS (iHotel)	Online Travel Agency	2.0 Million	5.3 / 10
13	Airbnb	Online Travel Agency	2.0 Million	7.3 / 10
14	Trivago	Meta-search	1.6 Million	4.9 / 10
15	Hipmunk	Meta-search	1.3 Million	8.0 / 10
16	IHG	Hotel	1.1 Million	7.5 / 10

- I hate to break it to you, friends, but the consolidation, mergers and acquisitions in the online-mobile travel world have sped up to the point where all the major travel sites seem to be morphing into *one giant, monolithic blob*.
- The reason Travelocity mimics Expedia prices? Last year Expedia took over operation of the Travelocity site in the U.S.
- [Yahoo Travel](#) uses Orbitz to search, so there's no point in checking both sites. [Kayak](#) operates the airline search feature for Microsoft's [Bing Travel](#). And so on.
- Meanwhile, a handful of very powerful companies now control most travel-related websites at the very moment that hotel prices are rising due to the highest demand since 2000 and airfare deals are becoming a quaint artifact.

Expedia: announced a new travel-booking app for iOS and Android tablets:

- Featuring simplified search that returns results for both hotels and flights.
- The app also groups destinations and experiences into collections based on themes — such as romantic getaways or best nightlife — and integrates planning, booking and user data.
- With the app, the company wants "to create one beautiful and easy-to-use combined search experience," according to Expedia Worldwide's chief product officer John Kim
- "The travel industry has largely thought about each trip as a single transaction, and has poured energy into making individual transactions better," Kim said. "That's no longer enough for travelers who dream, plan, research and buy travel across multiple devices."





- Consumers use an average of 6.5 devices and websites to research a trip, according to analytics company [Webtrends](#). And Expedia says around 50% of its users are shopping across devices.
- But just because consumers are browsing on their mobile devices before a trip doesn't mean they're using them for booking. Fifty-five percent of respondents in the Webtrends study said they prefer to book on a desktop computer for reasons that include: not being ready to book, too-small mobile screens and being uncomfortable booking on mobile.

- What's more, younger people between the ages of 25 and 34 tend to use more devices to research travel, so the number of people researching on tablets — now at 11%, according to the study — will likely grow.
- Looking at the app, it's clear Expedia wants to make it easy to browse and easier to book.
- “Expedia is moving from being a website to a travel data platform for the user wherever they are,” Dara Khosrowshahi, CEO of Expedia, Inc., “so you tell me what you’re interested in, and we’re going to tell you about your areas of interest: if prices change, if something sells out, etc. We’ll tell you every single time, so that you don’t have to do all the work.”



[Orbitz.com](http://Orbitz.com) launched a rewards program geared at reducing its reliance on air bookings by providing incentives to book hotels, especially through its mobile apps.

- Users earn Orbucks in the following amounts: 5% when booking a hotel through Orbitz’s mobile apps for iPhone, iPad and Android; 3% when purchasing a hotel stay through other channels, including the desktop; and 1% on standalone flights and vacation packages.
- Rather than accruing points over an extended period of time, Orbitz Rewards members can use the Orbucks they earn on their next booking.

*Redeeming & staying plus benefits*



The screenshot shows a hotel listing for 'The Talbott Hotel' with a price of \$410 per night. A box on the right indicates that Orbucks are applied, resulting in a price of \$379 per night. Annotations include: 'Benefits from All-Star Hotels' pointing to the hotel image, 'Tier member recognition' pointing to the member status, 'Orbucks applied' pointing to the price reduction, and 'Member earns on balance' pointing to the 'Earn \$11.37' text.

Benefits from All-Star Hotels

Orbucks applied

Orbucks Applied to \$410  
**\$379** per night  
**FREE Cancellation**  
**Book**

**Orbitz REWARDS SuperStar Member**  
Free wine tasting happy hour, complimentary concierge  
There are 15 people viewing this hotel.  
Last booked 20 hours ago

**Earn \$11.37**

Tier member recognition

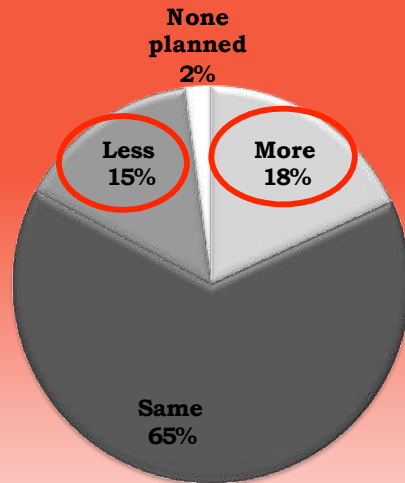
Member earns on balance

- **Wealthy Travelers Have Most Booking Options**
- In their ongoing search for a deal, travelers in the lowest income bracket (\$50,000-\$124,999) are the most likely to use online booking sites such as Expedia and Orbitz and metasearch sites such as Kayak.
- Travelers in the highest income bracket (\$250,000+) have the means to explore other options. They are the most likely to book directly on brands' websites, use traditional travel agencies and search luxury recommendation and booking sites like, Tablet Hotels, Mr & Mrs Smith Travel & Five Star Alliance...



## AFFLUENTS LEADING THE WAY

Expected Leisure Trips Next Year Versus Last Year



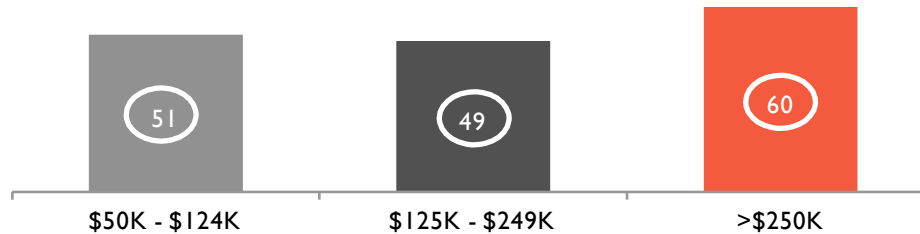
Total Leisure Travelers

	\$50K- \$124K	\$125K- \$249K	>\$250K
More Trips	17	19	28
The Same	64	67	60
Fewer Trips	17	13	10
No travel plans	2	1	2

## PRICING POWER IS BACK: BUT ONLY FOR “QUALITY”

**% Agree:**

**I am willing to pay full price on the items I purchase, as long  
as I am guaranteed the quality and service I deserve.**



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**[www.FiveStarAlliance.com](http://www.FiveStarAlliance.com)**

*A Hotel Directory and Recommendation Engine  
Website for the Luxury Segment with a  
Direct Hotel Booking Option*



- *Launched in 2005 with total of nearly 50 million U.S. visitors and 340 million page views*
- *Global Audience - 50% of Visitors from Outside North America*
- *72% New Visitors, 28% Repeat*
- *88% of Global Site Traffic Driven by Search*
- *Highly Search-Optimized for Luxury keywords*
- *#1 or #2 positioning for destinations & “Best Hotels” Or “Luxury Hotels”*
- *SEO comes from destination keywords*
- *We screen out discount travelers searching keywords including “deals” and “cheap”*
- *Help luxury brands gain visibility into a highly sought after demographic*

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Cape Town, South Africa

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Five Star Alliance delivers affluent travelers to luxury hotels.

Five Star Alliance is the most comprehensive collection of hand-picked luxury hotels and resorts available anywhere, online or in print. We reach the highest, most targeted demographic of affluent travelers and invest heavily on Search Engine Optimization (SEO) and Client Relationships (CRM).

## *Consumer Value*

- *Visitors are able to filter by amenities, activities, & location*
- *In-house client support 24/7 with live chat functionality*
- *World's Best List & Recommendation List*
- *Check rates and availability for each and every listed hotel*

## *Hotel Benefits*

- *Unique IATA number for tracking*
- *Galileo (GDS) Inventory and FSA rate code available*
- *Programs available for Hotels to offer additional amenities and sales opportunities*

If the site visitor knew which hotel they wanted to book, they wouldn't visit Five Star Alliance.

Five Star Alliance provides the fully comprehensive list of luxury hotels and resorts for any given destination, along with the ability to narrow and filter results to find the perfect luxury hotel.

*Search. Discover. Book.*



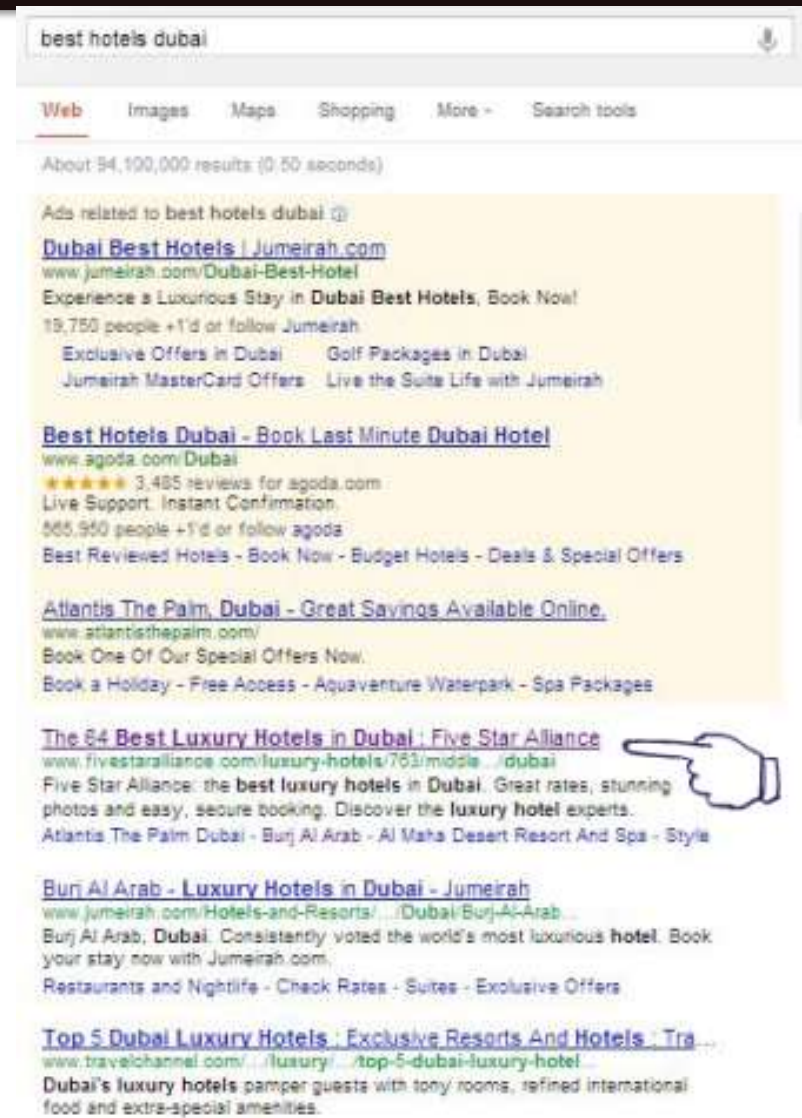
## How do visitors find us?

90% of our site traffic comes to [www.FiveStarAlliance.com](http://www.FiveStarAlliance.com) through organic search engines and terms such as “Luxury Hotels Paris” or “Best Hotels London”

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Dubai's luxury hotels pamper guests with tony rooms, refined international food and extra-special amenities.



## Client Profile

- *Average net worth of \$2.5M USD*
- *Average household income of \$250,000 USD*
- *Average age of 43 years old*
- *91% will pay more for a high quality product or service*
- *71% stay more than 6 days on average per vacation*
- *39% take 5 +trips a year*



## Demographics

## Five Star Alliance

Monthly Unique Visitors	1,000,000
Percentage of Men	37%
Percentage of Women	63%
Net Worth Greater than \$500k	59%
Percentage 22-50 Years of Age	62%

## Five Star Alliance Clients Book Hotel Rooms at a Premium ADR

	Brand Published ADR	Five Star ADR	+/-	% Difference
St..Regis	\$325.00	\$682.62	+\$357.62	+ 110.0%
Luxury Collection	\$325.00	\$523.45	+\$198.45	+ 61.1%
Ritz-Carlton	\$336.00	\$500.21	+\$164.21	+ 48.9%
W Hotels	\$249.00	\$408.37	+\$159.37	+ 64.0%

Brand  
Awareness

Custom  
Programs

Sponsored  
Features

Affiliate  
Programs

Travel  
Offers



- Geo-targeting, destination site-targeting, user targeting, keyword targeting, referrer targeting, section takeover and IP targeting

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Style: Classic Luxury  
Rating: ★★★★★
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Style: Classic Luxury  
Rating: ★★★★★
- The Divani Caravel Hotel Athens**  
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Style: Classic Luxury  
Rating: ★★★★★
- Luna Hotel Baglioni**  
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Style: Classic Luxury

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## Luxury Hotel Insider

Insights to global luxury travel


APRIL 2013



**Did You Know? Mary, Queen of Scots, is known as the "Mother of Golf."**

Sprinkle Time is upon The Masters. In the links, have lunch in the club house, and move your hands. Luxury hotels and golf go together like a tee and a divot, so this issue we are featuring just a few of the great golf resorts we feature on Five Star Alliance. For additional luxury resorts perfect for golfers, visit our [Golfers' page](#) or see our [Facebook](#) forum.


**Calling All Duffers**



**See Island Resort - See Island GA**  
See Island Resort has two different properties, Coastal and The Lodge at See Island. No matter where you stay, you'll have 36 holes of golf to choose from, along with a world-class education center.

[View Hotel](#)

**What a Hotel!**




Pink sand, blue water, and green fairways are all for the course here at the Bermuda beauty.


[Guess the Hotel!](#)

**Four Seasons Hualeiua Kona - Ka'upulehu - Kona, Hawaii**  
The 18-hole Jack Nicklaus signature Hualaie Golf Course winds over 1,100 acres. The carefully groomed course begins in a lush jungle and then flows across brilliant green fairways bordered against black lava.

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Insights to global luxury travel

APRIL 2013



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**What a Hotel!**



**What a Hotel!**



**Home Away From Home**



**Home Away From Home**



**Home Away From Home**



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**Home Away From Home**



**Home Away From Home**



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**Home Away From Home**



**Home Away From Home**



**Home Away From Home**



**Home Away From Home**



**Home Away From Home**

## Themed E-Mail Newsletters

## *Five Star Alliance Benefits Summary:*

- *Top Luxury SEO Site*
- *Luxury Target Market Consumer Base*
- *Strong Web Positioning*
- *Niche Focus*
- *Recommendation engine to drive traveler to discover luxury hotels (If the visitor knew what hotel they wanted to book, they wouldn't be on the website)*
- *High ADRs booked for Brands*
- *Strong Marketing Programs*