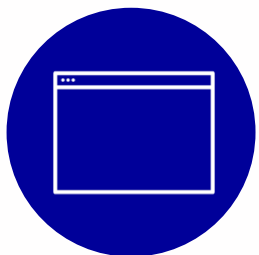


# DATA AND THE ROLE OF OTAs IN ROUTE DEVELOPMENT

Laura Allen  
Senior Business Development Manager

# EXPEDIA GROUP™ MEDIA SOLUTIONS GLOBAL BRAND NETWORK

With a global audience of qualified travel consumers



**200**

Sites



**75**

Countries



**35**

Languages



# TRAVELERS TURN TO OTAs THROUGHOUT THE PURCHASE JOURNEY



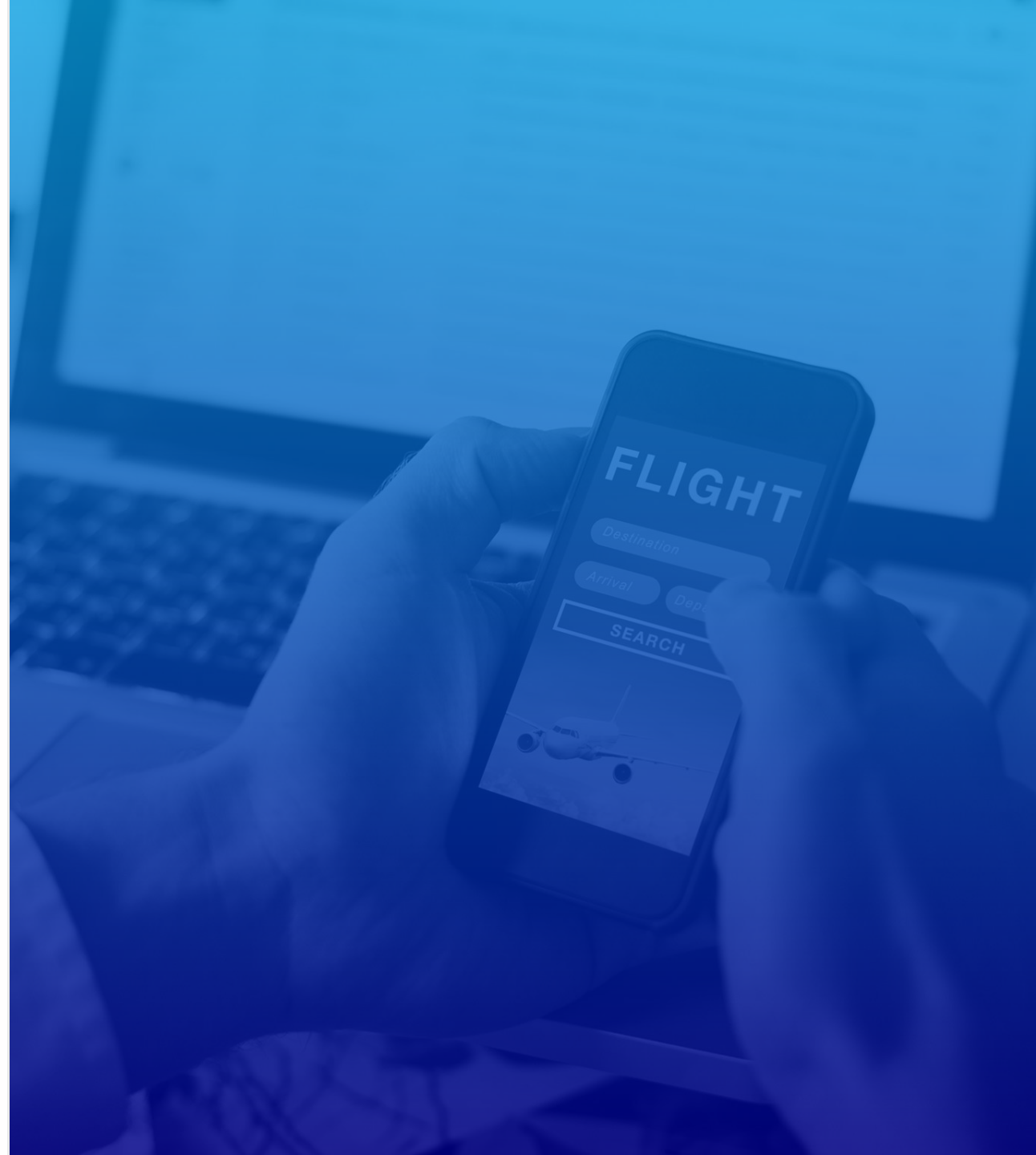
Expedia Group brands welcome nearly **145 million unique monthly visitors a month\***



Travelers make billions of annual flight searches across Expedia Group brands around the world – which means more than **165 million flight searches per day\*\***



**10% growth year over year** in air tickets sold on Expedia Group sites\*\*



# DATA OFFERS COMPETITIVE ADVANTAGES



**Competitive Searches:** When searching for your airport, travelers are also searching for airports A & B



**Leakage:** Nearby airport is growing YoY while yours is showing -X% decrease



**Market Share:** How your airport is losing market share to its competitors



**True Traveler Intent:** Where do your customers *want* to go and when?



**Targeting:** With more than 5K TLAs, there are tens of thousands of O&D combos

**expedia group™**

media solutions



Total Air Tickets

**630.08K**

- 0.4%YoY

Outbound Tickets

**349.16K**

- 1.4%YoY

Inbound Tickets

**280.92K**

+ 1.0%YoY



Package

**14.1%**

Flight + Other



Top Dest  
(by ticket YoY%)

**HNL, USA**

+ 31.4%YoY



Top Origin  
(by ticket YoY%)

**SAN, USA**

+ 23.7%YoY



Outbound – Top Destinations by Total Air Tickets

Dest Airport	✈	Tickets	% of Total	
LAX, USA		19.3K	5.5%	\$3.9M
LAS, USA		14.0K	4.0%	\$3.0M
DEN, USA		12.5K	3.6%	\$2.1M
MCO, USA		12.1K	3.5%	\$2.6M
SEA, USA		11.1K	3.2%	\$2.7M
ORD, USA		9.4K	2.7%	\$2.3M
LGA, USA		9.0K	2.6%	\$2.5M
CUN, MEX		8.2K	2.3%	\$3.4M
SFO, USA		7.7K	2.2%	\$2.1M
SAN, USA		7.5K	2.2%	\$1.7M



Inbound – Top Origins by Total Air Tickets

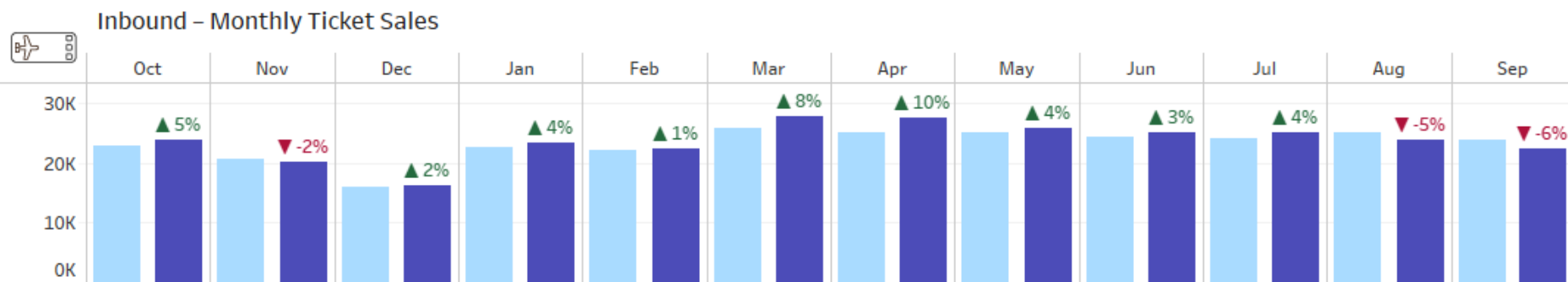
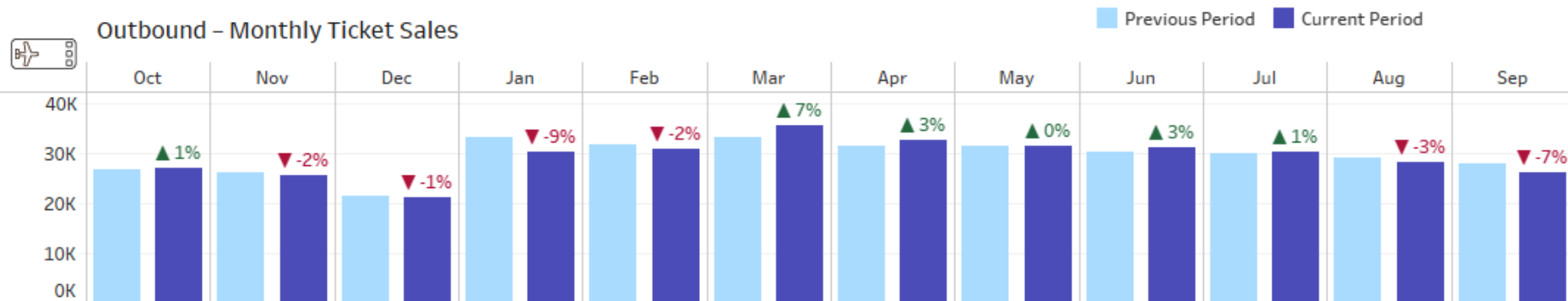
Origin Airport	✈	Tickets	% of Total	
LAX, USA		17.2K	6.1%	\$3.6M
DEN, USA		11.0K	3.9%	\$1.8M
SEA, USA		10.2K	3.6%	\$2.5M
ORD, USA		8.2K	2.9%	\$2.0M
MCO, USA		8.1K	2.9%	\$1.4M
LGA, USA		7.9K	2.8%	\$2.2M
BOS, USA		6.7K	2.4%	\$1.8M
SFO, USA		6.5K	2.3%	\$1.7M
EWR, USA		5.7K	2.0%	\$2.0M
ATL, USA		5.6K	2.0%	\$1.5M

Top Carriers by Total Air Tickets

AirlineCarrier	✈	Last Year	Current Year	% YoY
Delta		199,338	192,280	-3.5%
American Airlines		169,071	177,078	4.7%
United		142,590	136,529	-4.3%
Spirit Airlines		50,274	51,709	2.9%
Alaska Airlines		31,751	37,366	17.7%
Frontier Airlines		22,970	15,902	-30.8%
Aeromexico		1,359	3,339	145.7%
Air Canada		3,318	2,840	-14.4%
WestJet		904	2,003	121.6%
British Airways		1,586	1,658	4.5%

Top Points of Sale by Total Air Tickets

Point of Sale	✈	Last Year	Current Year	% YoY
Expedia US		379,537	389,067	2.5%
Travelocity US		114,279	111,264	-2.6%
Orbitz		90,940	82,840	-8.9%
CheapTickets		26,647	26,638	0.0%
Hotwire		11,913	11,260	-5.5%
Expedia Canada		4,552	4,703	3.3%
Hotels.com US		1,099	931	-15.3%
Expedia Mexico		664	845	27.3%
Expedia UK		602	537	-10.8%
Travelocity Canada		308	348	13.0%



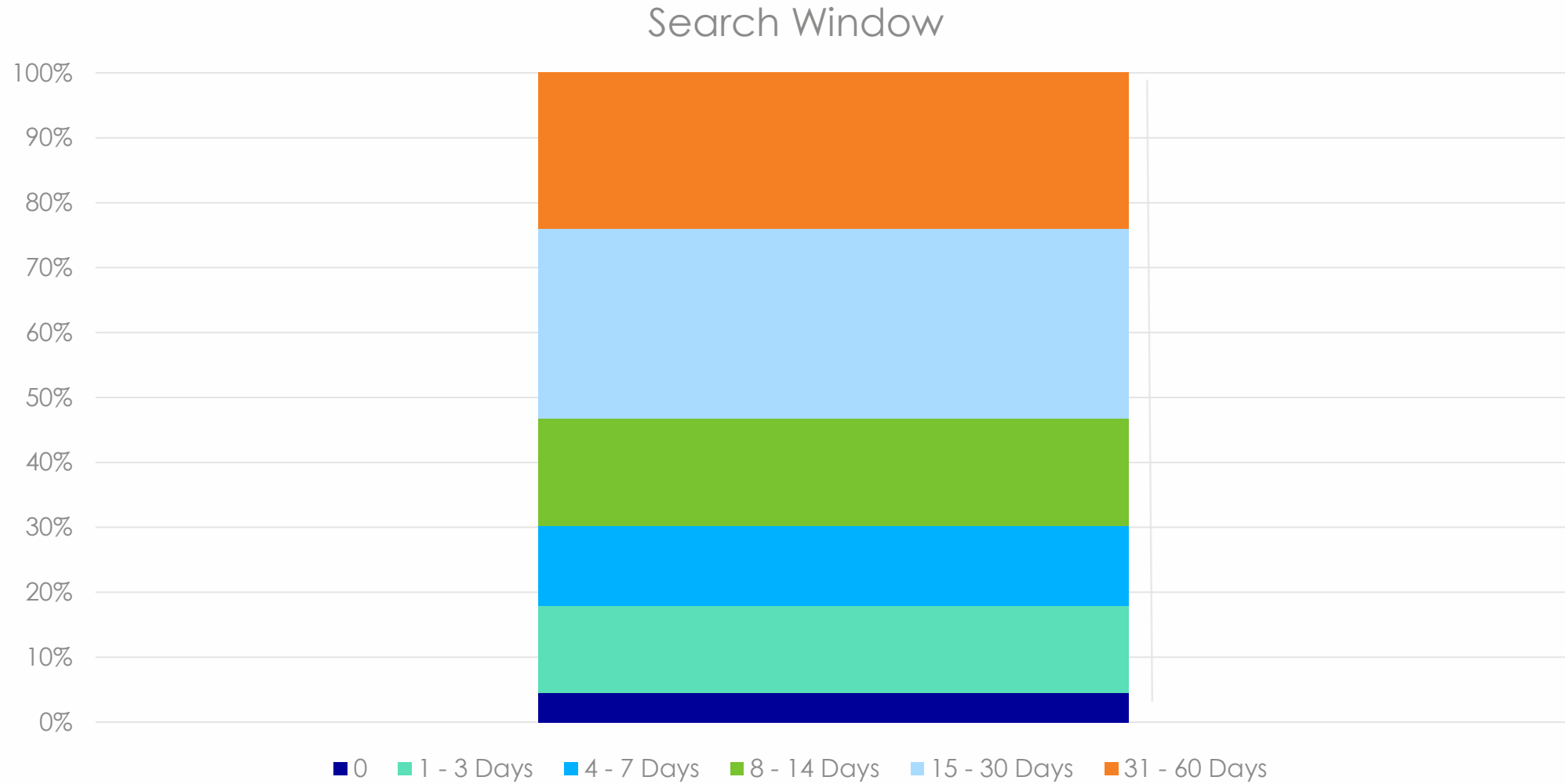
### Outbound – Booking Window (Days)

Booking Window	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
0 to 6	10%	10%	10%	9%	11%	11%	12%	11%	12%	12%	12%	14%
7 to 13	9%	9%	9%	9%	10%	11%	12%	10%	10%	11%	12%	14%
14 to 20	9%	10%	9%	9%	10%	11%	12%	10%	11%	12%	12%	13%
21 to 30	12%	12%	11%	12%	14%	15%	15%	13%	14%	15%	14%	14%
31 to 60	27%	21%	22%	29%	29%	28%	24%	26%	25%	25%	28%	20%
61 to 90	13%	12%	18%	17%	14%	10%	11%	13%	13%	14%	9%	12%
91+	21%	25%	22%	16%	12%	13%	14%	16%	15%	11%	13%	13%

### Inbound – Booking Window (Days)

Booking Window	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
0 to 6	15%	14%	13%	13%	13%	14%	14%	14%	14%	15%	15%	18%
7 to 13	11%	11%	10%	10%	12%	12%	14%	12%	12%	13%	14%	17%
14 to 20	10%	10%	10%	11%	11%	12%	13%	11%	12%	13%	13%	15%
21 to 30	12%	13%	13%	14%	14%	16%	16%	14%	15%	16%	16%	15%
31 to 60	24%	22%	23%	27%	28%	27%	23%	26%	26%	25%	28%	17%
61 to 90	13%	12%	14%	14%	12%	9%	10%	12%	11%	12%	6%	9%
91+	15%	19%	16%	12%	10%	10%	10%	11%	10%	6%	8%	9%

# Advanced Search Window – Search to Book



# Top Search Routes Compared to Competitors

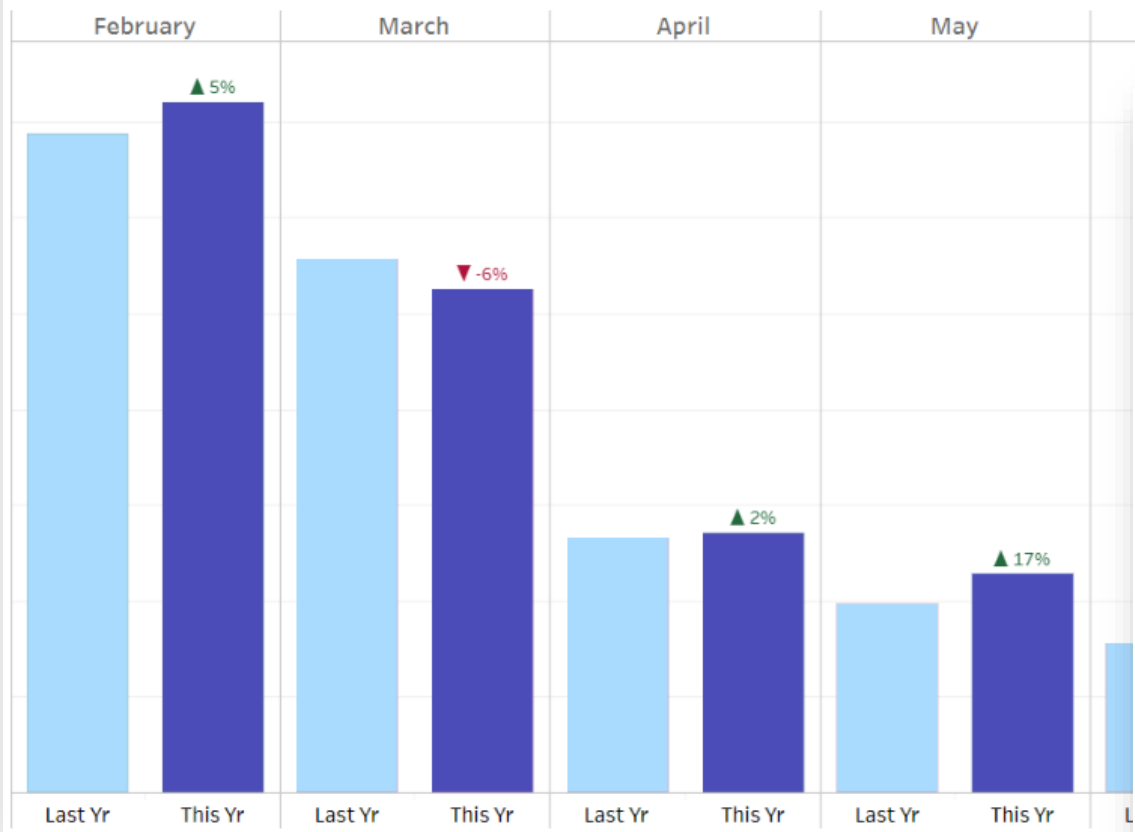
Airport ABC	Comp 1	Comp 2	Comp 3	Comp 4	Comp 5
Las Vegas	Florida Keys	Florida Keys	Florida Keys	Florida Keys	Florida Keys
Florida Keys	Las Vegas	Oahu Island	Las Vegas	Oahu Island	Las Vegas
Clearwater	Oahu Island	Las Vegas	Oahu Island	Destin	Oahu Island
Oahu Island	Clearwater	Nassau	Clearwater	Clearwater	Clearwater
Miami	Destin	Clearwater	San Diego	Las Vegas	Miami



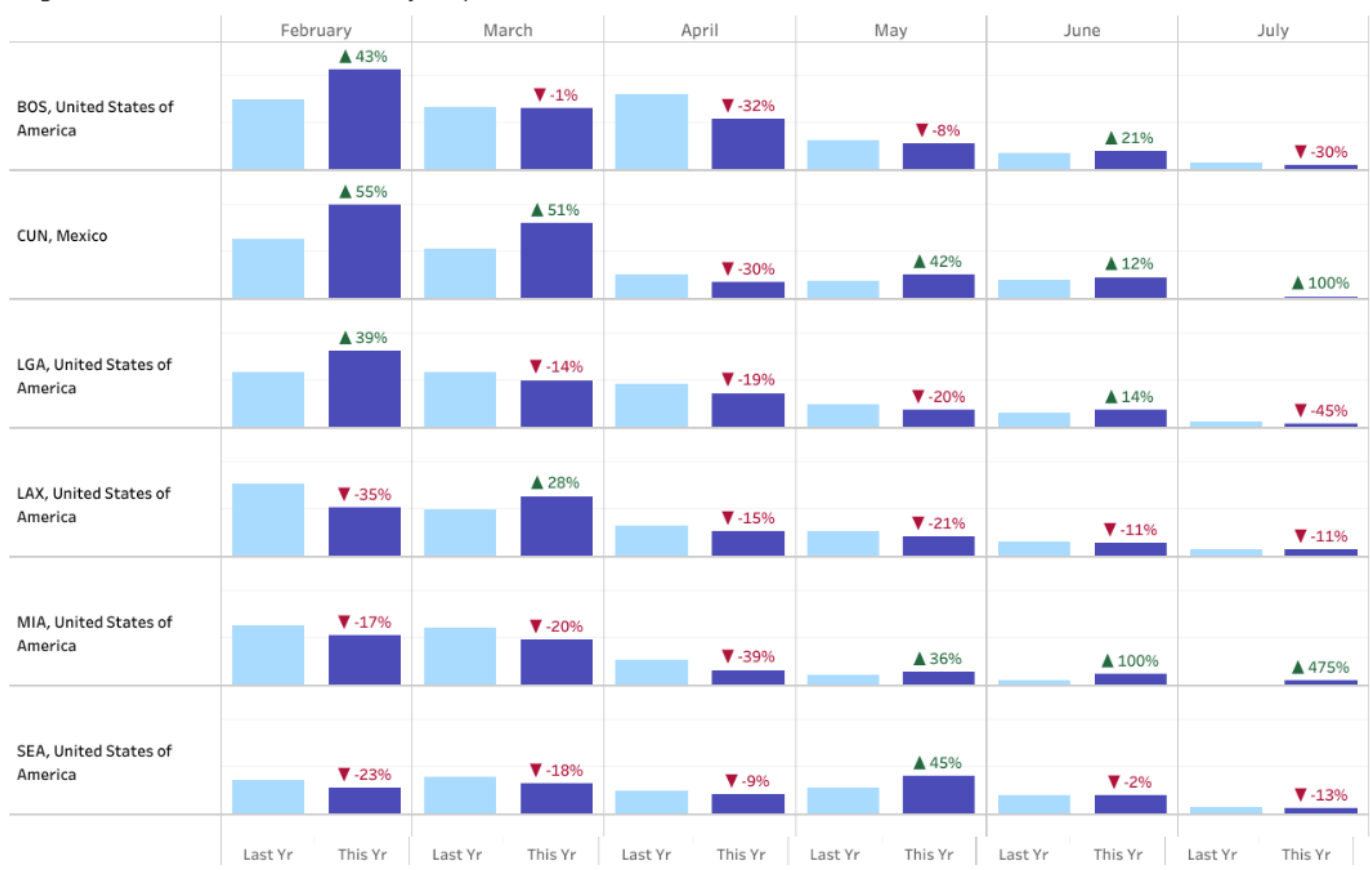
# Future Flights Report

Total Future Flights are up 2.8% from Last Year

## Flights Over the Next 6 Months



## Flights Over the Next 6 Months by Airport





**TURNING INSIGHT  
INTO ACTION**

# Opportunity



Raise awareness of  
London City Airport



Drive bookings for nine  
key European routes

**D  
LONDON  
N**  
**CITY  
AIRPORT**

# Solutions



Worked with Expedia Group Media Solutions to **target the right audience based on specific searches**

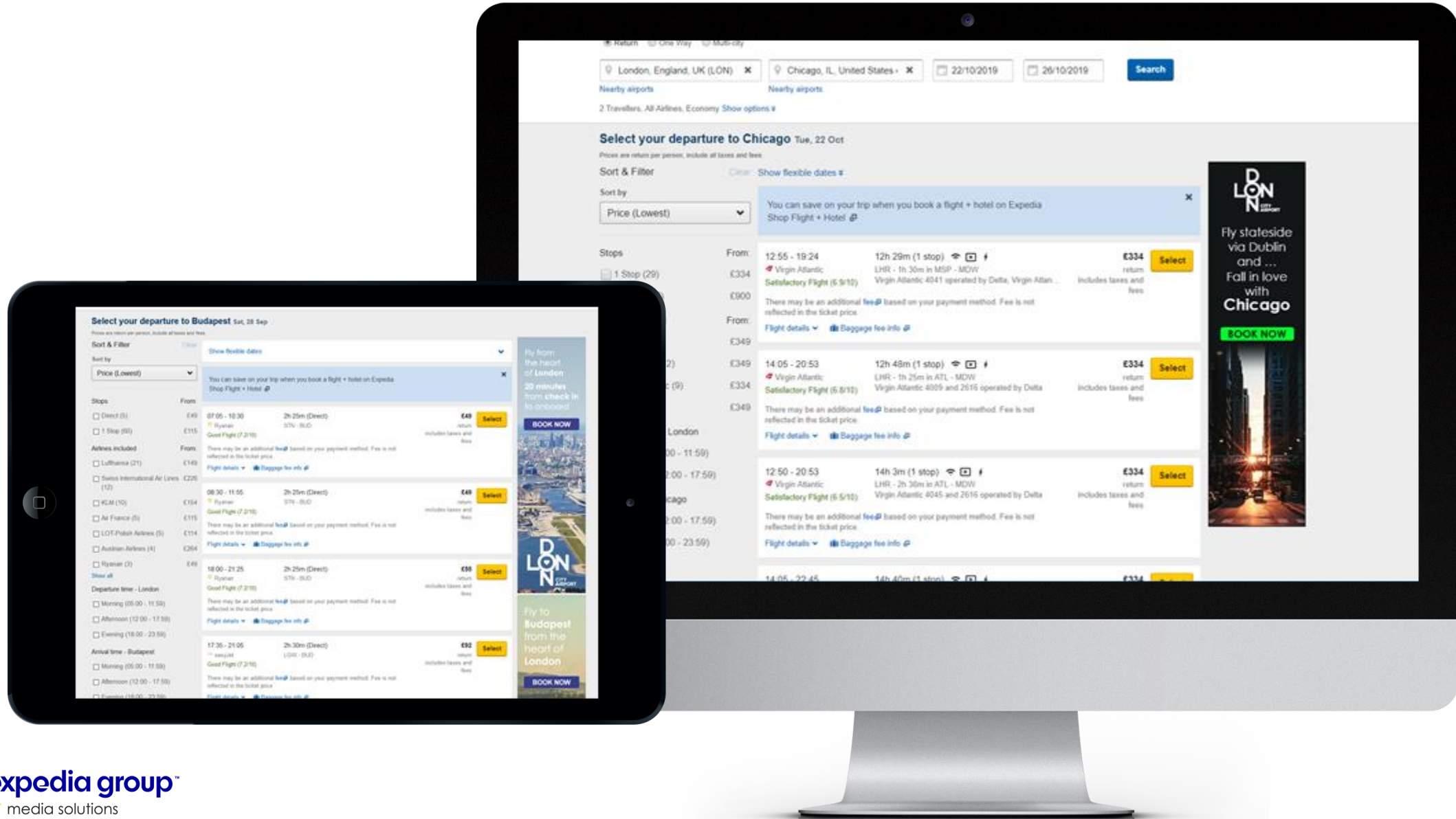


Targeted travelers who were **searching for flights and hotels on nine key European routes**



**Used a mixture of product placements, including marquee** to showcase the benefits of traveling via London's most central airport

# Solutions



# Results



**Raised awareness** as a convenient alternative to other airports in the surrounding area



Return on investment of more than 6:1 for the nine targeted routes

expedia group™  
 media solutions

THANK  
YOU!

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