

THE DIGITAL TRAVELER

Traveler Intent from the Cockpit of Search



SEARCHER BEHAVIOR

56%
of travelers start
BOOKING & SHOPPING
with search

TRAVEL DEALS

96%
of leisure travelers start
HOTEL PLANNING
with search

Because travel starts with search, know which search paths lead to conversions.

APPS

44%
OF TRAVELERS
have **DOWNLOADED**
TRAVEL APPS

32%
OF TRAVEL APPS
are downloaded
from **CLICKS ON ADS**



Recognize the importance of apps as a marketing channel. **Travelers are more likely to book through you if they have your app.**

SHOPPING AROUND

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

In 2012, **66%**
of leisure travelers wanted to spend
MORE TIME RESEARCHING
before booking travel
vs. **59%**
in 2011

Make sure your attribution window is long enough to cover the time period between ad click and purchase.

LOCATION

10% increase in **AD PERFORMANCE**
for travel searches on-location

43% of mobile
'tonight-only'
HOTEL BOOKINGS
are made in cars

HYPER-SEGMENTATION IS HERE.
Go beyond regional, state, or metro geo-targeting. Drill down to an airport or hotel's IP address & invest more based on the increased value of on-location traffic.



BOOKING

MOST ENGAGING CONTENT
FOR CONSUMERS ON TRAVEL SITES

- #1 deals & promotions
- #2 photos
- #3 destination activities
- #4 recommendations

Provide share-worthy content and mobile-optimized sites for the easiest path to conversion.

77%
BOOKED ON
COMPUTER

34%
BOOKED
ON
TABLET

28%
BOOKED
ON
SMART
PHONE

RKG

RKG is a search and digital marketing agency that offers a full range of services, including paid search, SEO, social media, display advertising, product listing ads and comparison shopping engine management. RKG was ranked fastest growing search agency by Advertising Age in 2013.

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SOURCES Google: The 2012 Traveler | Expedia Media Solutions & comScore: The Rise of Mobile | Jiwire.com: Q2 Mobile Audiences Insights Report | Priceline.com: Fall 2012 Booking Trends | US Travel Association: Travel Facts & Statistics