

D-The Modern Travel cycle:

Phase 1: Dreaming: The Web has now exceeded traditional word-of-mouth as the primary source of inspiration for travel. Travellers search online before they decide where or how they are going to travel. They are reading blogs and reviews and they are also watching online travel videos more and more, both leisure and business travellers. So potential travellers are clearly finding inspiration on the Web and the question we need to ask: Is my brand present at relevant inspiration points?

One way to tap into this opportunity is being present on relevant —early cycle search terms that fit your brand. In addition to being present in Search, there is also a great opportunity to inspire potential travellers with Display ads in relevant content.

Phase 2: Researching: Once consumers move beyond dreaming and start narrowing down their options, they get deep into the Researching stage where they spend quite a bit of time. Search is the number one planning tool for leisure and unmanaged business travel but another trend we are seeing is searching with increased specificity. Longer query strings with more detailed requests. And the intensity of research continues to increase, with increasingly more sites visited and more sessions before making a booking.

As research is clearly a critical stage before booking, the question to ask is:

Do we really understand our consumer's path to purchase? One angle of this question is do we know what search terms our customers use along the way and are we capitalizing on the opportunity to be in front of them? As important, are we giving the appropriate value to terms that provide assistance throughout the cycle?

Google, within Ad Words, have created what calls Search title, which brings to light the value of terms along the path to conversion allowing the advertiser to give more appropriate credit - and budget - to the —assistl terms. Frequently what we see is a shifting of attribution further up the title which allows advertisers to bid on both assist terms and final click terms more in line with their true value to the process allowing marketers to cast a wider, more cost efficient net.

The other major development in the research phase these days is with Mobile, whose usage by travellers has more than doubled and mobile travel queries are growing. No doubt, the year of mobile has arrived. And with regard to how marketers are tapping into this rising trend, the question to ask is: Are we optimizing our campaigns for the mobile experience? One general piece of advice that is critical to being successful here is to set up unique campaigns for mobile separate from desktop oriented ones. The experience on the mobile device is significantly different than that of PC at this point in time and it does not suffice to just copy existing search campaigns to target mobile users.

Phase 3: Booking: Online bookings continue to rise but we are also seeing impressive growth in mobile bookings for air and hotel that it is even accelerating further in 2011. So the question becomes: Can your consumers easily find and book your brand via any device? In the mobile field apps are certainly one approach to this but we are seeing marketers capitalize on the opportunity via Search advertising as well. Google recently added the ability to add a phone number to mobile ads for those companies that have a call center they found that calls generated via the Click to call ads were much more likely to result in a booking than other lead channels. And adding the phone number also

improved overall click through rates which strongly contributed to an increase in bookings over mobile devices.