



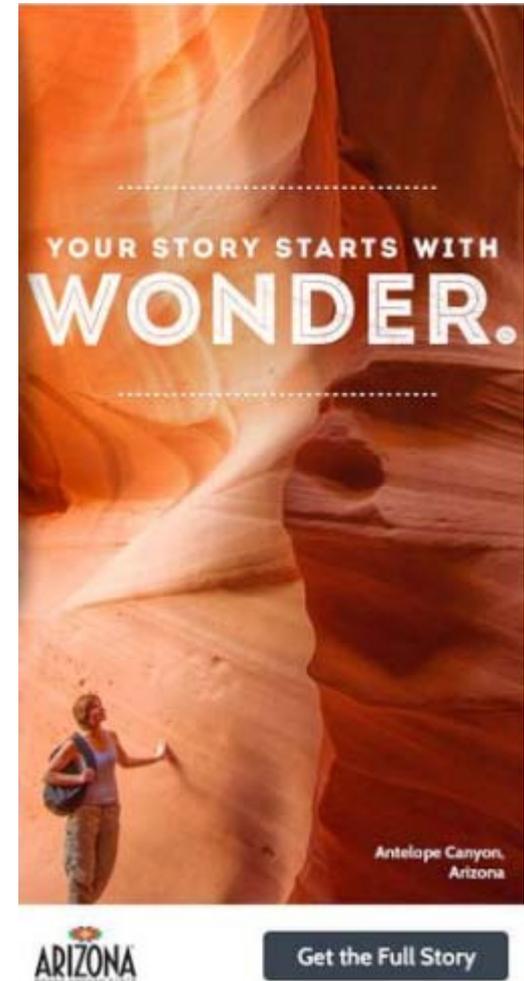
# Orbitz Partner Marketing Overview

February | 2013



# Outline

- US Traveler Trends & OTA Market Position
- Orbitz Worldwide
- Ways We Partner
- Targeting Capabilites
- Q&A



# Industry Travel Trends and OTA Market Position



# 65% of Leisure Travelers Don't Have a Destination in Mind

Travelers are undecided when they begin the online process

More than ½ of travelers brainstormed or  
**started thinking about a trip online**

65% of leisure and 70% of affluent travelers begin researching online  
**before they've decided where or how to travel**

Source: *The Traveler's Road to Decision*, Google and Ipsos MediaCT July 2012  
(Q21) Here are some (more) statements that may or may not describe your attitudes and opinions related to travel.

# Leisure Travelers use OTA for Inspiration & Planning



Leisure travelers rely on OTAs for inspiration as well as destination planning

Stage of Planning When Personal Travelers Visit OTAs

**51%**

are considering a few destinations

**43%**

know exactly where they're going

**6%**

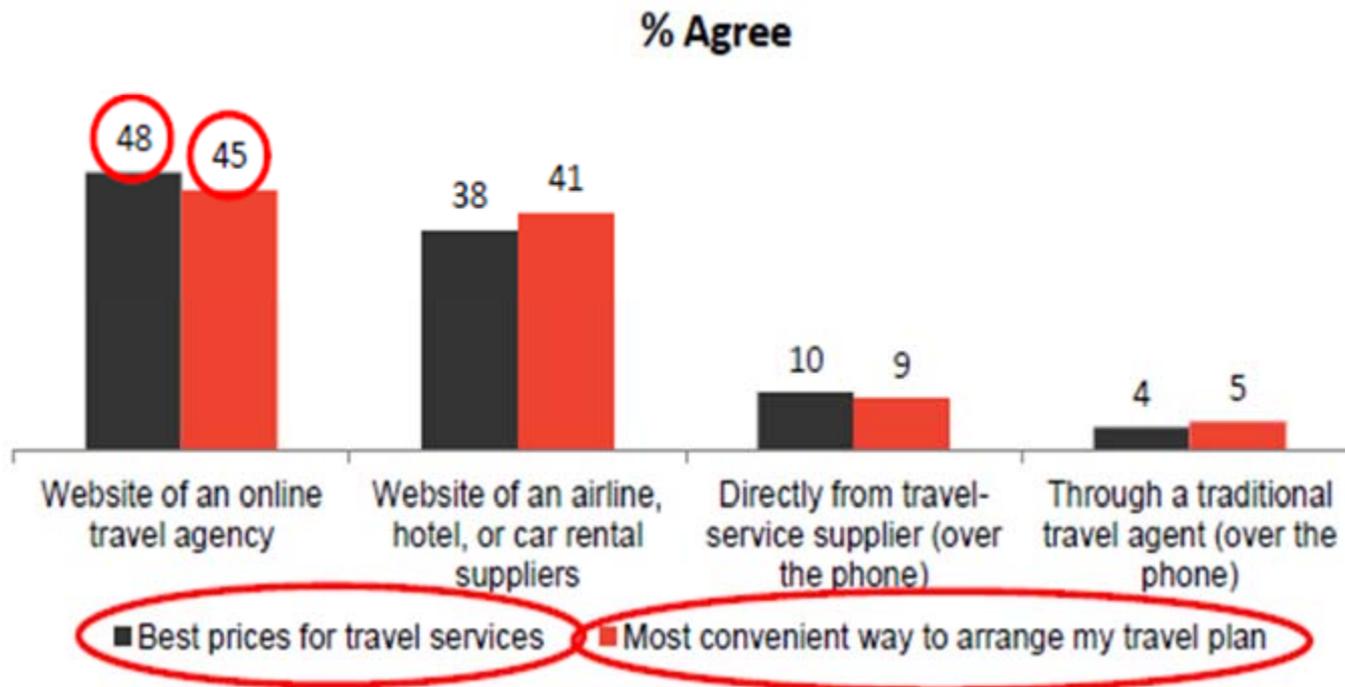
are considering many destinations

Source: Google Travel Study, May-June 2013, Ipsos MediateCT  
Q10F: Base: Personal Quote and plan using an OTA (n=1316)  
Q10F: When you typically visit online travel agency websites (e.g., Expedia, Travelocity, Priceline, Orbitz, etc.) to plan your personal or leisure trips, how far along are you in deciding where to go? (Select ONE)

Google Confidential and Proprietary 14

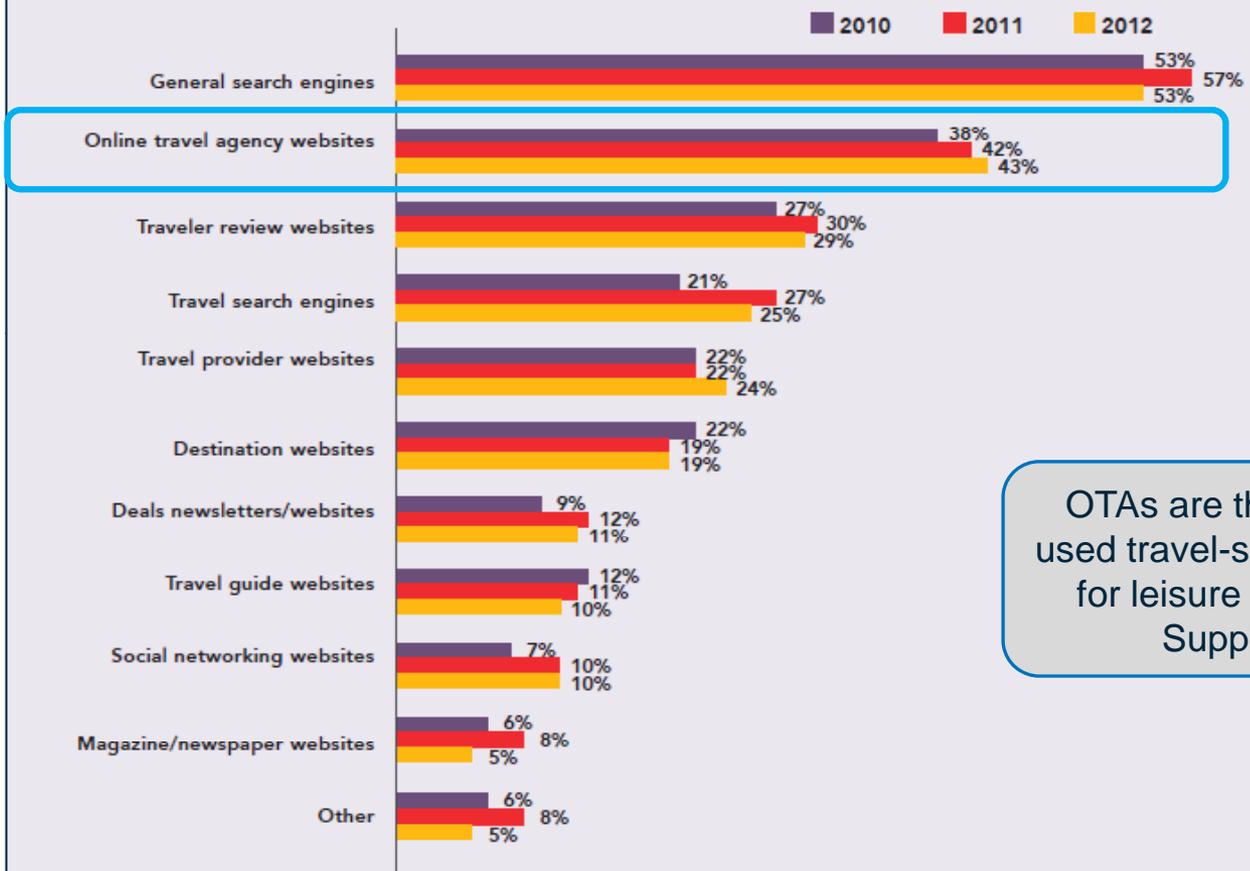
# OTAs: Best Prices & Most Convenient

## OTAs: Best Prices/Most Convenient



# OTA's – #2 Place US Consumers Go When Researching Destinations

Figure 21: Websites Used for Destination Selection



OTAs are the most frequently used travel-specific research tool for leisure travel followed by Supplier websites

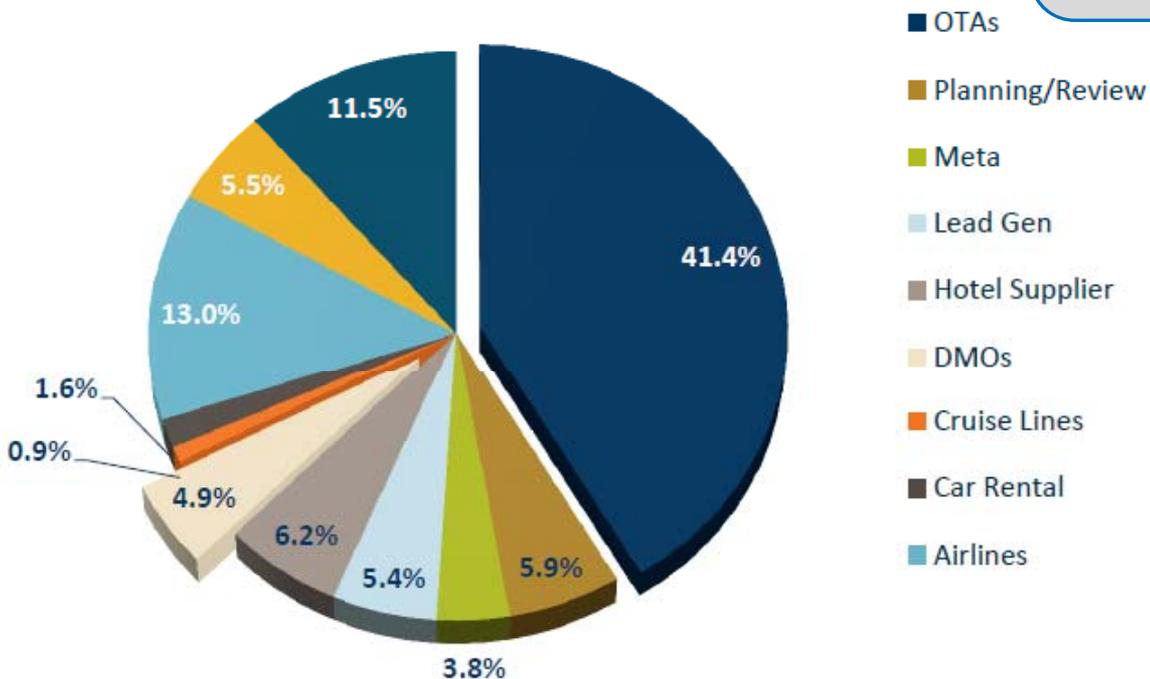
Question: What type(s) of websites did you use? Select all that apply.  
 Base: Independent destination selectors (2010 N=1,462; 2011 N=1,202; 2012 N=1,434)  
 Source: PhoCusWright's U.S. Consumer Travel Report Fifth Edition

# OTAs Dominate Travel Category Throughout Booking Process in US and Canada

OTAs account for **41.4%** of visits North American consumers make during the booking process

## Share of Visits by Travel Category

(Share of segment's total travel visits claimed by each travel category)

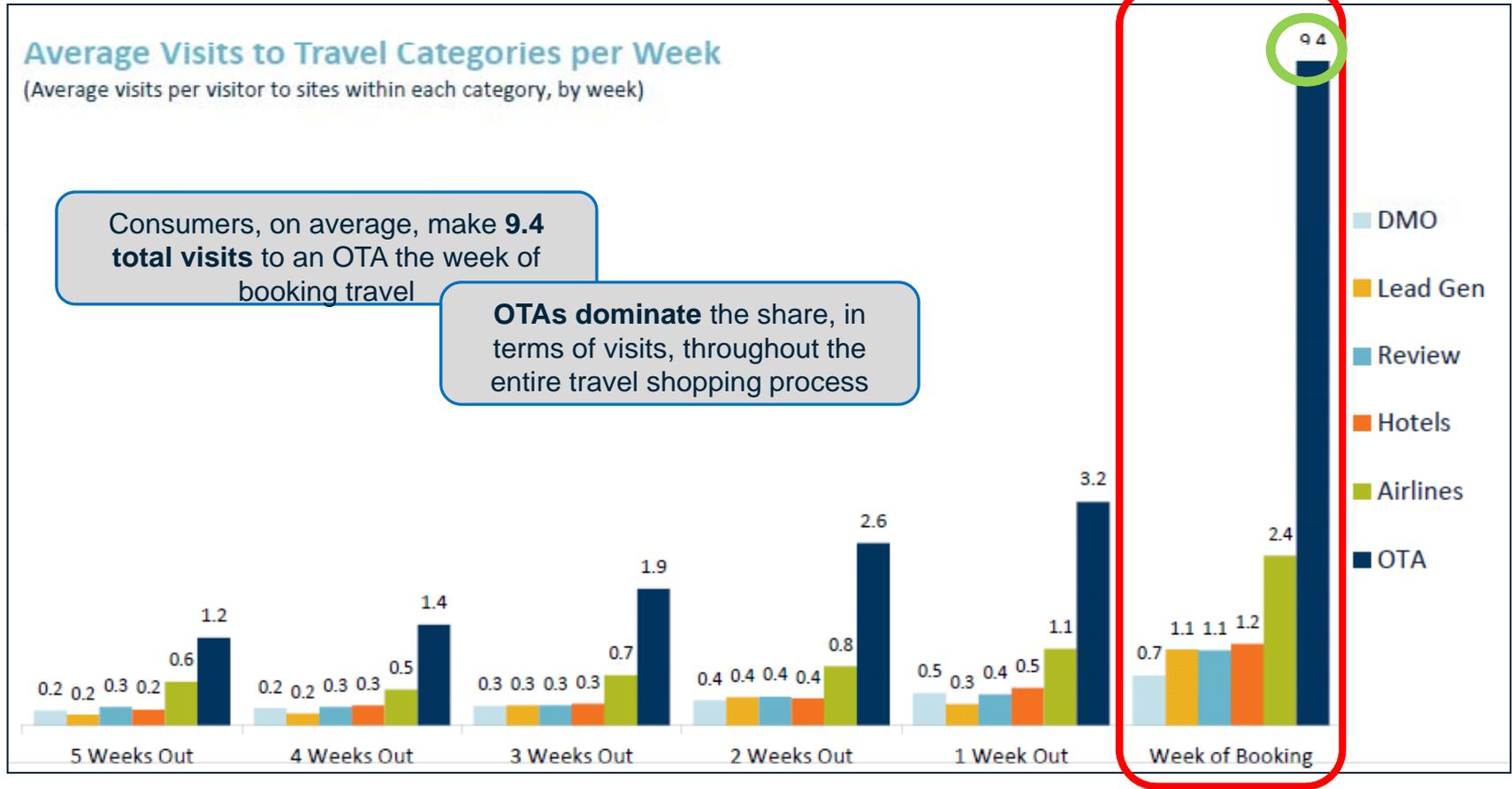


\*2011 Google Compete Study

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# Highest Share of Visits - OTAs

While visitation increases for all travel site-categories closer to booking, **online travel agencies garner the highest share of visits throughout the shopping process**





About Orbitz Worldwide



# Who are we?



20M+  
Visitors / Mo.

\$11.4B  
Bookings

1,500  
Employees

140+  
Countries

15  
Languages



# Orbitz & Cheaptickets Consumer

	
Demographic Target	
<ul style="list-style-type: none"> <li>• 25-54 years old</li> </ul>	<ul style="list-style-type: none"> <li>• 25-44 years old</li> </ul>
<ul style="list-style-type: none"> <li>• 50/50 male female</li> </ul>	<ul style="list-style-type: none"> <li>• 55/45 male/female</li> </ul>
<ul style="list-style-type: none"> <li>• Couples, married with kids</li> </ul>	<ul style="list-style-type: none"> <li>• Singles, couples</li> </ul>
<ul style="list-style-type: none"> <li>• Above average income</li> </ul>	<ul style="list-style-type: none"> <li>• Average income</li> </ul>
<ul style="list-style-type: none"> <li>• Work full time</li> </ul>	<ul style="list-style-type: none"> <li>• Work part/full time</li> </ul>
Psychographics/Behavior	
<ul style="list-style-type: none"> <li>• Enthusiastic about travel and travel planning</li> </ul>	<ul style="list-style-type: none"> <li>• Willing to make significant trade-offs to get the best deal</li> </ul>
<ul style="list-style-type: none"> <li>• Love researching online and booking through OTAs; they range from last minute mobile bookers to those who spend a significant amount of time and energy planning</li> </ul>	<ul style="list-style-type: none"> <li>• Regularly shop sales and with coupons at discount stores</li> </ul>
<ul style="list-style-type: none"> <li>• Concerned with success and having fun, active on-the-go</li> </ul>	<ul style="list-style-type: none"> <li>• Travel less frequently but enjoy it when they do</li> </ul>
<ul style="list-style-type: none"> <li>• Some have higher need for service especially for complex trips like packages, international travel or cruises</li> </ul>	<ul style="list-style-type: none"> <li>• Prefer quick an easy shopping experience and don't spend as much time as Orbitz shopping</li> </ul>

# The #1 US Mobile Online Travel Agent Booking Site

Orbitz Ranks #1 amongst OTA sites for mobile bookings

1 out of 4 stand-alone hotel bookings is on a mobile device.

The *Orbitz Flight, Hotels, Cars App* is one of only 48 apps included in the prestigious Apple App Store Hall of Fame



**Building a Partnership  
How Can Orbitz Worldwide Help?**



# OTA Marketing Strategies

- **Brand Awareness**

- Drive-Market Advertising
- New Hotel Openings
- Special Events

*Something new and exciting to promote?*

- **Production**

- On-Site Orbitz Worldwide Sales

*Looking to increase travelers to your destination*

- **Lead Generation**

- Supplier-Direct Sales
- Website Traffic
- Social Media Engagement

*Drive qualified consumers to your website?*

# Our Targeting Capabilities



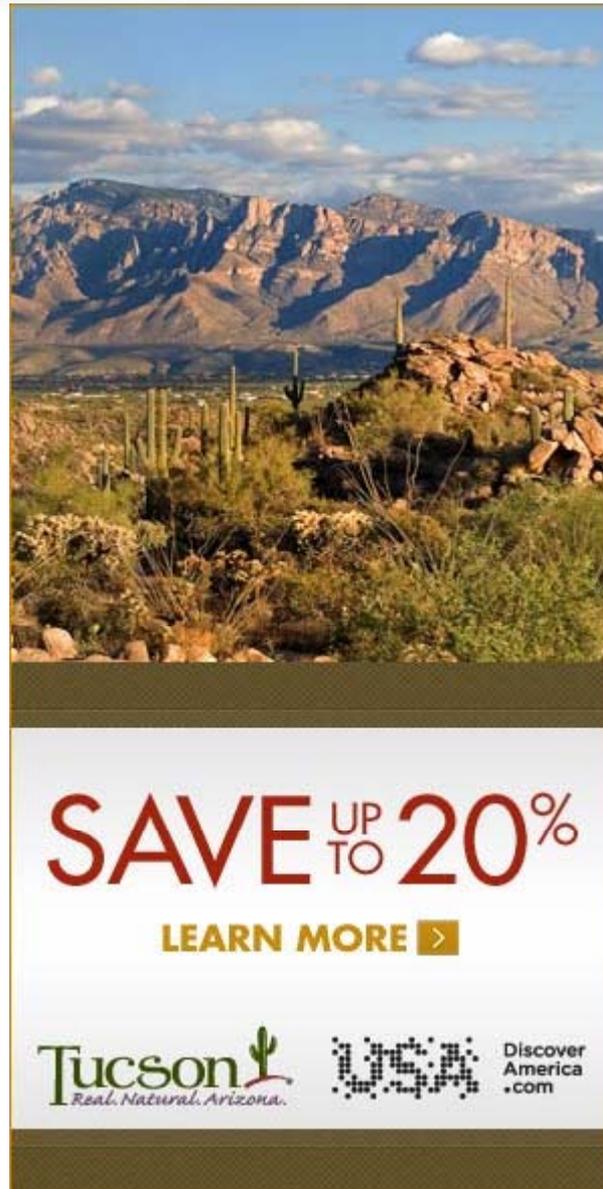
# How We Partner

## Case Study: Visit Tucson



# Case Study: Visit Tucson

- **bullet**



**SAVE UP TO 20%**

**LEARN MORE** 

**Tucson**   
*Real. Natural. Arizona.*

**USA**

Discover  
America  
.com



Thank you!

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