HOW TECHNOLOGY CONTINUES TO IMPROVE INSIGHTS AND

DRIVE TRAVELERS DOWN THE PATH TO PURCHASE
DAMON Fairchild  
Senior Account Executive, Expedia Media Solutions

**Experience:** 6+ years at Expedia working closely with a diverse group of Hawaii partners, including tour and activity providers, hotels, restaurants, and The Hawaii Tourism Authority, to implement innovative digital media strategies

**Fun Fact:** I lived in Guatemala for 2 years and learned to speak Spanish fluently
REAL WORLD INSIGHTS

PATH TO PURCHASE

TRAVELER ATTRIBUTION

BLEISURE TRAVELER

https://blog.advertising.expedia.com
PEOPLE ARE CONSUMING MORE DIGITAL CONTENT THAN EVER BEFORE
50 MILLION DIGITAL UK USERS CONSUMING

239 BILLION DIGITAL MINUTES EACH MONTH

258 MILLION DIGITAL US USERS CONSUMING

1.5 TRILLION DIGITAL MINUTES EACH MONTH

30 MILLION DIGITAL CANADIAN USERS CONSUMING

148 BILLION DIGITAL MINUTES EACH MONTH

Data Source: comScore Media Metrix Multi-Platform Reporting, April 2016 data, Unique Visitors & Total Minutes.
TIME SPENT ON DIGITAL TRAVEL CONTENT IS GROWING TOO
2.4 BILLION
MINUTES SPENT ON DIGITAL TRAVEL CONTENT

44%
INCREASE YEAR OVER YEAR

8.7 BILLION
MINUTES SPENT ON DIGITAL TRAVEL CONTENT

41%
INCREASE YEAR OVER YEAR

806 MILLION
MINUTES SPENT ON DIGITAL TRAVEL CONTENT

18%
INCREASE YEAR OVER YEAR

TRAVEL IS A COMPLEX AND CONSIDERED PURCHASE
NUMBER OF VISITS TO TRAVEL SITES BY COUNTRY MADE BY BOOKERS 45 DAYS BEFORE PURCHASE

<table>
<thead>
<tr>
<th>Country</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK</td>
<td>121</td>
</tr>
<tr>
<td>US</td>
<td>140</td>
</tr>
<tr>
<td>CA</td>
<td>161</td>
</tr>
</tbody>
</table>

Data Source: comScore UK, US, CA Desktop Panels, Custom Path to Booking Visitation Analysis, Share of Total Visits, Online Travel Booker Segment: Dec ’15 – Feb ’16
TRAVEL CATEGORIES PROMINENT IN THE BOOKING PATH
Data Source: comScore UK, US, CA Desktop Panels, Custom Path to Booking Visitation Analysis, Share of Total Visits, Online Travel Booker Segment: Dec '15 – Feb '16
DESTINATION CONSIDERATION
Data Source: comScore Survey. DESTINATIONS. PRIOR TO DECIDING ON YOUR FINAL DESTINATION, HOW MANY OTHER DESTINATIONS DID YOU CONSIDER VISITING?, Among Total UK Online Travel Buyers (n=817); Among Total U.S. Online Travel Bookers (n=805); Among Total CA Online Travel Bookers (n=815)
THE SITUATION
THE OBJECTIVES

- INCREASE DEMAND
- DRIVE AWARENESS
- REMAIN COMPETITIVE
- CONNECT WITH MILLENNIALS
- SHOWCASE THE UNIQUENESS
DISCOVER YOUR ALOHA

Use your webcam and immerse yourself in the world of Hawai‘i to create a personalized itinerary of Hawaiian experiences.
WATCH. SMILE. ENJOY.

Our three Aloha Guides are ready to recommend unforgettable Hawaiian experiences just for you.

1. Watch our video

Discover your Aloha
Using your webcam

Play video
WATCH. SMILE. ENJOY.

Our three Aloha Guides are ready to recommend unforgettable Hawaiian experiences just for you.

3. Find your Aloha Guide and create your personalized Hawaiian itinerary

Discover your Aloha
Using your webcam

Play video
YOUR ALOHA

Based on your reactions your guide is

Puaʻa
The Pioneer

Watch your Aloha video

RECOMMENDED BY YOUR GUIDE
Wailua River, Kauaʻi

Relax and take in the exquisite scenery as you paddle down the Wailua River. This popular river for kayaking flows past lush, jungle landscapes, gorgeous waterfalls ‘Ōpaeka’a Falls and Wailua Falls. Enjoy a different way to see the inland and connect with nature. See deals for Wailua River Kayak Experience

Helicopter Tour

Maui

Swoop past gorgeous vistas while listening to the pilot describe what you see below. Helicopter tours of Maui and Molokaʻi provide a magical way to see parts of Hawaiʻi you’d never see on foot. Book a helicopter ride and take get a perspective from the air. See deals for Blue Hawaiian Helicopters

Manta Ray Diving

Kona, Island of Hawaiʻi
Average annual temperature

81.5°F

Unique islands

Surfing
Waikiki, O'ahu

Hiking through a Lava Tube
Volcanoes National Park, Island of Hawai'i

Horseback riding
Kualoa, O'ahu

Black sand & aquamarine waters
Wainapanapa beach, Maui
"Aloha is the unconditional desire to promote the true good of other people in a friendly spirit out of a sense of kinship." - Abraham Akaka

EXPEDIA RECOMMENDS

O‘ahu  Kaua‘i  Maui  Island of Hawai‘i

Deals in O‘ahu

Explore O‘ahu

Kick-start your O‘ahu vacation and check in to the Waikiki Beach Marriott Resort & Spa. Whether surf's up it's cocktails o'clock or you've shopped till you've dropped, you're right at the heart of the action.

See all deals
THE RESULTS
20% Year-over-year passenger demand

40% Year-over-year hotel room night demand

75% Video completion on microsite
WHAT DID WE LEARN?
DATA IS THE MOST IMPORTANT TOOL

BE AUTHENTIC TO YOUR BRAND

INSPIRE THROUGH CREATIVITY, INTERACTIVITY, IMAGERY AND ICONIC ELEMENTS

INNOVATION IS THE KEY TO STAYING COMPETITIVE

PARTNERSHIP CAN TAKE YOU TO A NEW LEVEL
STRATEGIC PARTNERSHIPS

BE AUTHENTIC
CREATIVITY
INNOVATION
STRATEGIC PARTNERSHIPS
THANK YOU

CHECK OUT THE CAMPAIGN:
www.discoveryouraloha.expedia.com

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https://blog.advertising.expedia.com