THE
POWER OF DATA
What You Don’t Know About Your Audience
ANDREW VAN DER FELTZ

Senior Director, Business Development, EMEA & APAC
Expedia Media Solutions

EXPERIENCE:
Andrew drives business development for the growing display advertising space for the Europe, Middle East, Africa and Asia Pacific region. Prior to joining Expedia Media Solutions in 2016, he spent more than 15 years with the Netherlands Board of Tourism & Conventions (NBTC) as the director of business development and operations. Andrew was also previously an international marketing manager at VisitScotland.

FUN FACT:
Despite being Dutch, Andy rowed competitively for the Scottish National Team, qualifying thanks to his quarter Scottish maternal grandmother.
WE ARE A GLOBAL NETWORK OF TRUSTED TRAVEL BRANDS
WITH A GLOBAL AUDIENCE OF QUALIFIED TRAVEL SHOPPERS

200+ SITES
75 COUNTRIES
35 LANGUAGES
UNDERSTANDING YOUR AUDIENCE

BEHAVIOR

EMOTION

INTENT
UNDERSTANDING AUDIENCE EMOTION
WE INVITE TRAVELERS TO
INNOVATION LABS
WE TAKE TECHNOLOGY ON THE ROAD...
HOW TRAVELERS FEEL...TO UNDERSTAND
THIS IS A FACE READER
UNDERSTANDING
AUDIENCE
INTENT
NOT ALL TRIPS ARE CREATED EQUAL

Average Number of Total Trips Taken Per Year

<table>
<thead>
<tr>
<th>Country</th>
<th>US</th>
<th>CN</th>
<th>JP</th>
<th>CA</th>
<th>UK</th>
<th>DE</th>
<th>FR</th>
<th>AU</th>
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<tbody>
<tr>
<td>Average</td>
<td>4.4</td>
<td>5.3</td>
<td>4.4</td>
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<td>3.5</td>
<td>3.5</td>
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Multi-National Travel Trends – Expedia Media Solutions
Northstar Research: Q9: Typically, how many personal/leisure and business trips do you take per year?
Average Number of Total Trips Taken Per Year

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</table>

Last Vacation Duration in Days

Multi-National Travel Trends – Expedia Media Solutions
Northstar Research: Q9: Typically, how many personal/leisure and business trips do you take per year?
Northstar Research: Q15: How long was your vacation?
EXPLORE BEYOND THEIR BORDERS

73% 68% 59% 56% 45% 27% 18% 14%

Multi-National Travel Trends – Expedia Media Solutions
Northstar Research: Q14. Was the trip....?
Multi-National Travel Trends – Expedia Media Solutions
Northstar Research: Q10: What types of vacations have you taken in the past year?
## Activities & Unique Experiences

*Source: Expedia Media Solutions*

For this exercise, you will go through a small number of different screens where we will ask you to identify which consideration would be **most important** to you in terms of how you choose a vacation/holiday and which consideration would be **least important** to you in terms of how you choose to purchase a vacation/holiday.

### Activities I will be doing on my trip

<table>
<thead>
<tr>
<th>Consideration</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activities I will be doing on my trip</td>
<td>186</td>
</tr>
<tr>
<td>A once in a lifetime experience</td>
<td>150</td>
</tr>
<tr>
<td>The cultural experience</td>
<td>147</td>
</tr>
<tr>
<td>Lowest Price</td>
<td>137</td>
</tr>
<tr>
<td>My food experience</td>
<td>131</td>
</tr>
</tbody>
</table>

### Other Considerations

<table>
<thead>
<tr>
<th>Consideration</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deals and/or special offers</td>
<td>129</td>
</tr>
<tr>
<td>A place where I can vacation with friends</td>
<td>128</td>
</tr>
<tr>
<td>Going somewhere where I can take memorable pictures</td>
<td>127</td>
</tr>
<tr>
<td>Outdoor activities</td>
<td>121</td>
</tr>
<tr>
<td>Feeling pampered during my vacation</td>
<td>119</td>
</tr>
<tr>
<td>Recommendations from family &amp; friends</td>
<td>103</td>
</tr>
<tr>
<td>Transportation available on the trip</td>
<td>95</td>
</tr>
<tr>
<td>Produce stunning/shareable photos for social media/scrapbooks for me</td>
<td>93</td>
</tr>
</tbody>
</table>
Northstar Research: Q23. Which of the following options best describes the way you feel when you first decide to take a trip? (Please select one)

**ALL GENERATIONS CONSIDERING MULTIPLE DESTINATIONS**

<table>
<thead>
<tr>
<th>Situation</th>
<th>Gen Z</th>
<th>Millennials</th>
<th>Gen X</th>
<th>Boomers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have already decided on my destination</td>
<td>24%</td>
<td>23%</td>
<td>28%</td>
<td>41%</td>
</tr>
<tr>
<td>Deciding between 2 or more destinations</td>
<td>58%</td>
<td>62%</td>
<td>59%</td>
<td>48%</td>
</tr>
<tr>
<td>Don't have a destination in mind</td>
<td>18%</td>
<td>15%</td>
<td>13%</td>
<td>11%</td>
</tr>
</tbody>
</table>
YOUNGER AUDIENCES OPEN TO DESTINATION INSPIRATION

Know exactly how to do it and don't need any help
- Gen Z: 27%
- Millennials: 31%
- Gen X: 42%
- Boomers: 51%

Pretty sure I know what to do, but may need some help and inspiration
- Gen Z: 66%
- Millennials: 63%
- Gen X: 55%
- Boomers: 47%

Don't know where to start and would need lots of help and inspiration
- Gen Z: 7%
- Millennials: 6%
- Gen X: 3%
- Boomers: 2%

Northstar Research: Q24. Which of the following options best describes the way you feel when you first start planning a trip/holiday?
GENERATIONAL INFLUENCE OF SOCIAL MEDIA

I see a deal or promotion
- Gen Z: 42%
- Millennials: 46%
- Gen X: 52%
- Boomers: 55%

Travel pictures that are posted by my friends
- Gen Z: 46%
- Millennials: 45%
- Gen X: 43%
- Boomers: 29%

Travel pictures that are posted by experts
- Gen Z: 41%
- Millennials: 42%
- Gen X: 42%
- Boomers: 46%

Blogs/articles about travel destinations
- Gen Z: 35%
- Millennials: 37%
- Gen X: 27%
- Boomers: 32%

I watch travel videos posted by my friends
- Gen Z: 31%
- Millennials: 32%
- Gen X: 30%
- Boomers: 28%

I watch travel videos posted by experts
- Gen Z: 28%
- Millennials: 29%
- Gen X: 35%
- Boomers: 35%

I search for hashtags of destinations I am interested in
- Gen Z: 19%
- Millennials: 21%
- Gen X: 17%
- Boomers: 18%

I look at where celebrities travel
- Gen Z: 12%
- Millennials: 12%
- Gen X: 8%
- Boomers: 3%

Northstar Research: Q29. How does social media influence you? Which of the following influence your decision in booking a trip?
When looking for inspiration on where to travel, younger audiences use smartphones at every stage. The chart shows that 68% of Gen Z, 59% of Millennials, 45% of Gen X, and 31% of Boomers use mobile devices. Similarly, 80% of Gen Z, 75% of Millennials, 67% of Gen X, and 57% of Boomers use smartphones during their trip. The research is conducted by Northstar Research, Q47.
INSIGHTS INTO ACTION
ACTIVITIES & EXPERIENCES
DRIVE DESTINATION DECISIONS
DISCOVER YOUR ALOHA

Use your webcam and immerse yourself in the world of Hawai‘i to create a personalized itinerary of Hawaiian experiences.
MOBILE VITAL TO ENGAGE YOUNGER TRAVELERS
Expedia brings you the best of Great Britain

Discover 365 days of amazing moments and see which part of Britain you think has the best of everything for you.
THANK YOU

DOWNLOAD THE STUDY:

www.advertising.expedia.com