



## CASE STUDY: Hotel TravelAds

### ABOUT US

At Expedia Inc., we reach nearly 60 million<sup>1</sup> online travelers worldwide. Expedia Media Solutions provides unparalleled reach to the largest global footprint of in-market online travelers. Whether you are a tourism board, hotelier, airline or travel provider—no other channel allows you to target your audience so efficiently.

Our approach is fostered in consultation and is focused on helping you create brand loyalty, generate positive ROI or both. We understand that you have customized campaign objectives and offer a myriad of sponsorship, targeting and ROI driven solutions to meet your needs.

### DETAILS

**Objective:** Target in-market hotel consumers through sponsored listings within the search results on Expedia and Hotels.com

**Budget:** Only pay when someone clicks on the sponsored listing

**Timing:** June to July 2011

Market	Room Nights Before TravelAds	Room Nights With TravelAds	Room Night Lift	Return on Ad Spend
California & Hawaii	18,614	22,203	19%	<b>1,173%</b>
West	8,740	10,495	20%	<b>1,463%</b>
North Central	7,450	9,728	31%	<b>1,097%</b>
South Central	6,048	7,708	27%	<b>897%</b>
North East	13,566	15,701	16%	<b>1,220%</b>
South East	18,485	23,227	26%	<b>710%</b>
Mid Atlantic	8,401	11,222	34%	<b>907%</b>
Nevada - Vegas	9,028	9,836	9%	<b>1,016%</b>
Europe/Middle East/Africa	7,044	8,146	16%	<b>844%</b>
Canada	5,301	7,049	33%	<b>1,355%</b>
Central & South America	13,479	15,354	14%	<b>3,273%</b>
Asia Pacific	594	698	18%	<b>1,535%</b>
<b>Total</b>	<b>116,750</b>	<b>141,367</b>	<b>21%</b>	<b>1,120%</b>

### RESULTS<sup>2</sup>

- On average hotels receive a **21% lift** in transactions within the first week of participation\*
- Attributable conversions from sponsored listings with TravelAds drive an **overall 1,120% return** on advertising spend.\*\*

Expedia TravelAds is an auction model, pay-per-click program that gives ESR Hotel Partners the ability to create sponsored listings in the search results on Expedia & Hotels.com. Self-service online tools allow advertisers to change content, update bids and measure results all in real time. | \*Based on the analysis of 3,707 Hotels in the Hotel Search Results across all TravelAd POS's who have actively participated in TravelAds for a sustained 7 day period between 6/1/2008 - 7/26/2011. | \*\*Based on exposed and clicked gross bookings within 24 hours of ad impression. Attribution includes bookings from clicks directly on the ad and 100% of room nights purchased by customers who booked through a regular listing after exposure to the ad. Individual results may vary.