The Traveller Journey on Google

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Google

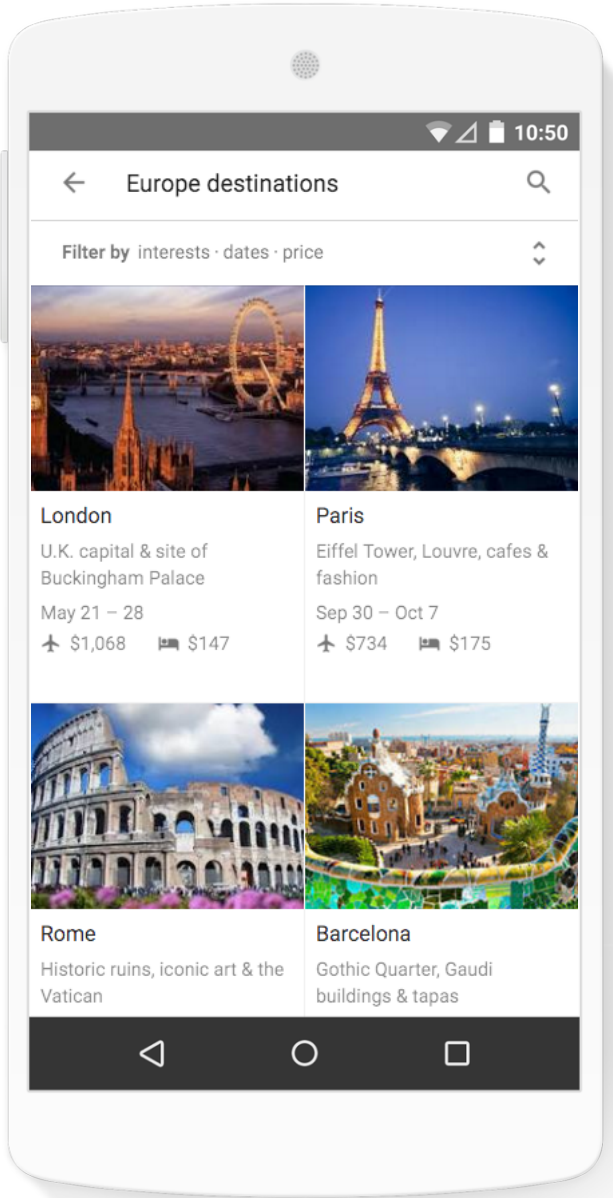
The Traveller Journey on Google

Dreaming	Planning	Booking	Experiencing
Destinations	**Flight Search**	**Hotel Ads**	**Trips**

Google

60% of searches

for **destination** information
are coming from mobile devices

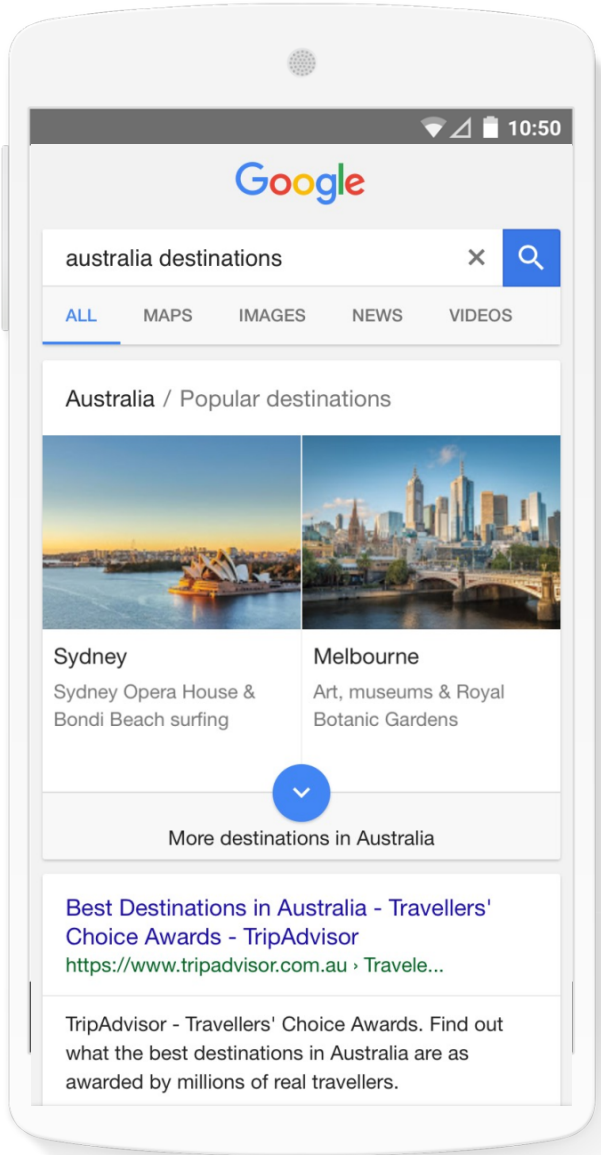


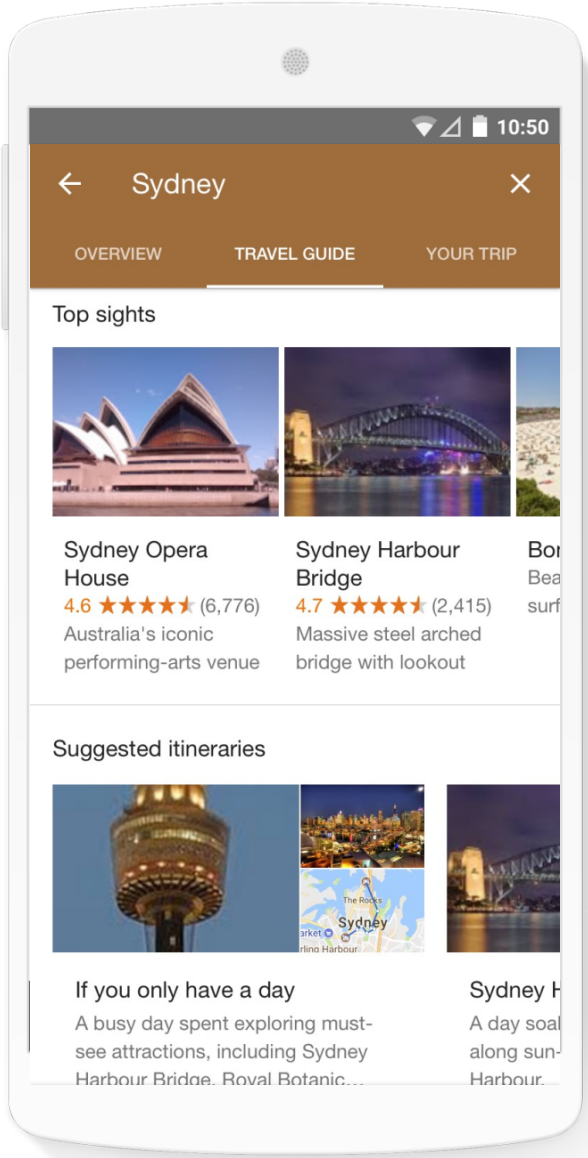
Sources: Destinations on Google Data, March 2016, US

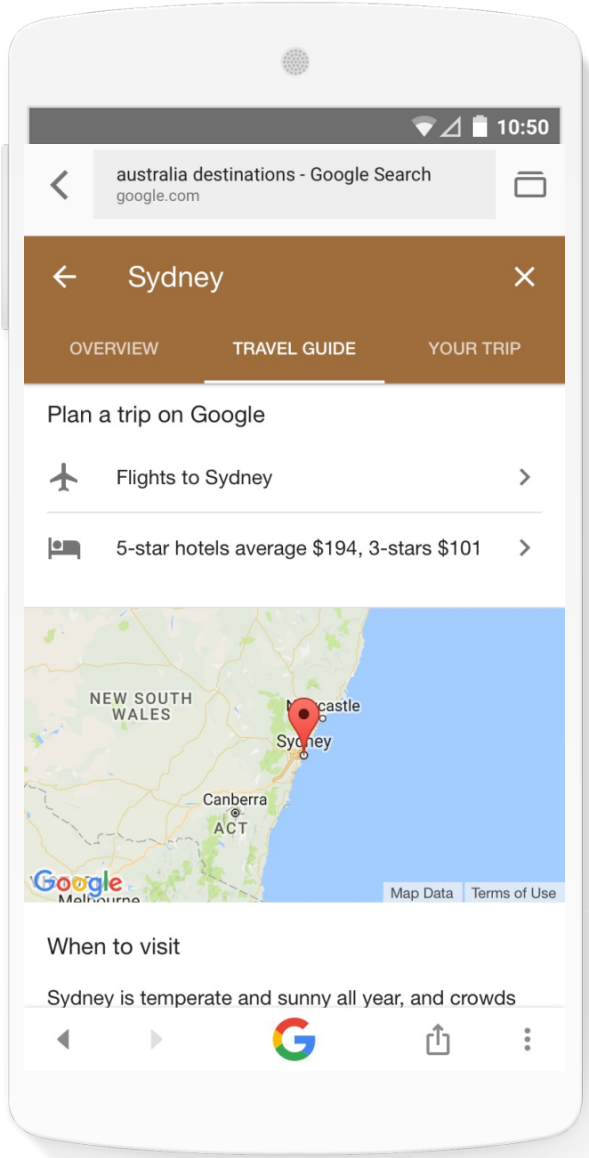
Google

Google Destinations

Make Informed Travel Decisions







Google

Google Destinations

Help improve your Destination content

Add

A photo or a missing place to Google Maps

Claim

Your business and add info and events

Upload

Destination videos to YouTube

Mark-up

Events in your website

Photos

Points of interest

My Business

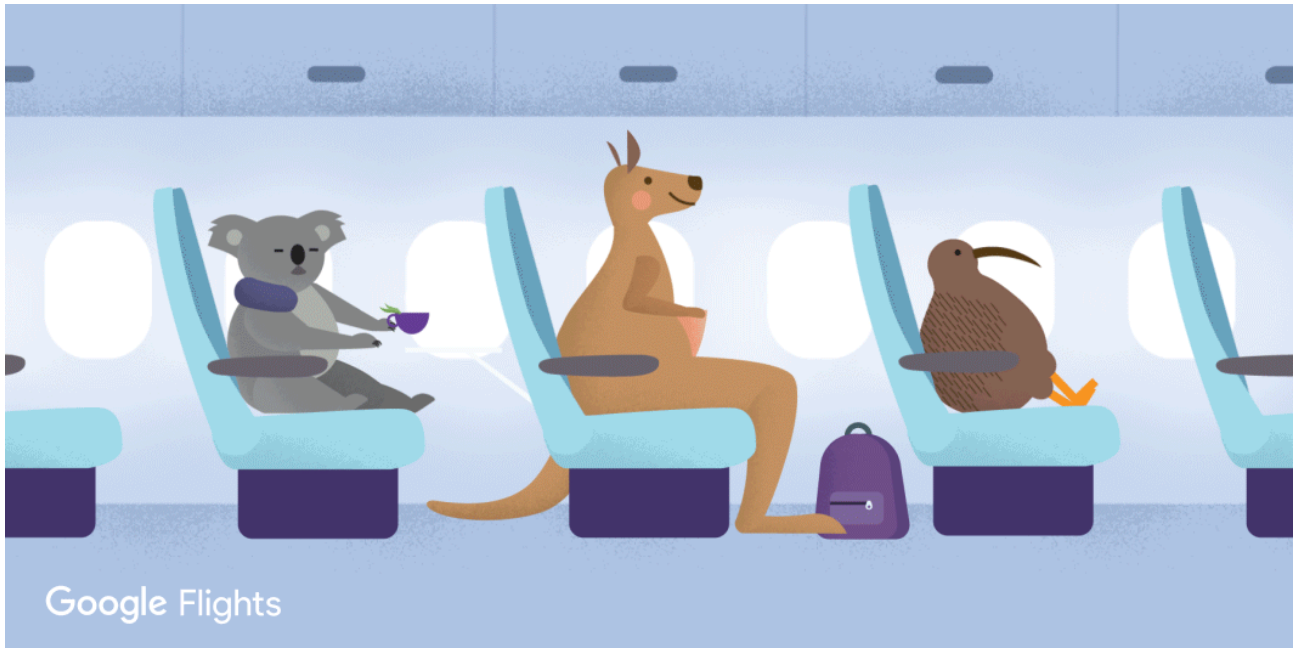
Videos

Local events

Google

Google Flight Search

Now Launched in Australia and New Zealand



Nearly **50%** of Google Flights users are on a **mobile** device

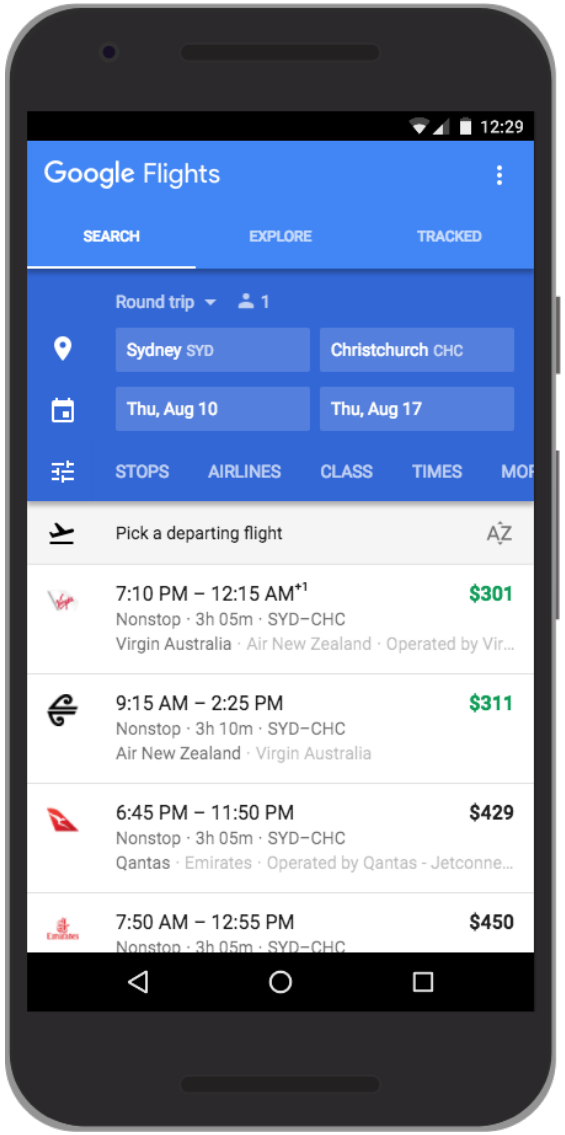
3x referral growth to **partners** year on year

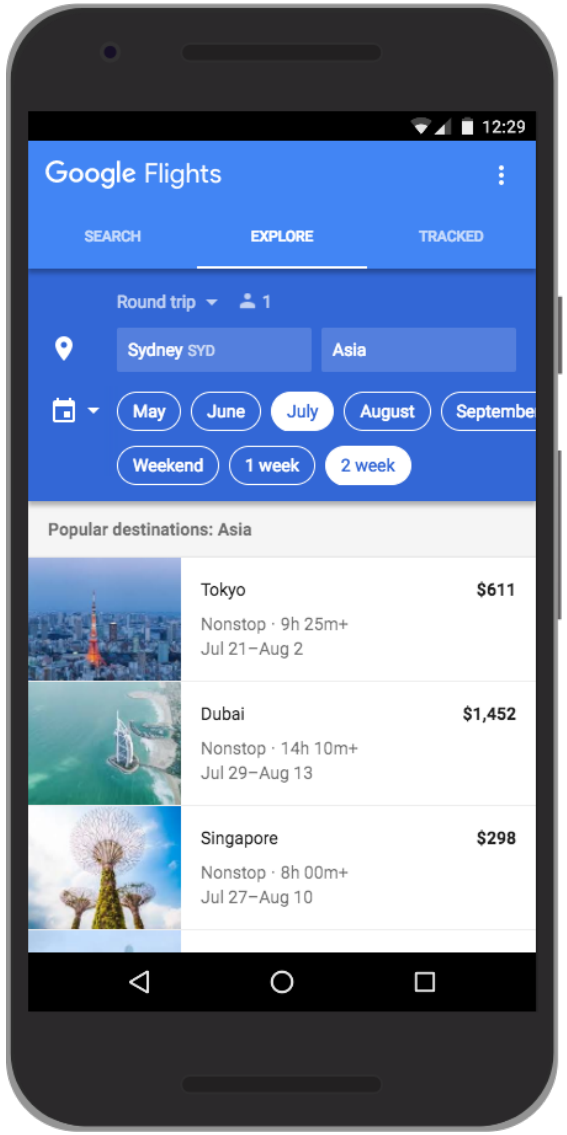
2x **user** growth year on year for the last **4 years**

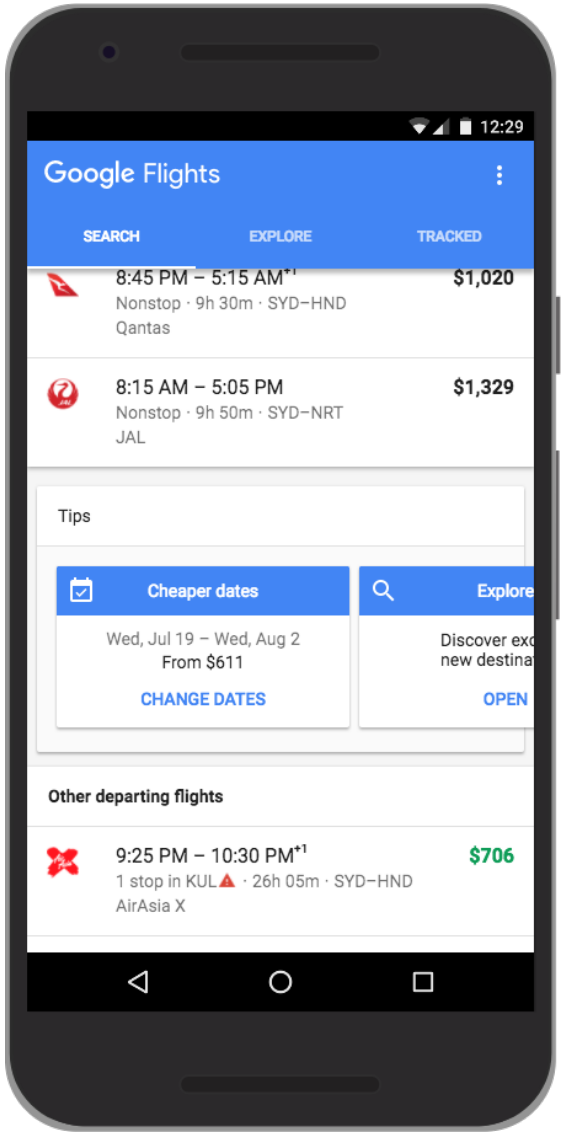
Source: Google Flights Data, U.S., mobile devices including both smartphones and tablets, Apr. 2016. Google Flights Data, Q3 2015.

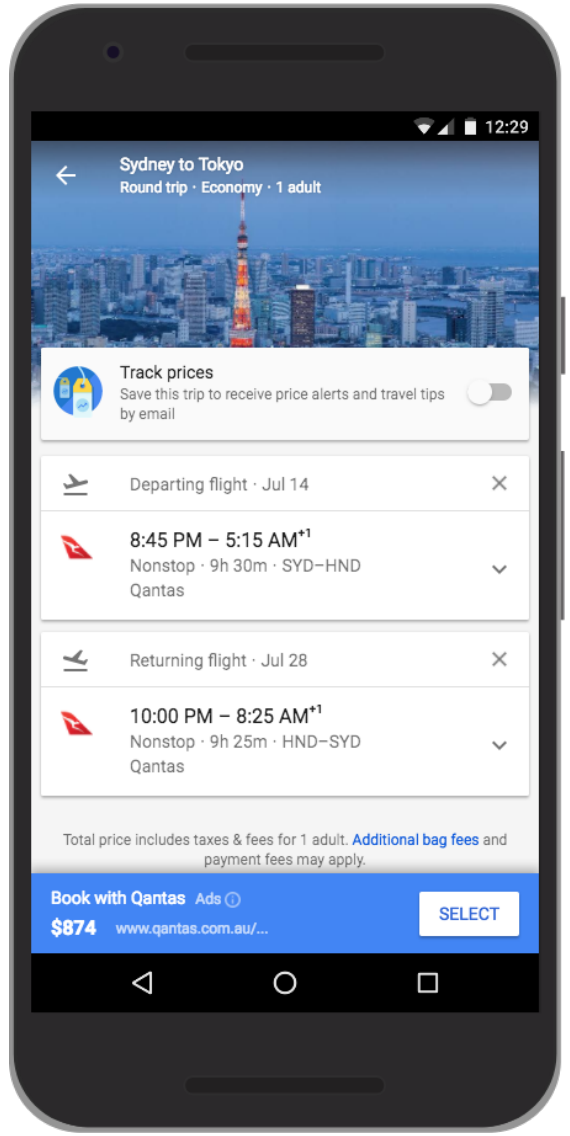
Google Flight Search

Now Launched in Australia and New Zealand

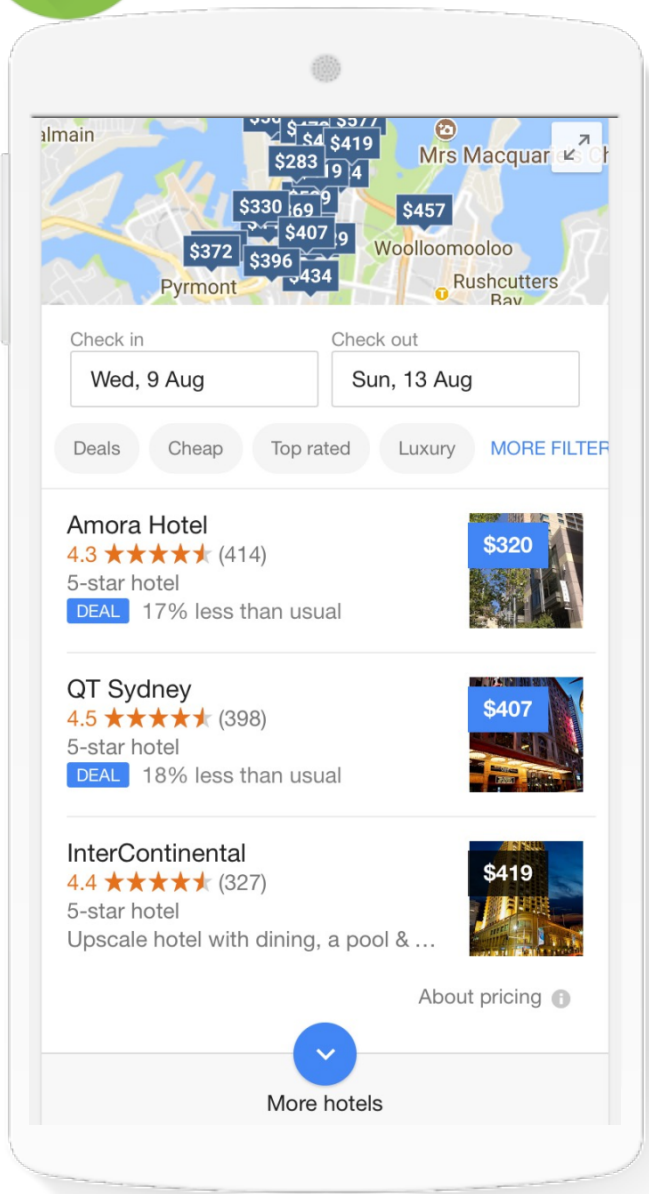


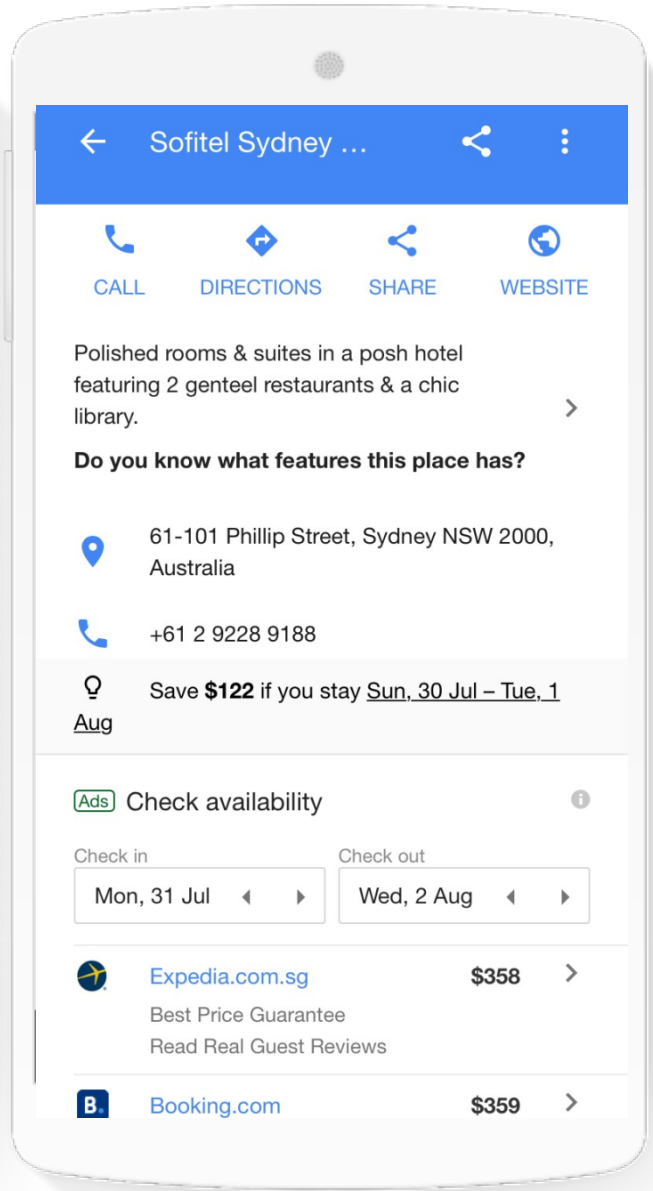






Google Hotel Ads





90%

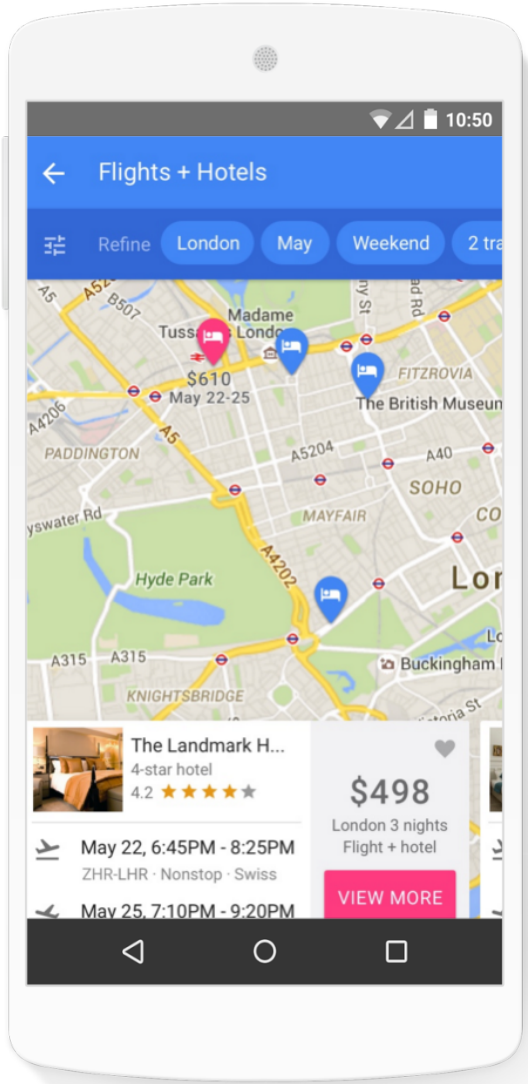
YoY growth in Hotel Ads leads to **partners**

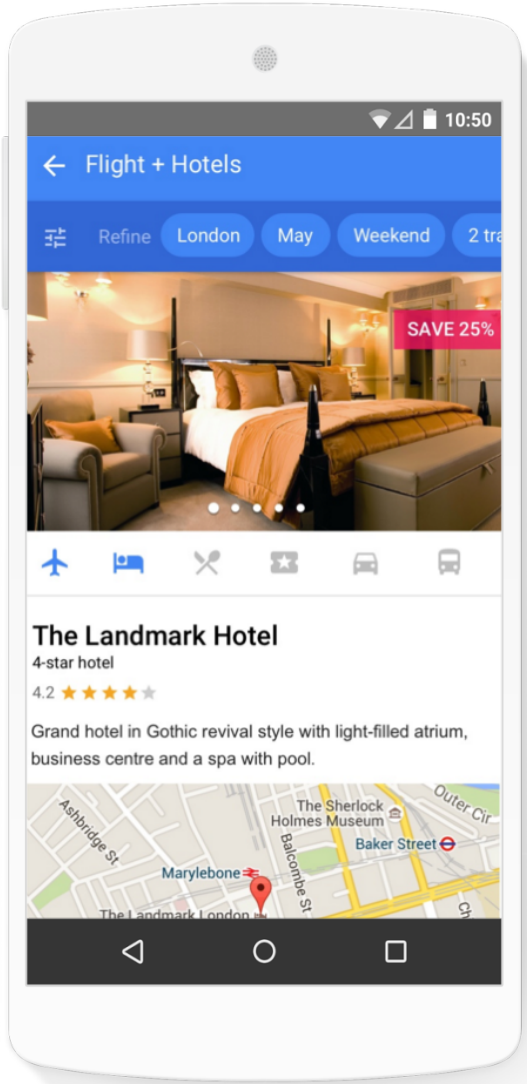
Google

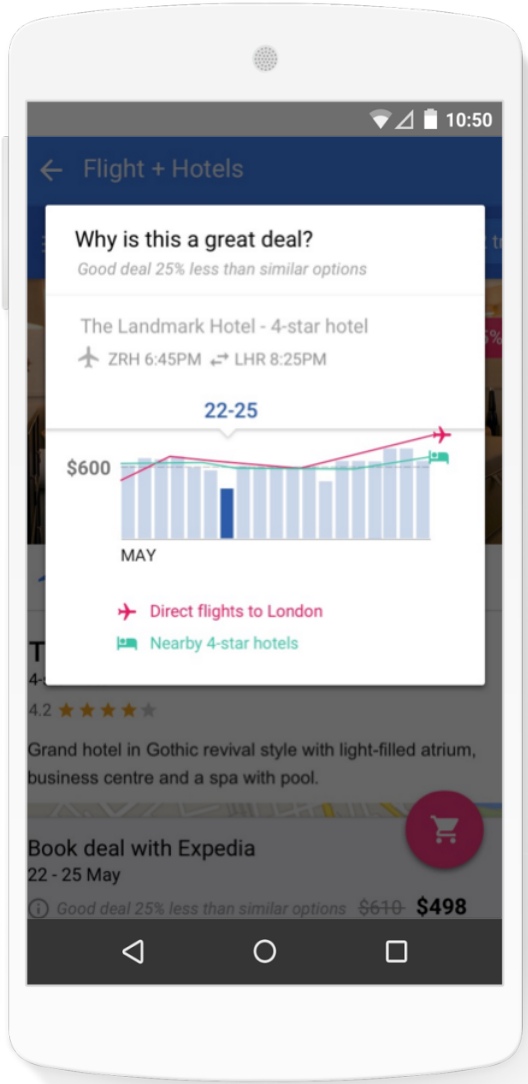
Source: Google Internal Data, Jan. 2017

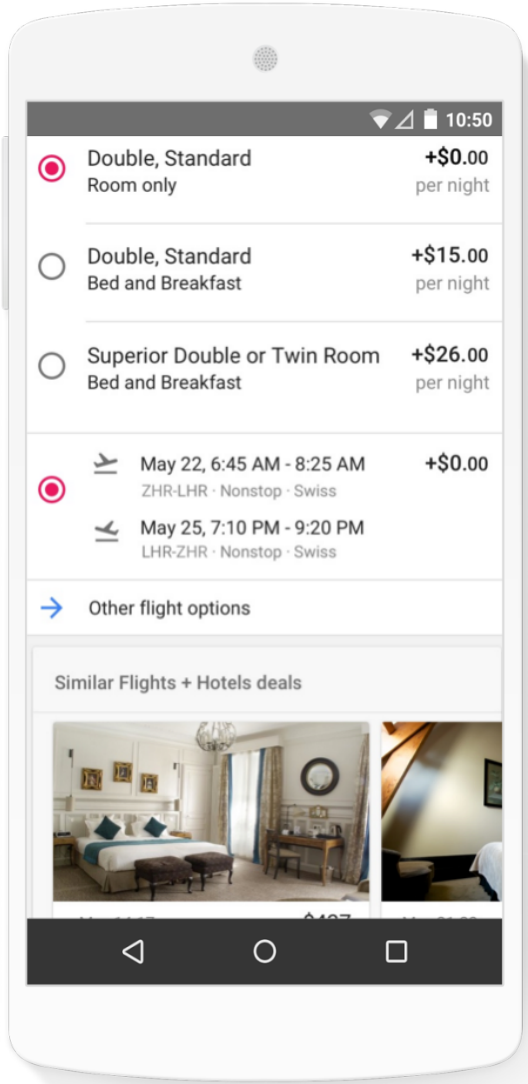
Packages

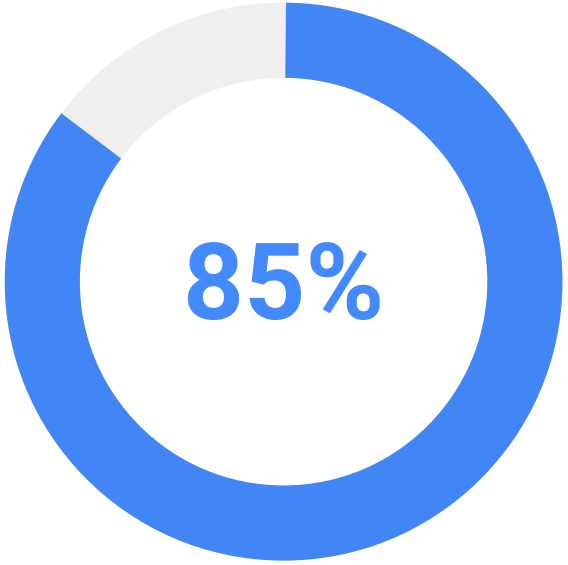
Book Flights + Hotels together









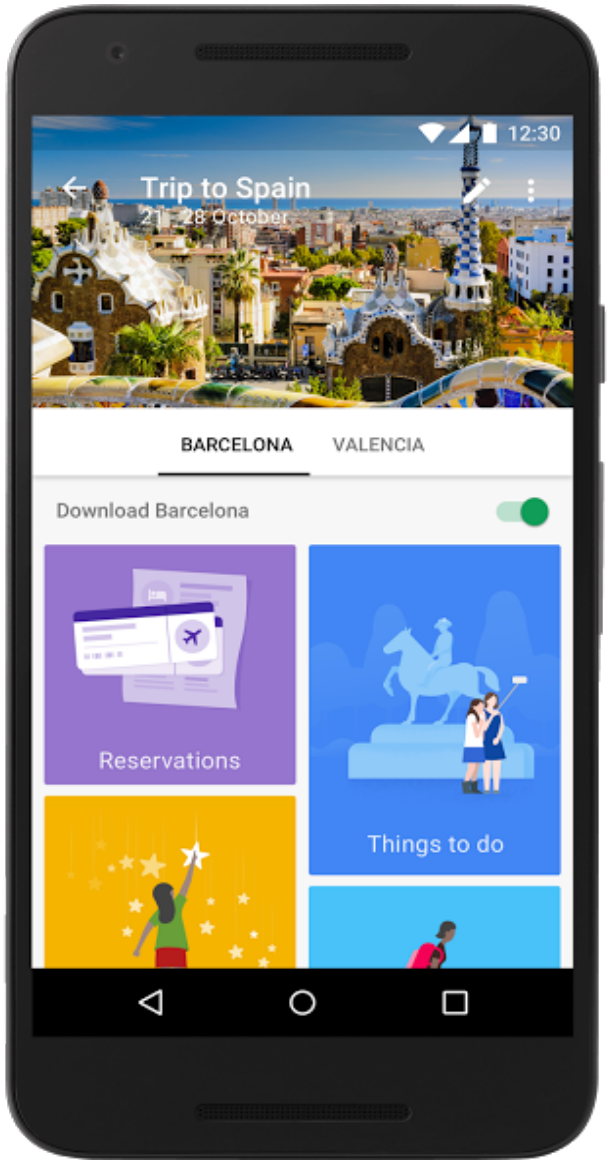


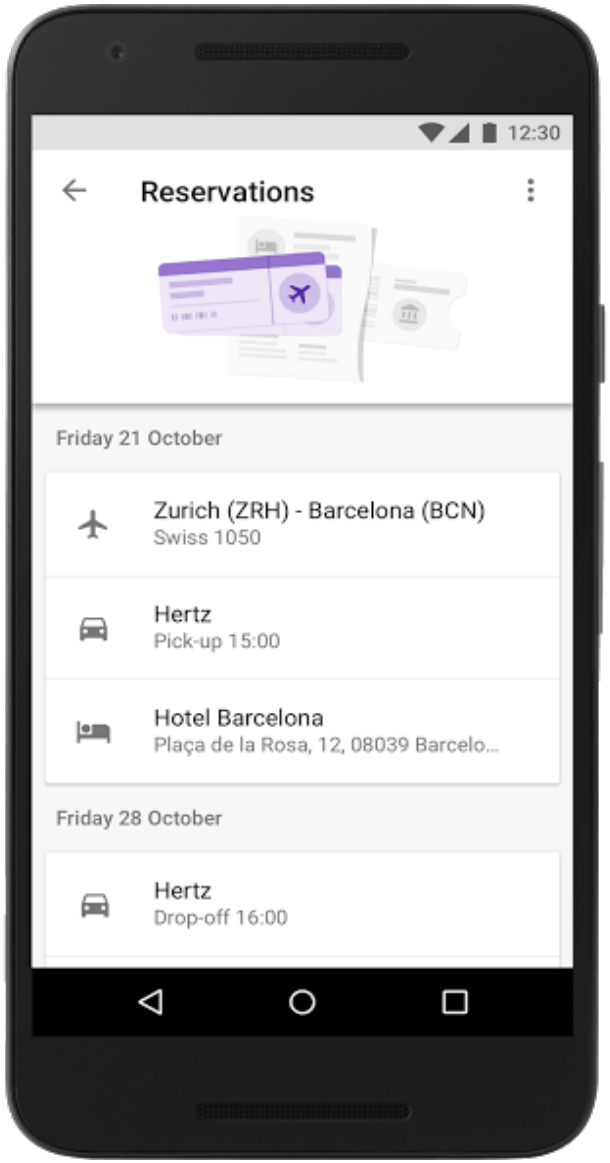
of leisure travellers decide on **activities** only after having arrived at the destination.

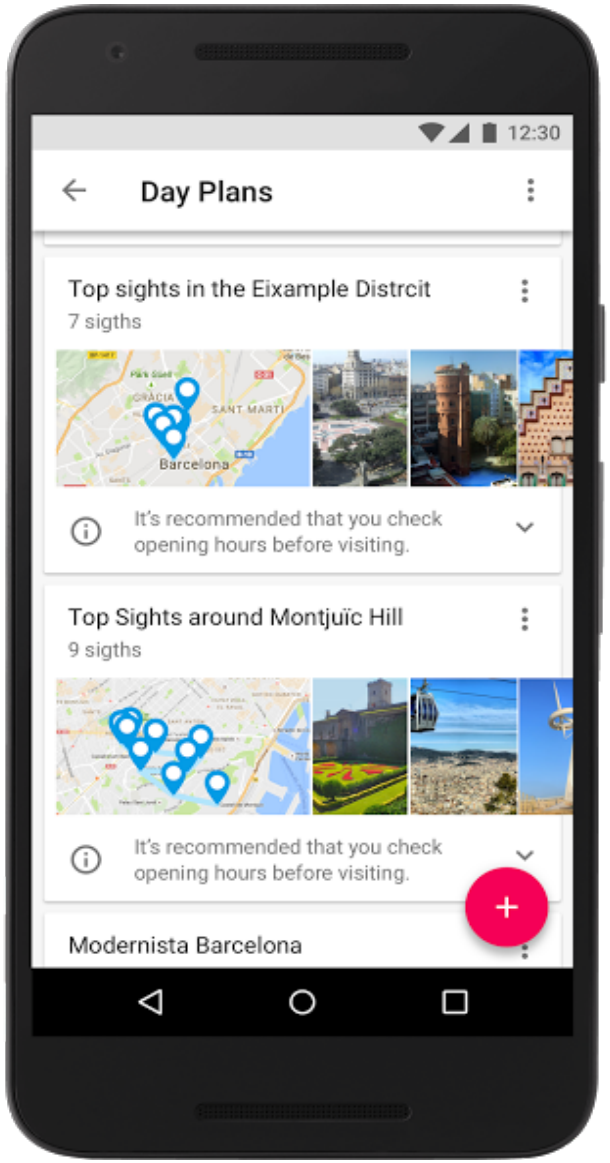
Source: Google Data, Aggregated, anonymized internal data from a sample of US users that have turned on Location History, March 2016. Google/Ipsos MediaCT, 2015 Traveler's Road to Decision. Base: US leisure travelers, n = 3500, Aug 2015.

Google

Google Trips App

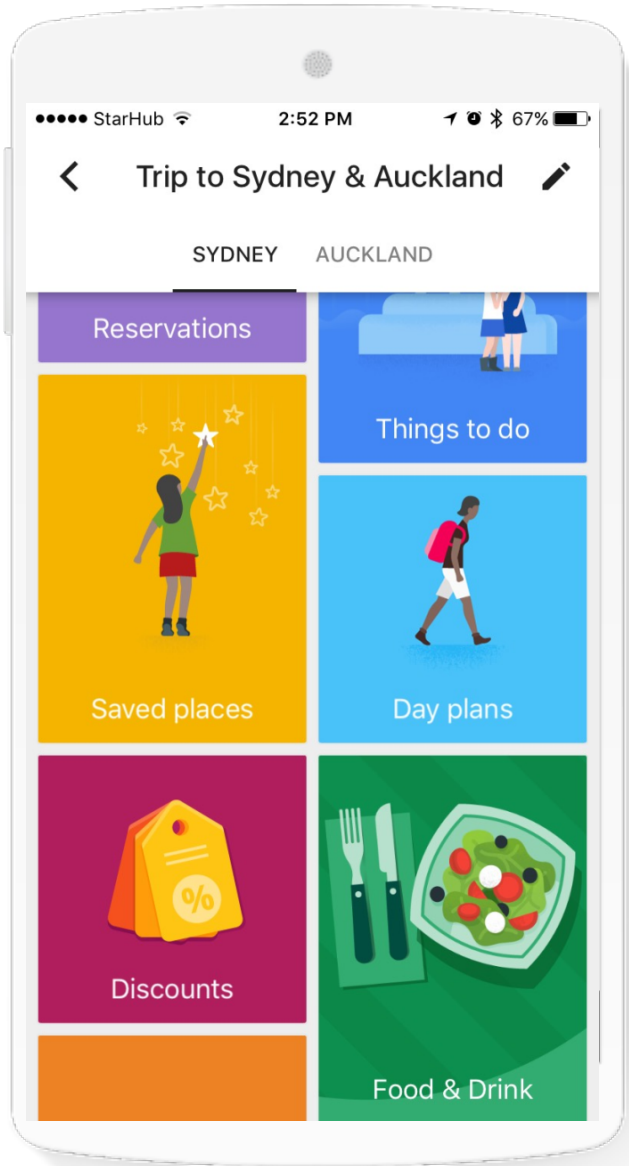


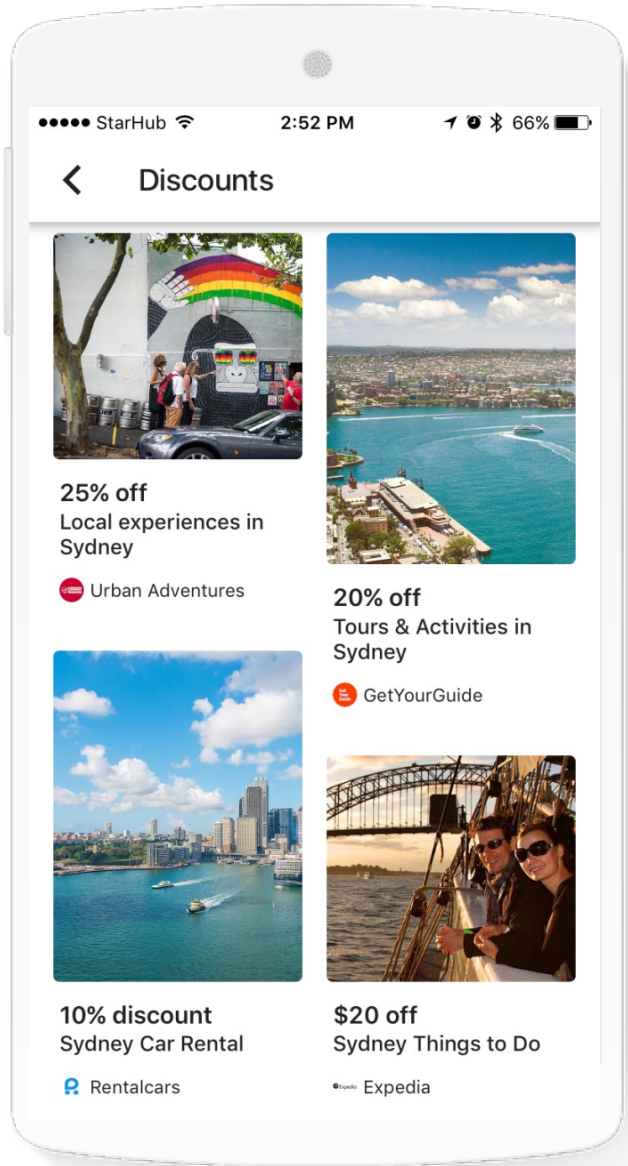


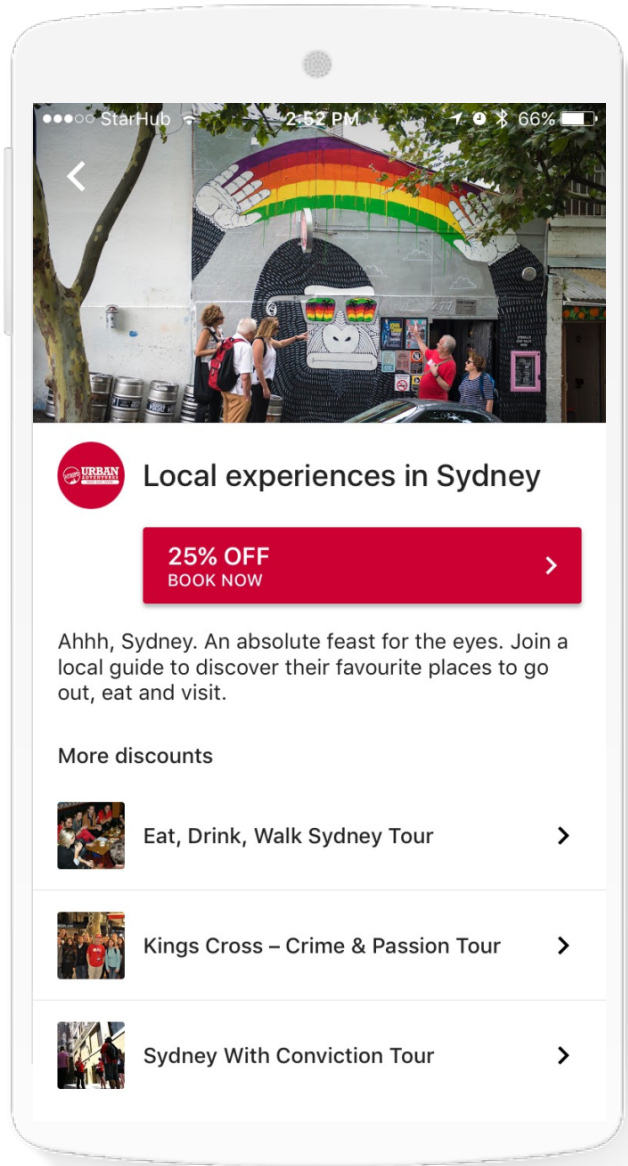


Google

Google Trips App - Discounts







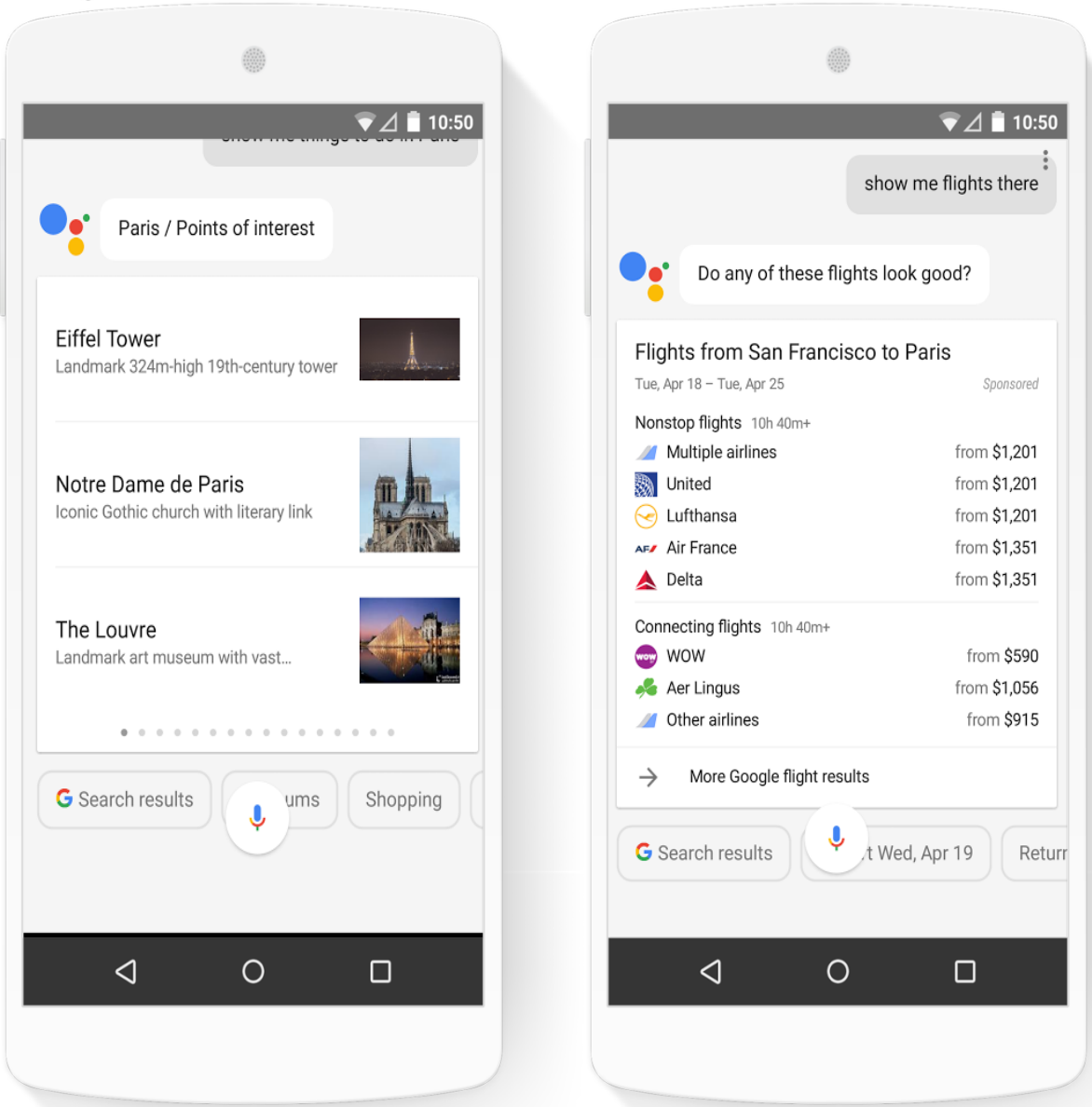
27%

of travellers want the ability to research travel options by **speaking** to a device rather than typing

Source: Google/Kelton: How digital innovations influence consumer expectations, U.S. Wave 2, April 2017, Adults 18+ n=3,033

Google

Google Assistant powers Google Home



Meet your Google Assistant.

Ask it questions. Tell it to do things. It's your own personal Google, always ready to help.

Google

86%

expect travel companies to have **fast** site/app booking experiences

53%

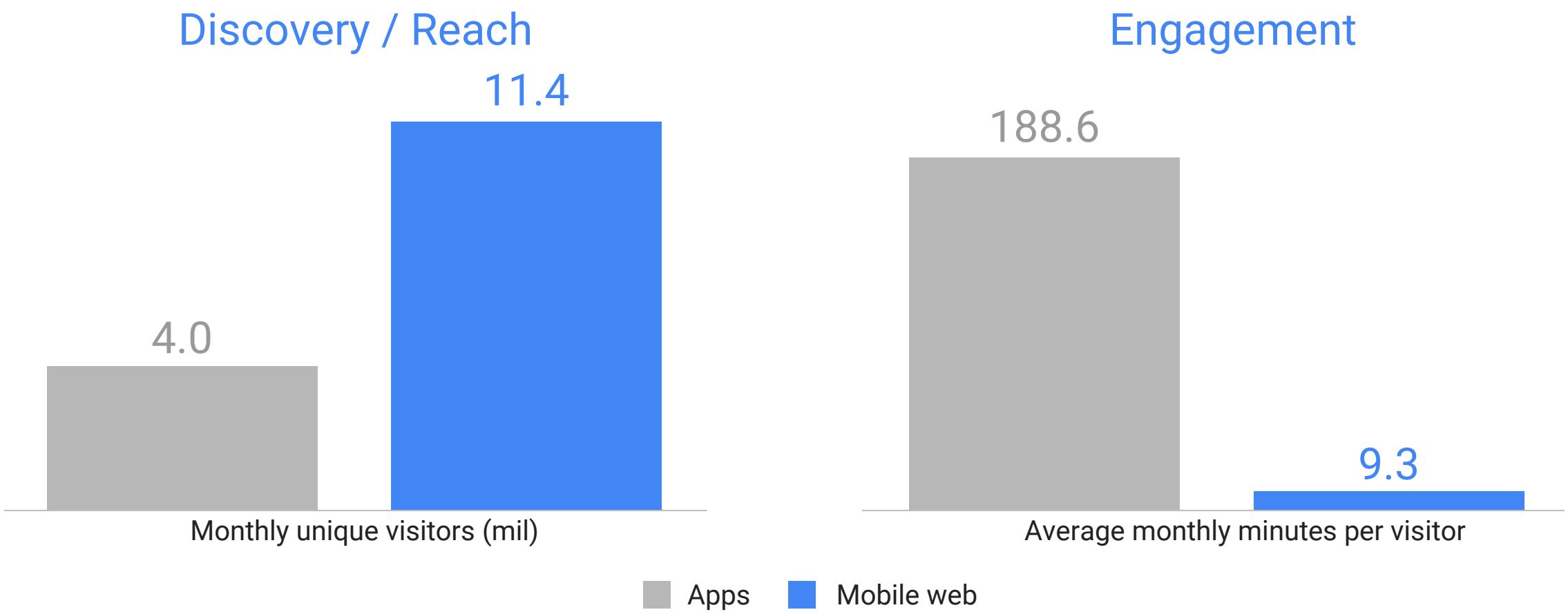
Will **leave** a page if it takes longer than 3 seconds to load

Google

Source: Google/Ipsos Connect, April 2017, Travel Playbook Omnibus, 2017 n=2,268, US travelers, A18+, Think with Google, April 2017,

Mobile Websites Lag Apps in User Engagement

Top 1000 mobile apps vs. top 1000 mobile web properties

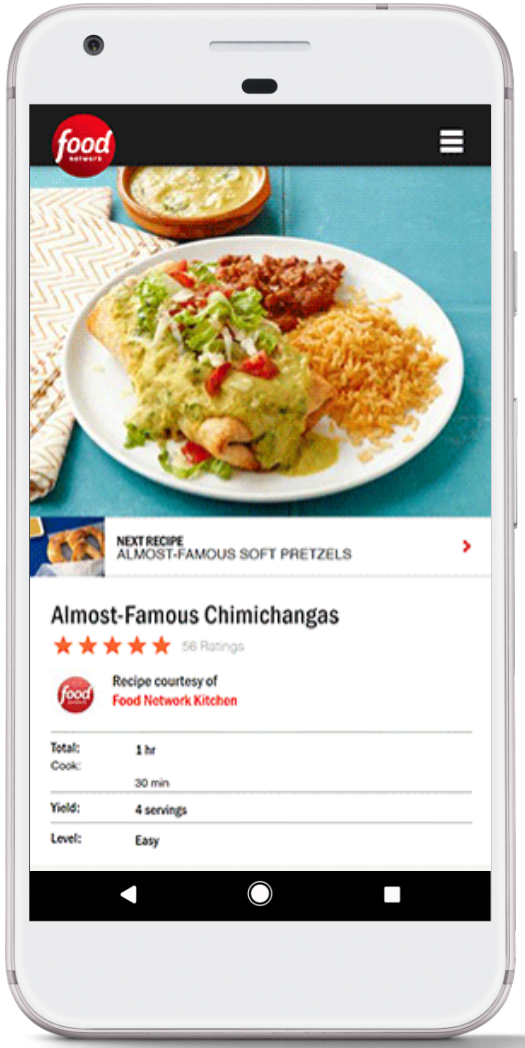


Source: comScore Mobile Metrix, U.S., Age 18+, June 2016

Google

AMP

Accelerated Mobile Pages



4x
faster

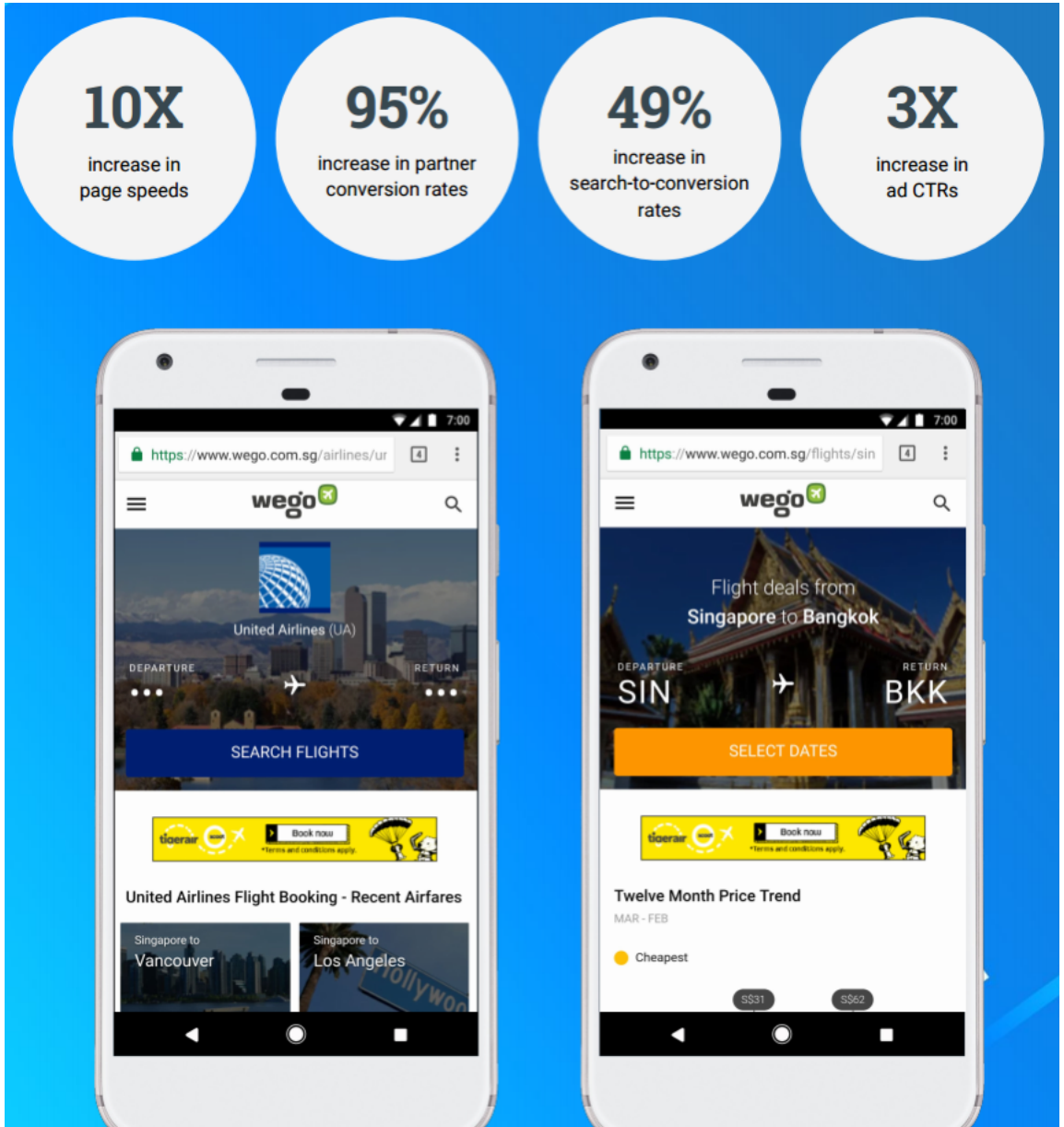
<1 second
average load time

10x less data
used compared to non-AMP page

Google

AMP 10x increased page speeds with AMP

wego

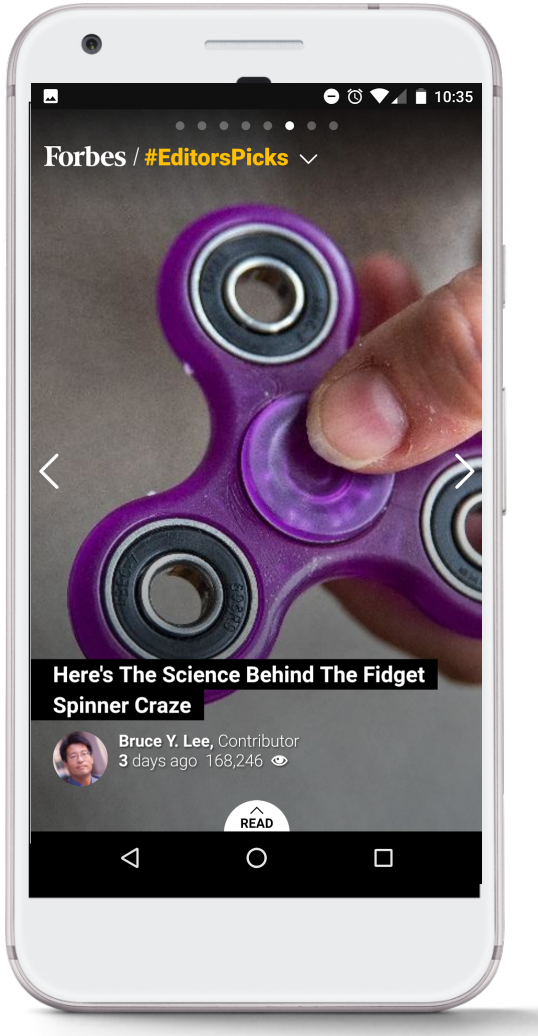


Source: Case Study at www.ampproject.org

Google

Progressive Web Apps (PWA)

the best of the web and the best of apps



Fast loading on slow networks

Use less data

Works well on smartphones

Google

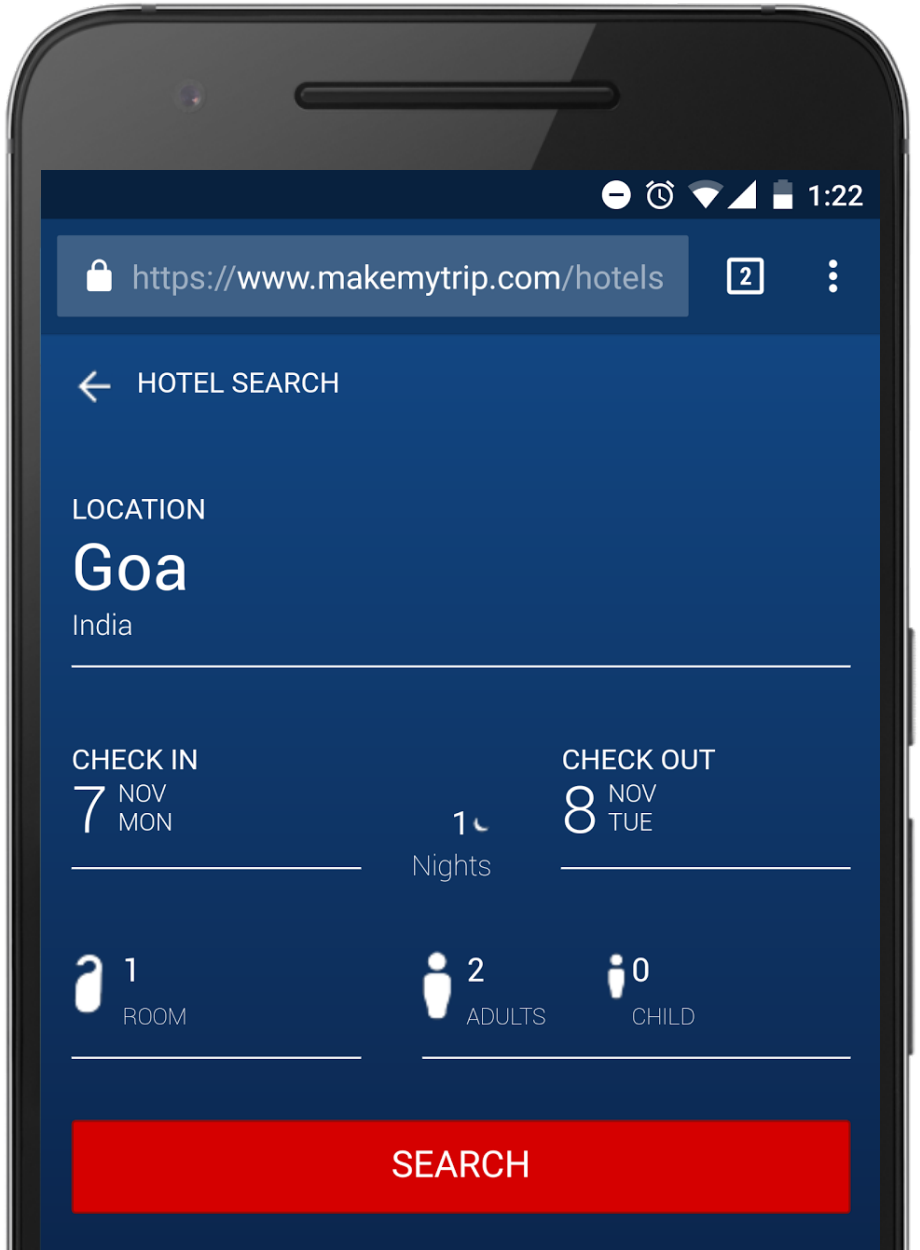
3x increase in Conversion Rates with PWA

make my trip

3X
improvement in overall **conversion rate** vs. mobile site

160%
increase in **shopper sessions** vs. mobile site

30%
more **last-minute shoppers** vs. mobile app



Source: APAC Think with Google, March 2017

Publishers who have implemented PWAs

What about you?

Google

Thank you!

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Google