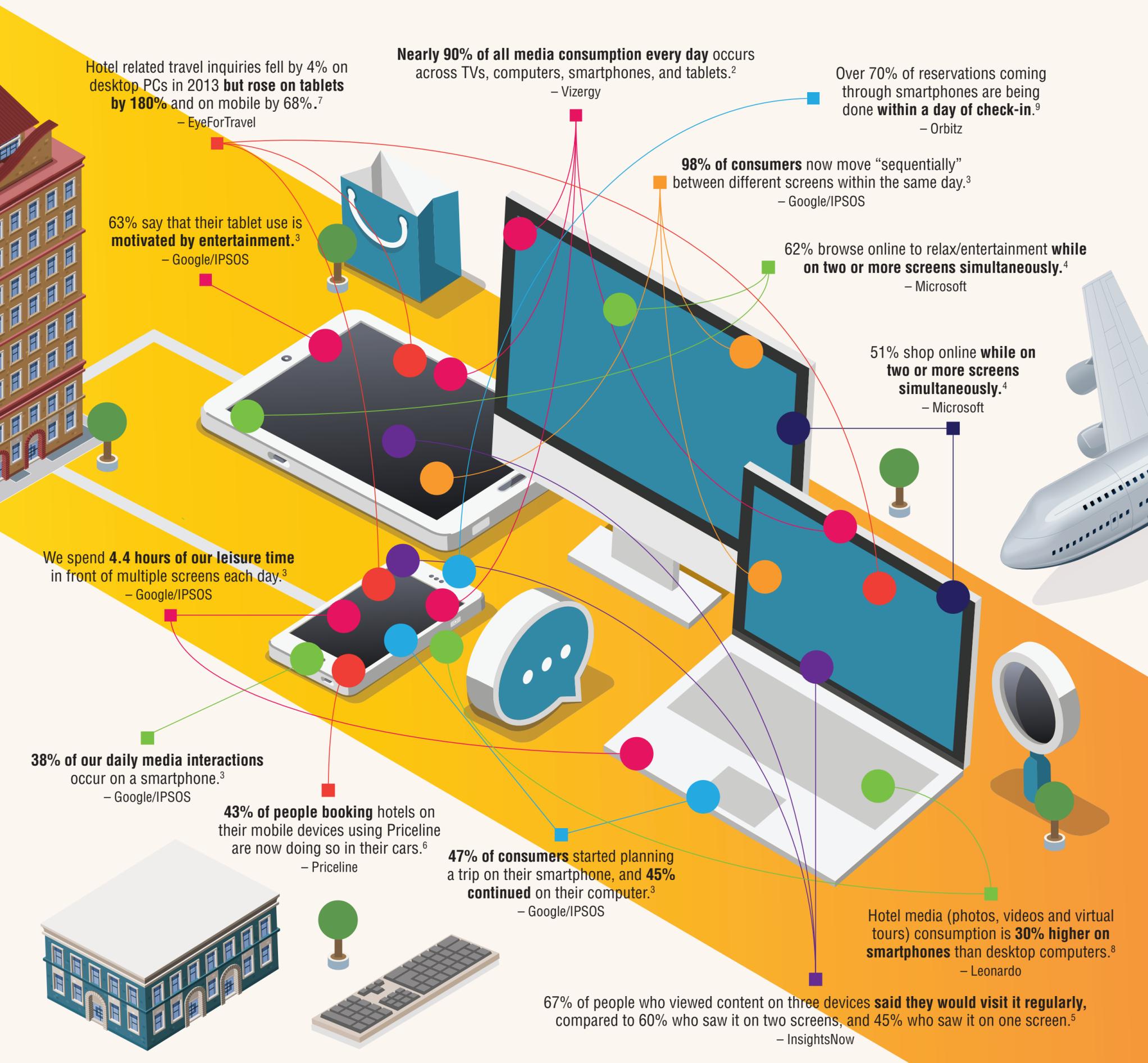


TRAVELING ACROSS SCREENS

How Consumers Research and Book Hotels

Today's consumers don't just spend time on their smartphone or tablet - they're constantly switching between different devices and screens. This trend is only increasing. Are you marketing to consumers across different mediums? You can't afford not to, with stats like these.



WHAT DEVICES ARE CONSUMERS USING?

| | | | |
|--|-----------------|-------------------|---------------|
| To Research an Upcoming Trip ¹ | 88% Computer | 53% Smartphone | 70% Tablet |
| To Look Up Maps or Directions ¹ | 83% Computer | 78% Smartphone | 59% Tablet |
| To Book Accommodations ¹ | 87% Computer | 25% Smartphone | 27% Tablet |

SOURCES 1. <http://www.thinkwithgoogle.com/research-studies/2013-traveler.html> 2. http://www.blla.org/files/1097/The_Guide_to_Digital_Marketing_for_Hotels_and_Resorts_7-28.pdf 3. <http://www.thinkwithgoogle.com/research-studies/the-new-multi-screen-world-study.html> 4. <http://advertising.microsoft.com/international/cl/1932/cross-screen-research-report> 5. <http://www.insightsnow.com/resources/white-papers/how-consumers-use-multiple-digital-screens/> 6. <http://www.mobilemarketer.com/cms/lib/17135.pdf> 7. http://www.eyefortravel.com/sites/default/files/Wiil_Pin-nell.pdf 8. Leonardo, 2013 9. <http://www.businessinsider.com/smartphones-shaking-up-the-travel-market-2013-7>