Exploring the New Travel Marketplace



The Hotwire Group

Clem Bason
President

Hotwire

Hotwire travel-ticker

CarRentals.com

expedia Partner Services Group

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Introduction to The Hotwire Group

For price sensitive travelers, Hotwire is the discount travel site that offers **low prices you can't find anywhere else**

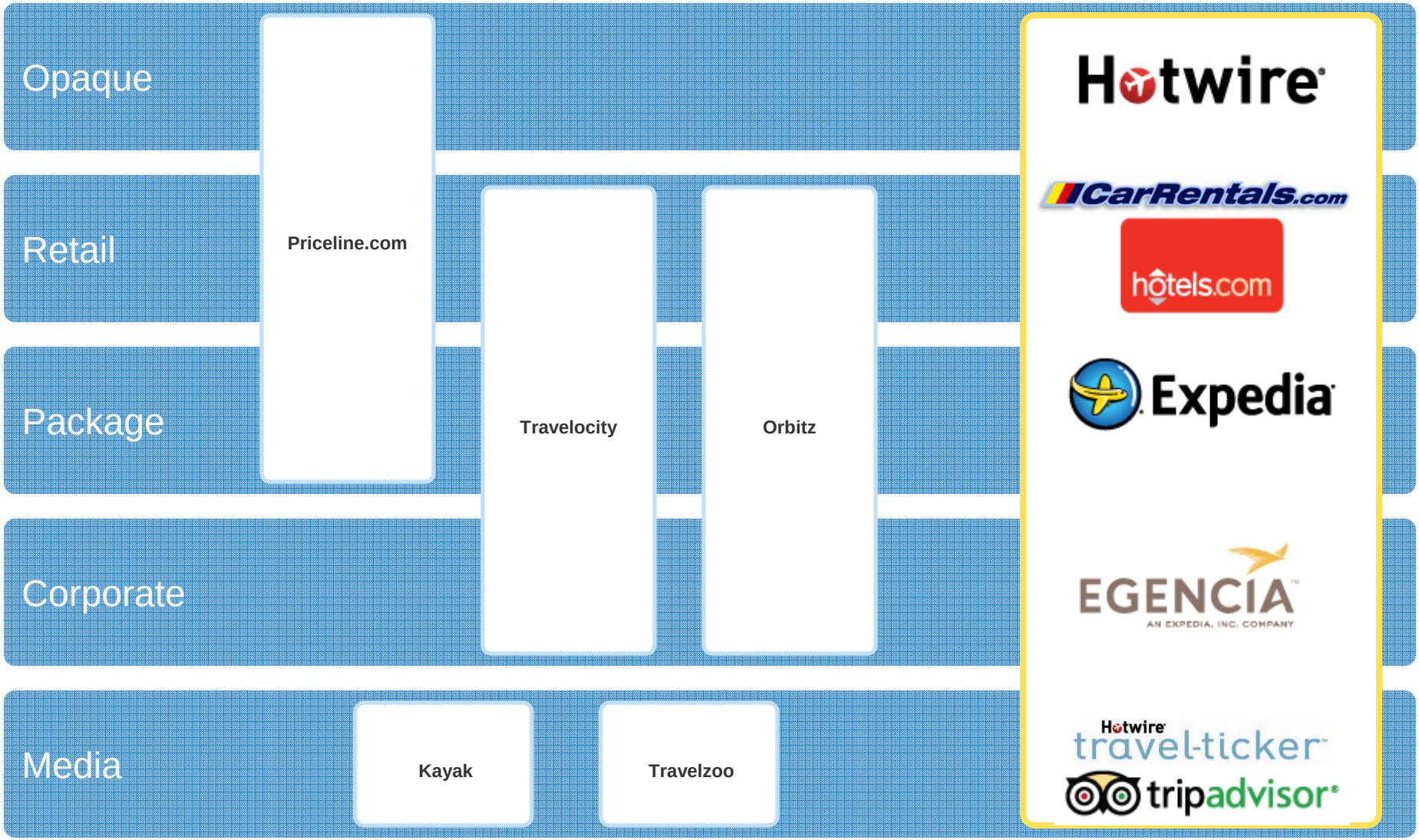
For deal-seeking travel enthusiasts, Travel Ticker provides **handpicked travel bargains you wouldn't otherwise know about**

For budget travelers, CarRentals.com offers a **wide selection of car rentals in many locations, so you get great values**

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Competitive and Expedia Inc. Context

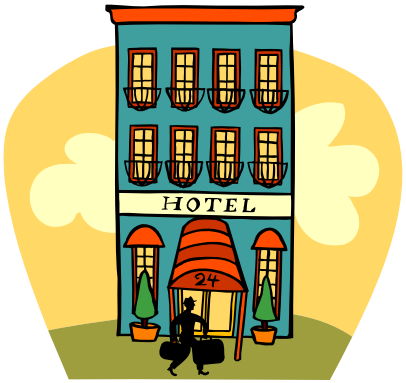
Channels



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Big …

In Hotel



- 20,000+ room nights per day
- $500M+ in gross bookings

In Car Rental



- 10,000+ reservations per day
- $500M+ in gross bookings
- Carrentals.com = 5-10x any other standalone retailer

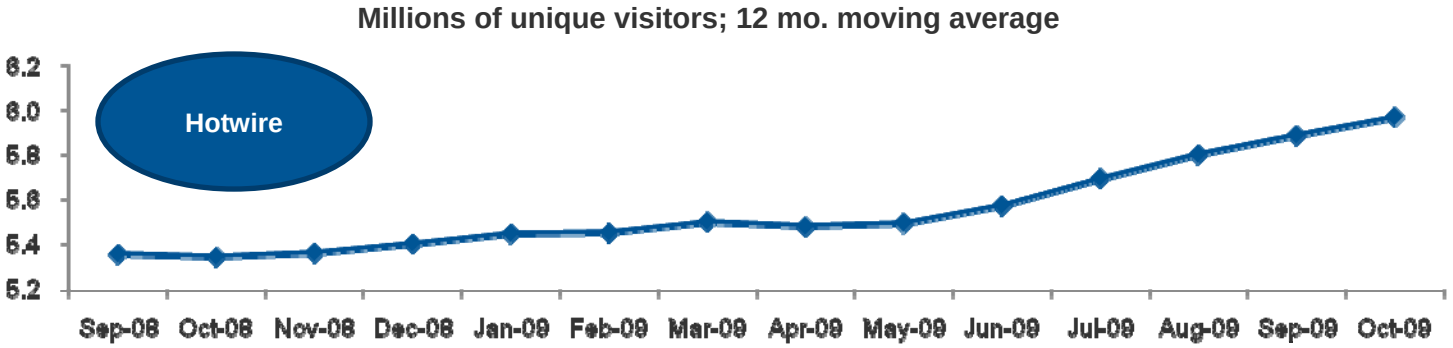
In Travel Deals



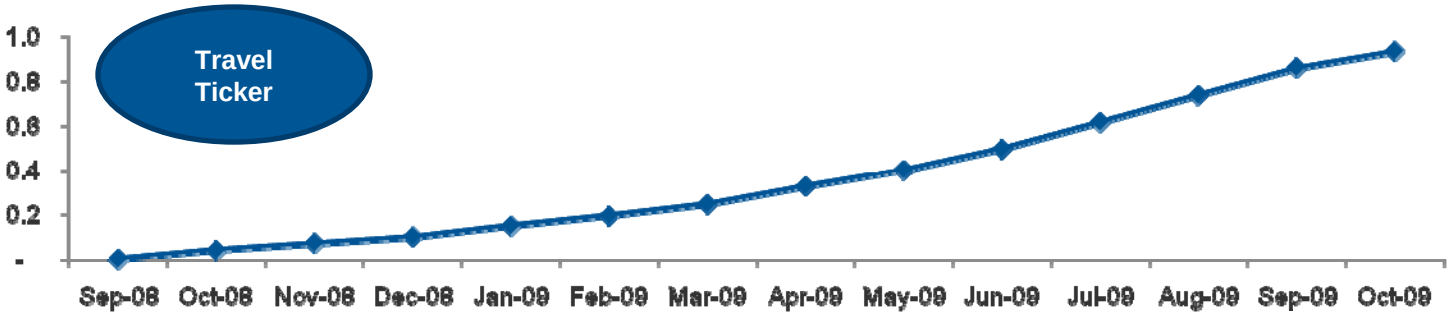
- 11M newsletter subscribers
- ~75,000 leads to suppliers per day
- After one year, in top tier of deal sites

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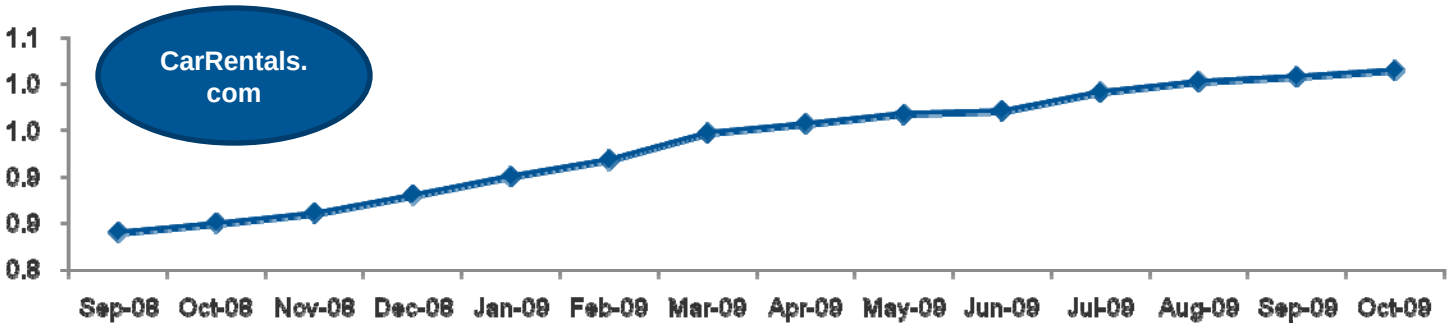
Growing …



Visitors up 21% YOY



1.5M visitors a month run-rate in one year



Visitors up 25% YOY

Source: Compete

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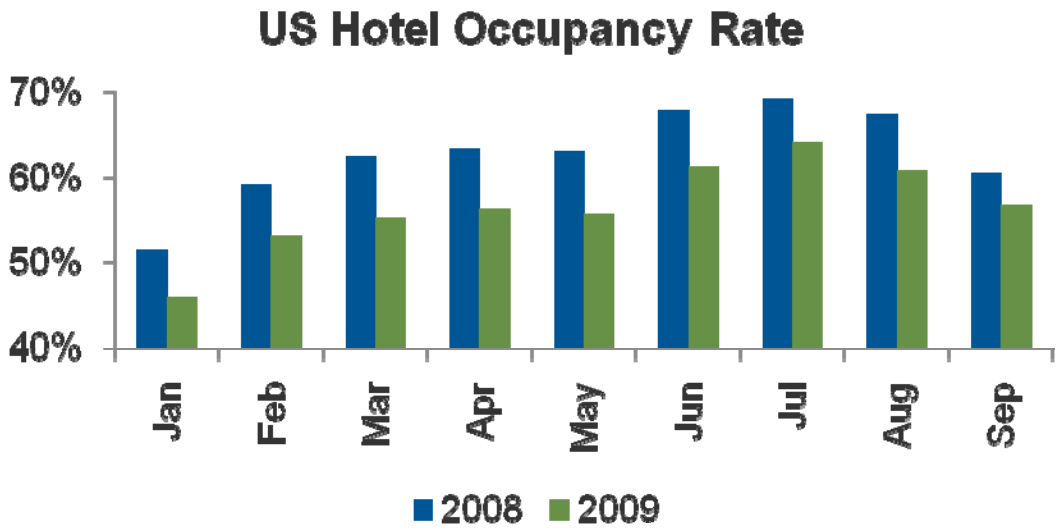
… via Relevance – to Consumers



- Our bulls eye is the "Price Hunter"
  - Price-sensitive
  - Brand-agnostic
  - Leisure traveler
- Tough times = more Price Hunters, more occasions to be a Price Hunter

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… via Relevance – to Travel Providers



- Average ~6 points lower than 2008
- Almost 200,000 more empty hotel rooms per day in 2009 than in 2008

- We are here to fill airline seats, hotel rooms and rental cars
- We are here to drive leisure demand
- We target a specific customer segment – the Price Hunter

Source: Smith Travel Research

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… via Relevant Products – to Consumers

We respond to consumer feedback



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Star Ratings and Education

"I don't trust these star ratings"



How we calculate our star ratings:

- Take the average rating on three top travel sites
- Factor in customer feedback – we receive over half a million reviews per year
- We factor in feedback from guests and adjust accordingly

"Why can't I see the name of the hotel before I buy?"

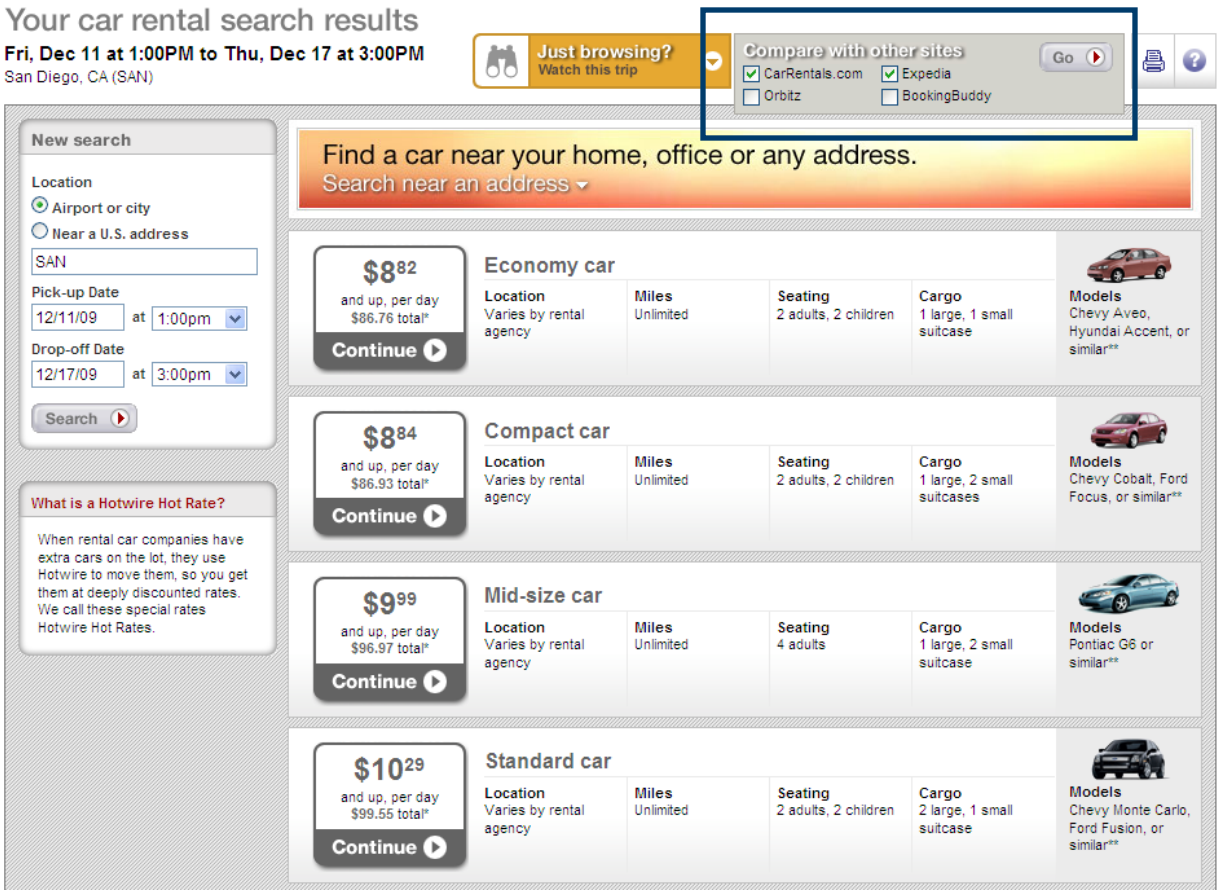


When brand-name hotels use us to fill rooms that would otherwise go unsold, their prices are deeply discounted. Hotels don't want to publicize rates this low, so we hide their name until after booking

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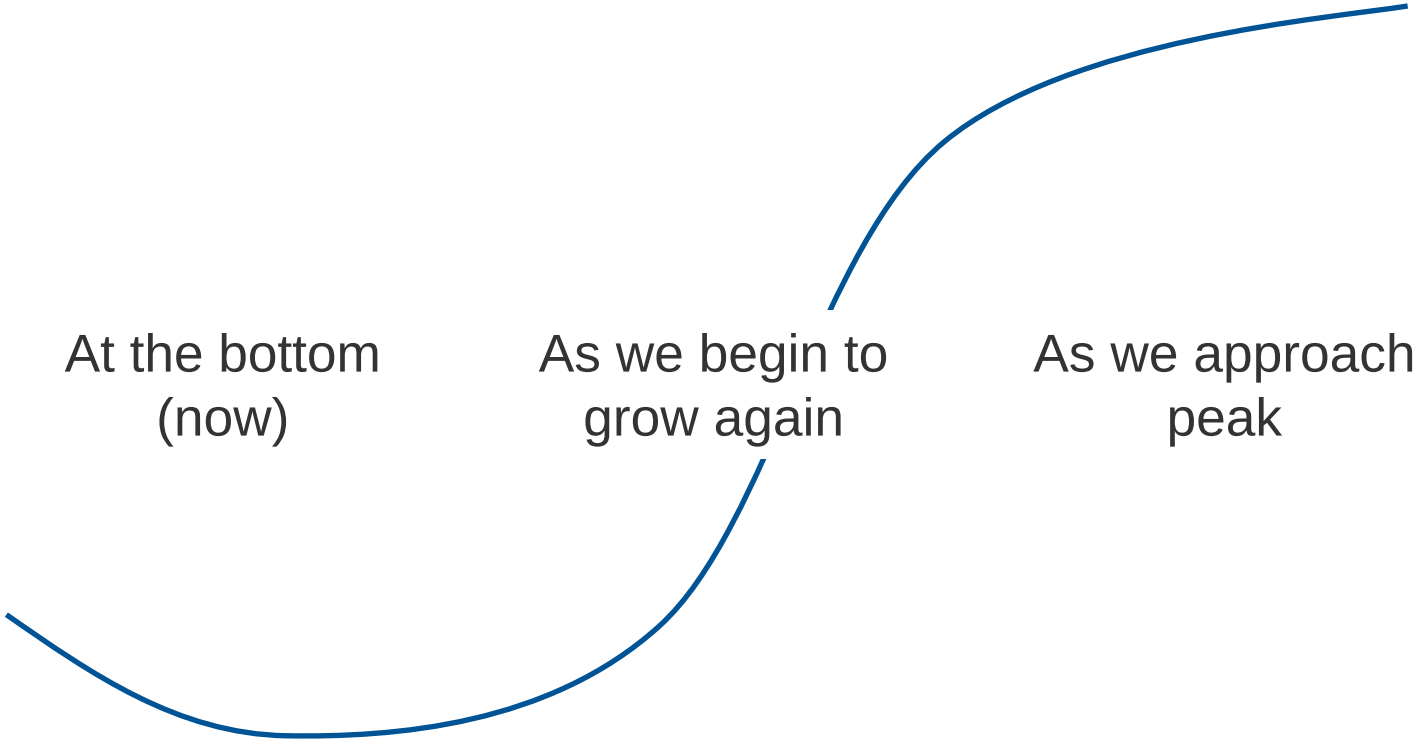
Price Comparison

"How can I be sure the price is as good as you say it is?"



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We Help Throughout the Business Cycle



At each phase of the business cycle …	At the bottom (now)	As we begin to grow again	As we approach peak
The Hotwire Group can help …	Revenue and volume when it is needed most	Volume hedge as retail rates start to rise	Yieldable tools to maximize total revenue

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