

Web search plays a key role in the travel research and purchase process.

FAST FACTS:

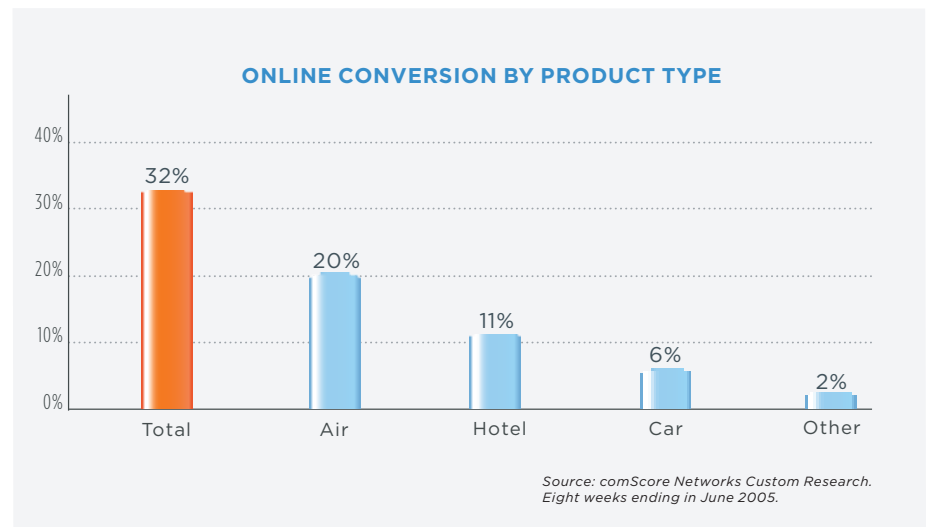
- 35 million consumers used web search to research travel during April 2005.
- 32% of these consumers purchased a travel-related service within eight weeks of their initial search.
- 80% (8.9 million) of these consumers converted in the online channel, driving \$6.6 billion in travel sales.

comScore Networks Custom Research, U.S. Travel Searchers in April 2005, eight-week analysis

To better understand the role of search in online and offline travel purchases, Yahoo! Search Marketing and Media Contacts commissioned the multi-channel research experts at comScore Networks to conduct a custom study that quantifies the impact of online search on domestic travel spending. The study was based on comScore's panel of more than two million consumers who agreed to participate in research through continuous, passive observation and online interviews over a course of eight weeks.

WEB SEARCHES INITIATED IN APRIL 2005 WERE LINKED TO \$6.6 BILLION IN U.S. CONSUMER ONLINE TRAVEL BOOKINGS.

The comScore study showed that 35 million consumers used web search engines to plan travel, and that 32% of these consumers converted within eight weeks of their initial search. The majority of this spending was booked online, with 80% of buyers completing an average of 1.8 online transactions, totaling \$6.6 billion in total sales.



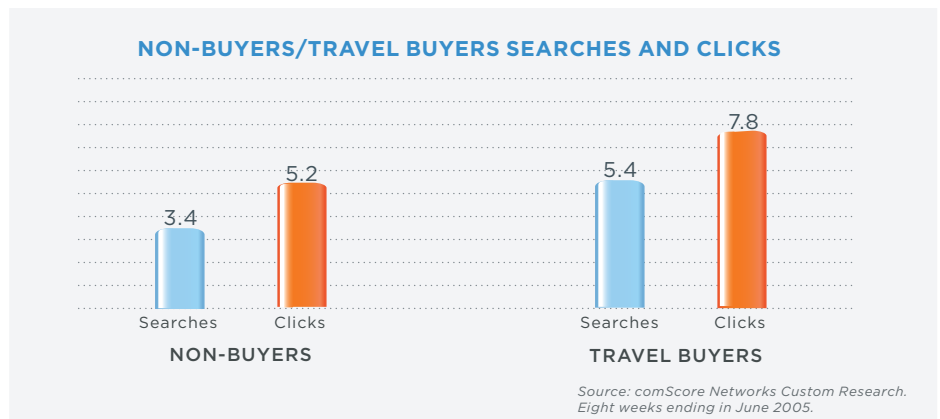
WEB SEARCH PLAYS A KEY ROLE IN THE TRAVEL RESEARCH AND PURCHASE PROCESS.

The study reveals that non-buying consumers conducted an average of 3.4 travel-related searches and clicked 5.2 times on major search engine listings. Those who ultimately bought travel online were even more active, searching 5.4 times and clicking 7.8 times during the study period.

FAST FACTS:

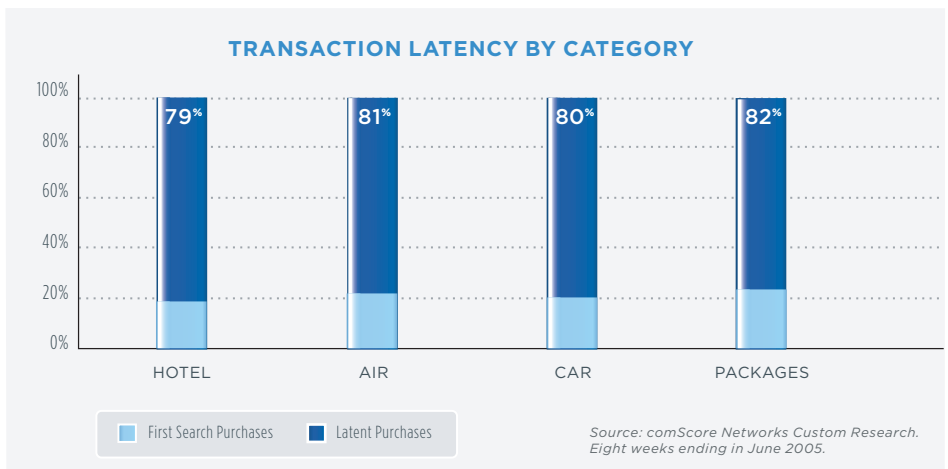
- Travel buyers submitted an average of 5.4 searches on major engines, and clicked on 7.8 links over the eight-week analysis.
- Online buyers made an average of 1.8 transactions for a total of 15.7 million transactions during the study period.
- Only 20% of all travel transactions linked to search occurred directly following an initial search referral.
- The remaining 80% of all purchases occurred after the search referral session across the entire eight-week period.
- On average, 20% of travel searchers make their purchases via offline channels.

comScore Networks Custom Research, U.S. Travel Searchers in April 2005, eight-week analysis



MOST TRAVEL PURCHASES TAKE PLACE WELL AFTER A CONSUMER'S INITIAL SEARCH.

As with other product categories, a significant portion of the impact of web search on travel buying occurred in sessions following the initial search engine referral. In fact, only 20% of all travel transactions linked to search occurred directly following the initial search referral, while the remaining 80% took place in the days and weeks following the initial search session. This latent value is present among all travel products including hotel (79%), air (81%), car (80%), and packages/other (82%).



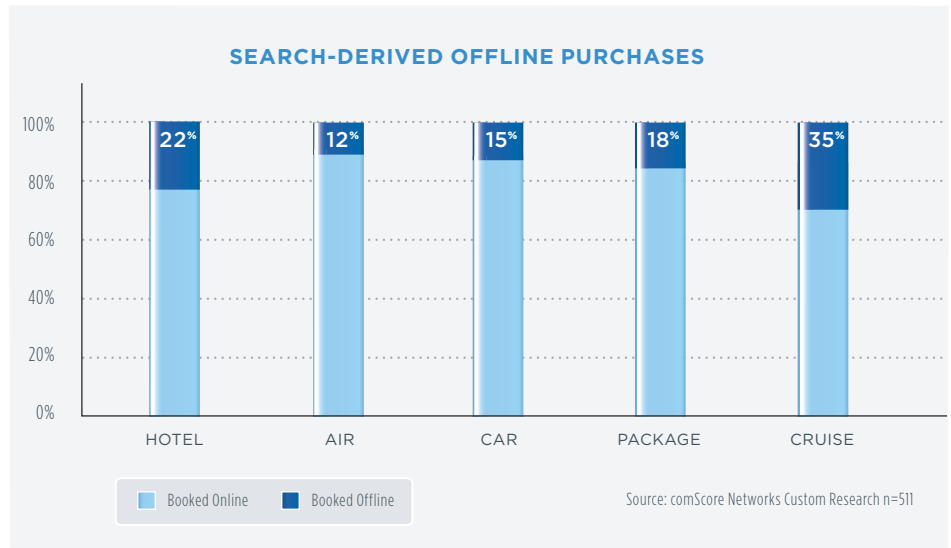
FAST FACTS:

- 92% of searchers view search as relevant tool for planning travel.
- 90% of users view search as important in planning a trip.
- In planning travel, users rate search higher (88%) than any offline resources including travel agents (63%), family and friends (78%)
- 56% of users said web search helped them discover a new site and 27% said search led them to a new brand.
- Among all Internet-using travel planners, 83% intend to use search in future trip planning.

comScore Networks Custom Research, N=511 travel planners using Internet, top 2-box ratings.

MEASURING THE OFFLINE REACH OF ONLINE SEARCH.

Many consumers still prefer to complete the booking process offline, even when they begin online. On average, 20% of travel searchers ultimately made their purchases via offline channels. Multi-channel sellers must consider this additional return on investment (ROI) when creating, managing and evaluating their search campaigns.



TRAVELERS WERE HIGHLY SATISFIED WITH THEIR WEB SEARCH EXPERIENCE AND MORE PLAN TO USE IT IN THE FUTURE.

In the survey portion of the study, it was found that web search is a highly relevant and important tool in comparison to other resources. 82% of search users said that they were satisfied or very satisfied with their use of web search for travel. Along with facilitating commerce, 56% of consumers said web search helped them discover a new site, and 27% said search led them to a new brand. Notably, 83% percent of web-enabled travelers plan to use web search in the future—a 17% increase from current usage levels.

QUESTIONS FOR THE TRAVEL MARKETER TO CONSIDER.

1. Travel buyers “touch” web search on multiple occasions throughout the buy cycle. Has your company considered the balanced, consistent presence required to fully capitalize on the search opportunity?
2. The majority of travel transactions (80%), both online and offline, are taking place outside the initial search session. When calculating the ROI of your search campaigns, are latent and offline purchases being taken into consideration?
3. Most travelers (90%) consider web search engines among the most important channels for travel planning. Does your company value search as much as your potential consumers do?