



TRAVELZOO®

The Deal Experts. Over 27 Million Members Worldwide.

Richard Singer
Managing Director Europe, Travelzoo
March 6, 2015

TRAVELZOO: ABOUT US

25 offices in 11 countries

27 million members worldwide

108 million unique visitors worldwide

Over 2.2 million social followers

Over 4 million app downloads

We publish over 250,000 travel deals every year



WE TARGET EVERY GEOGRAPHIC LEVEL

LOCAL
Local Deals

DRIVE MARKET

Travelzoo Getaways & Newsflash™

7 million members within the European
Local Deals drive market

NATIONWIDE

Top 20® & Newsflash™

- + 3.8 million members in the UK
- + 1.7 million members in the DE
- + 680,000 members in the ES
- + 770,000 members in the FR

GLOBAL

Top 20® & Newsflash™

27 million members worldwide



AGENDA

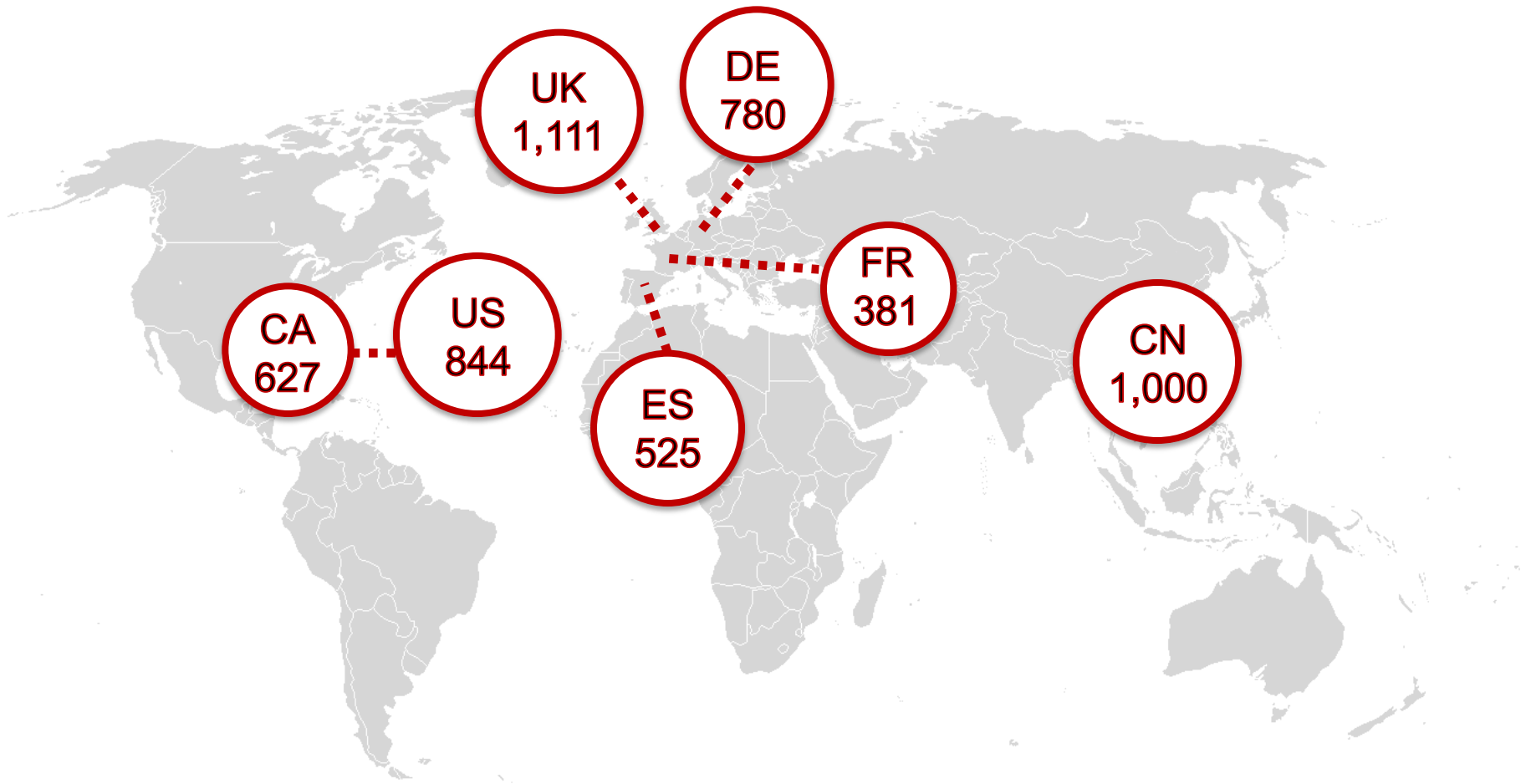
- + Price vs. Experience – what wins?
- + The Shared Economy – a disruptive force
- + Hotels – what customers really value

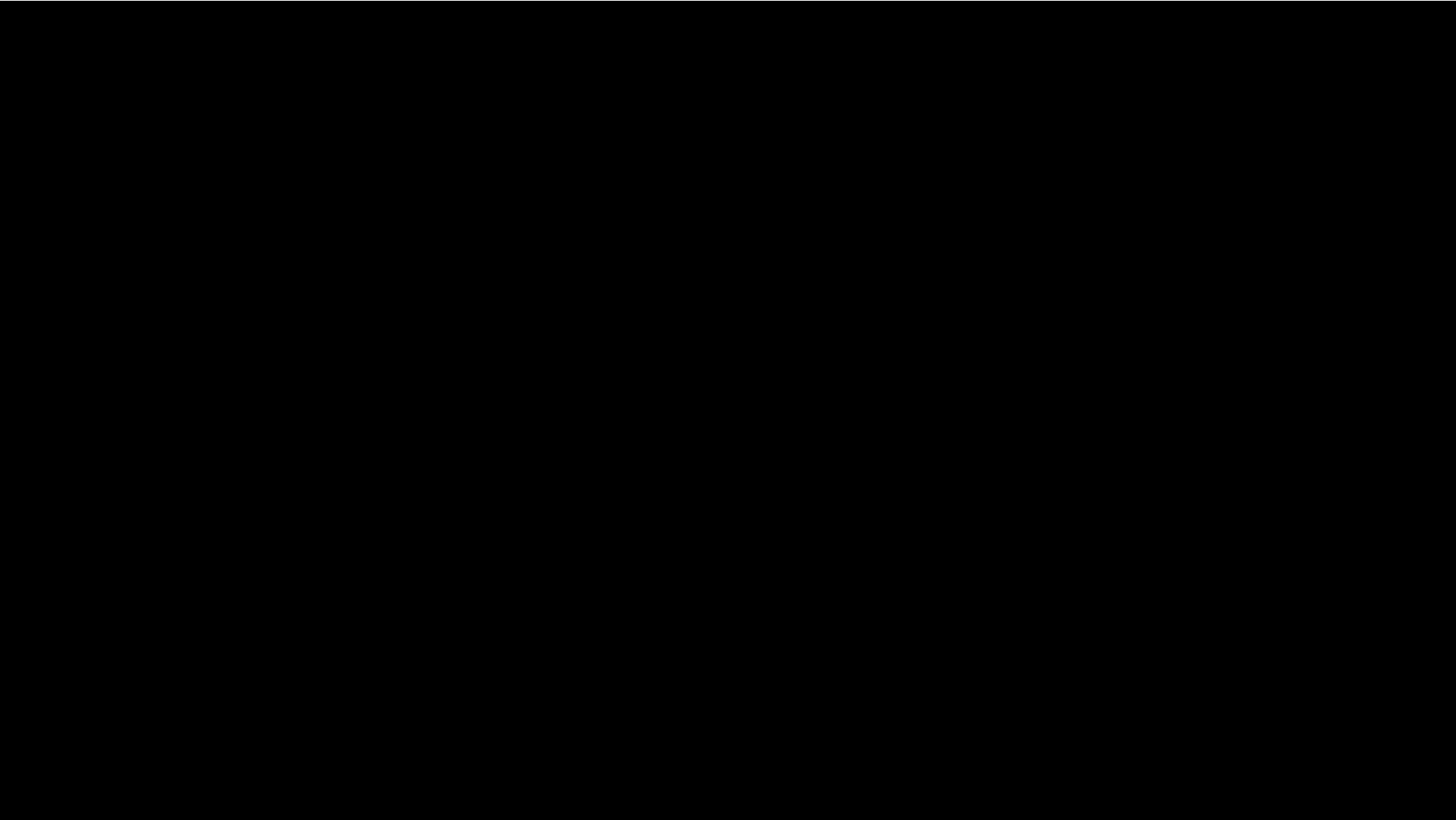
PRICE VS. EXPERIENCE – WHAT WINS?

What value do consumers place on the experience over price when travelling?

An exclusive empirical study from Travelzoo and ITB
based on research of travellers across the world

SURVEY SAMPLE





GOOD NEWS FOR 2015



46% plan to spend more on travelling compared to other discretionary/non-essential items in the next 12 months*



60% focus on the experience and not exclusively on price, when it comes to holidays**

* External study with Insa Consulere in November 2014 among 2.017 German participants.

** Travelzoo study in December 2014 / January 2015 among 4,272 Travelzoo members from North America, Germany, UK, Spain and France.

HOLIDAY AND TRAVEL SECTORS

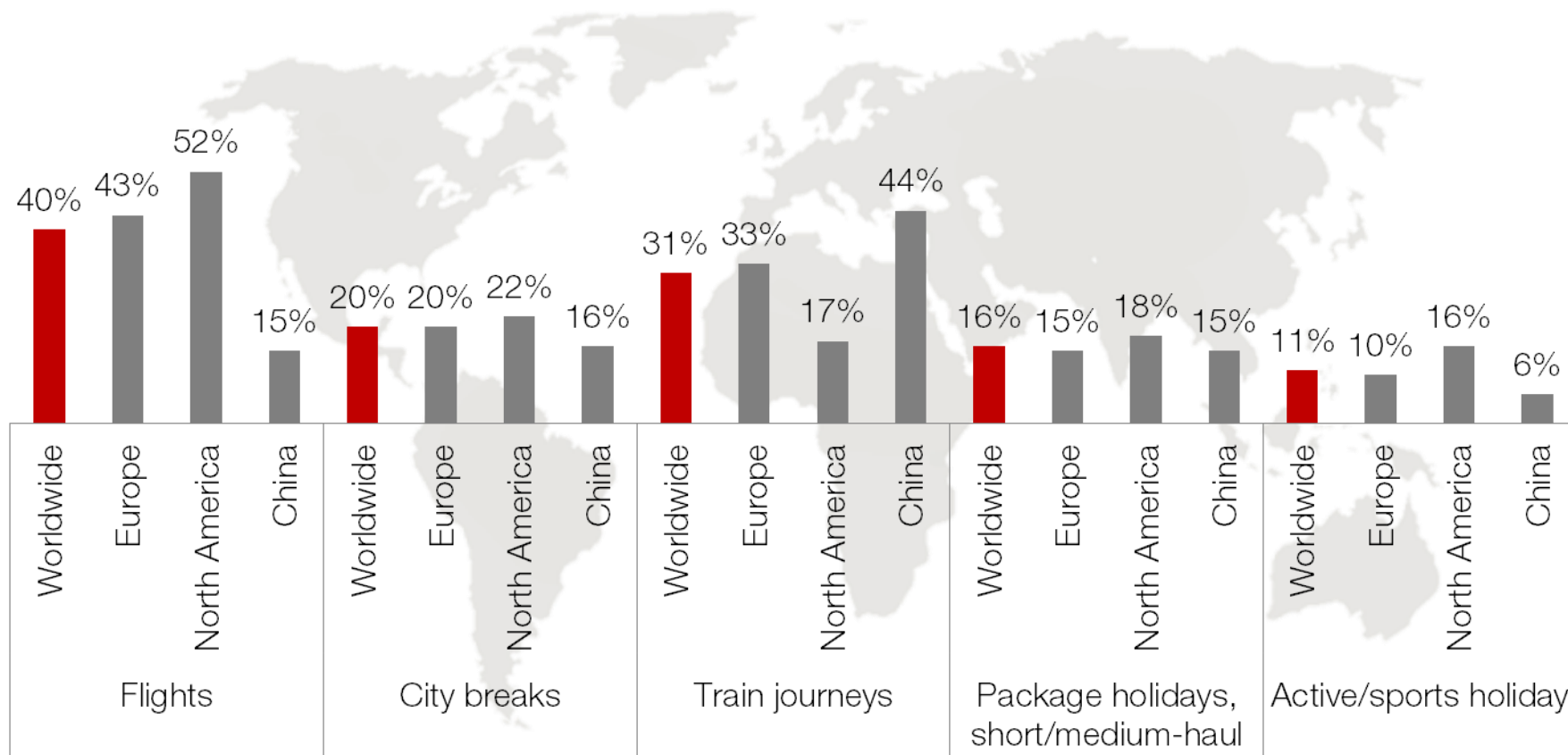
- 
- + Hotel stays
 - + Cultural holidays
 - + Active/sports holidays
 - + Shared economy
 - + Spa holidays
 - + Package holidays
 - + Flights
 - + City breaks
 - + Train travel
 - + Cruise

BIAS TOWARDS A LOW PRICE



BIAS TOWARDS A LOW PRICE

“A low price is my main priority”



Travelzoo study in December 2014 /January 2015 among 4,272 Travelzoo members from North America, Germany, UK, Spain and France. Moreover, 1,000 Chinese have been asked externally by Wisdom Asia Marketing & Research Consulting.

TRAVELZOO NEWSFLASH™ | CASE STUDY



De la rédaction Travelzoo France

Dès 29€ -- 1 million de billets SNCF, dernières 72h de vente

Par Virginie Boucher

PARIS – 19 SEPTEMBRE 2014 – Ne tardez plus, l'opération Prolongez l'été avec SNCF s'achève dans tout juste 3 jours. Saisissez cette occasion de profiter des derniers billets de train à petits prix et multipliez les escapades en septembre et octobre partout en France. Les tarifs débutent dès 29€ en TGV (prix par personne, par trajet, en seconde classe).

Voici une sélection de liaisons disponibles (prix à partir de, en seconde classe et en aller simple). La liste est non exhaustive (vous trouverez également des billets INTERCITÉS dès 10€ par trajet).

- Paris-Orléans (INTERCITÉS jour) : 10€,
- Saint-Quentin-Paris (INTERCITÉS jour) : 10€,
- Bourges-Paris (INTERCITÉS jour) : 15€,
- Carcassonne-Agen : (INTERCITÉS jour) : 15€,
- Marseille-Narbonne (INTERCITÉS jour) : 15€,
- Paris-Grenoble (TGV) : 29€,
- Angers-Lille (TGV) : 29€,
- Marseille-Paris (TGV) : 29€,
- Paris-Rennes (TGV) : 29€,
- Paris-Nice (INTERCITÉS nuit) : 40€,
- Toulouse-Paris (INTERCITÉS nuit) : 40€.

Cette offre est valable pour des voyages jusqu'au 16 octobre 2014. Réservez avant le 22 septembre. Saisissez votre trajet et vos dates, puis laissez-vous guider par le moteur de réservation.

[Voir l'offre »](#)

Important : offre soumise à disponibilité. Voir les termes et conditions complets sur le site de SNCF.

Editeur: Stéphane Renard



De la rédaction Travelzoo France

Dès 30€ -- L'A/R le samedi avec TGV pour vous rendre à Paris

Par Virginie Boucher

NANTES – 16 SEPTEMBRE 2014 – Connaissez-vous l'offre Les Samedis de TGV de SNCF ? Voici une excellente manière de voyager avec TGV à tout petit prix, en effectuant un aller-retour dans la journée du samedi.

Les tarifs débutent dès 30€ l'aller-retour (en 2nde classe, et période normale). Voici quelques exemples de trajets possibles au départ du Nord-Ouest de la France vers Paris :

- Nantes-Paris : 40€,
- Tours-Paris : 30€,
- Rennes-Paris : 40€,
- Le Mans-Paris : 30€,
- Angers-Paris : 40€,
- Laval-Paris : 40€.

Grâce à cette opération, vous allez découvrir de nouveaux horizons tout en économisant l'hôtel, puisque vous partez le matin et revenez le soir même. Expos, musées, shopping, découverte de la ville Lumière... tous les plaisirs sont à vous durant une journée entière. Un excellent moyen d'assouvir à moindre frais vos envies d'ailleurs !

L'offre est disponible pour des voyages effectués dans la journée du samedi. Vous pouvez voyager dès maintenant. Les TGV sont ouverts à la vente 3 mois avant la date de départ.

[Voir l'offre »](#)

Termes et conditions : offre soumise à disponibilité. Prix au tarif Prem's, à partir de 30€, 40€ ou 50€ selon les destinations pour un trajet aller-retour obligatoire effectué dans la journée du samedi, en 2nde classe période normale avec TGV. Retrouvez l'ensemble des termes et conditions sur le site de SNCF.

Editeur: Stéphane Renard

TRAVELZOO CITY BREAK | CASE STUDY

£199 Rome and Venice twin centre city break generated £100,000



THE CAMPAIGN

- + Top 20 deal ran to 1 million members
- + £199 for 2 nights accommodation in Rome and 2 nights in Venice with daily breakfast, flights and internal rail transfers. Also included was a Northern Lights tour and a Golden Circle tour
- + Available on 27 January; 3, 10, 17, 24 February; 3, 10, 13, 24 March

TRAVELZOO CITY BREAK | CASE STUDY

£99 Paris 5-Star 2-Night Hotel stay generated over £20,000



THE CAMPAIGN

- + Top 20 deal ran on 23 July to 1.1 million members
- + £99 for 2 nights accommodation at a 5-star Paris with daily breakfast.
Room upgrade to a Superior Room
- + Offer was available select dates 24 July-29 March, 2015

TRAVELZOO CITY BREAK | CASE STUDY

£289 3 night Moscow city break achieved over £86,000 revenue



THE CAMPAIGN

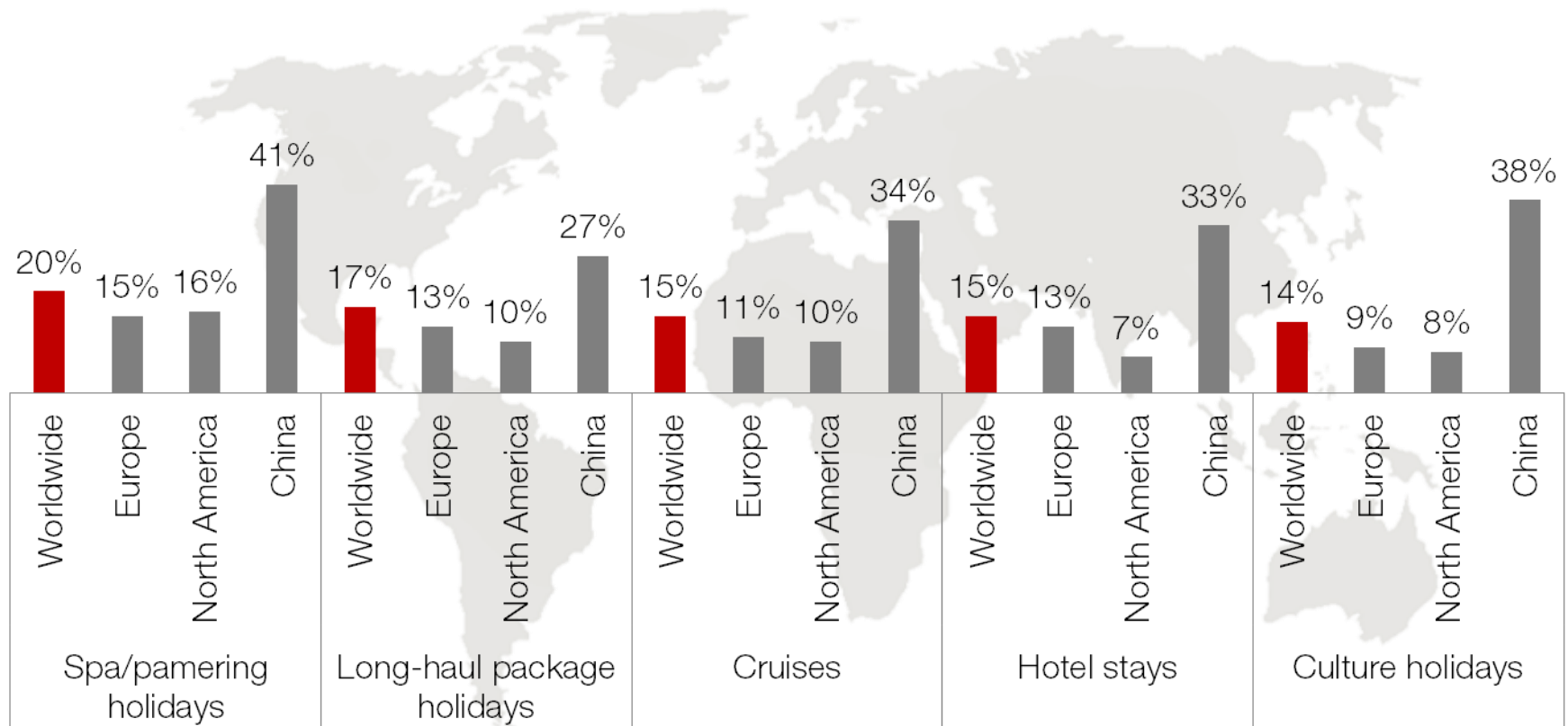
- + Top 20 deal ran to 1.5 million members
- + £289 for 3 nights accommodation at the Holiday Inn Moscow with daily breakfast. Also included were 20 metro tickets and a hop on, hop off city tour
- + Available select dates January to March

STRONGER FOCUS ON EXPERIENCE



STRONGER FOCUS ON EXPERIENCE

“A high quality experience regardless of price is my priority”



Travelzoo study in December 2014 / January 2015 among 4,272 Travelzoo members from North America, Germany, UK, Spain and France. Moreover, 1,000 Chinese have been asked externally by Wisdom Asia Marketing & Research Consulting.

TRAVELZOO PACKAGE HOLIDAY | CASE STUDY

15-day trip to Greece generated 357,000 €



THE CAMPAIGN

- + Top 20 deal ran January 2014 to 1.4 million members
- + 15 days island hopping in Greece with stays in top-rated hotels, breakfast, flights and transfers for 1,129 € per person
- + Valid for travel in May and June, dates till October for an additional charge

TRAVELZOO CRUISE | CASE STUDY

Caribbean cruise in deluxe balcony cabin generated 170,000 € within one week



THE CAMPAIGN

- + Top 20 deal ran February 2015 to 1.7 million members
- + 10-day Caribbean cruise in deluxe balcony cabin with return flights, full board, beverage package worth 430 € per cabin, 1st class Rail & Fly tickets and 2 nights in a 4.5-star hotel for 2,099 € per person
- + Valid for 1 date in November 2015, January and March 2016, more dates at additional cost

TRAVELZOO PACKAGE HOLIDAY | CASE STUDY

Luxury trip to Thailand with business class flights generated 100,000 €



THE CAMPAIGN

- + Top 20 deal ran September 2014 to 1.6 million members
- + 9-day Thailand roundtrip with business-class flights, premium hotels, room upgrades and meals for 2,799 € per person
- + Package incl. an extra week at a 5-star beach resort for 3,399 € per person
- + Valid on 4 dates from January to March 2015

TRAVELZOO CRUISE | CASE STUDY

5-Star Med Cruise & Monaco Grand Prix achieved over £66,000 revenue



THE CAMPAIGN

- + Email Alert sent to 3.8 million members
- + 5-night cruise to France, Italy and Monaco aboard the 5-star Azamara Journey in a Club Interior Stateroom
- + £1,699 for a special all-inclusive package, including a stay on the French Riviera, a luxury cruise and tickets to the Monaco Formula 1 Grand Prix
- + Available to Travel from London Gatwick 19 May 2015

TRAVELZOO RESTAURANT | CASE STUDY

£99 3 course dinner for 2 generated over £94,000 revenue



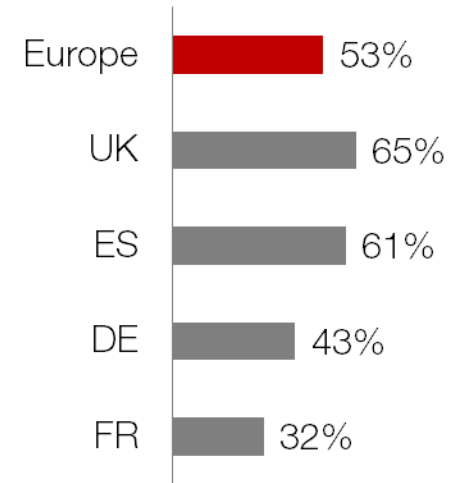
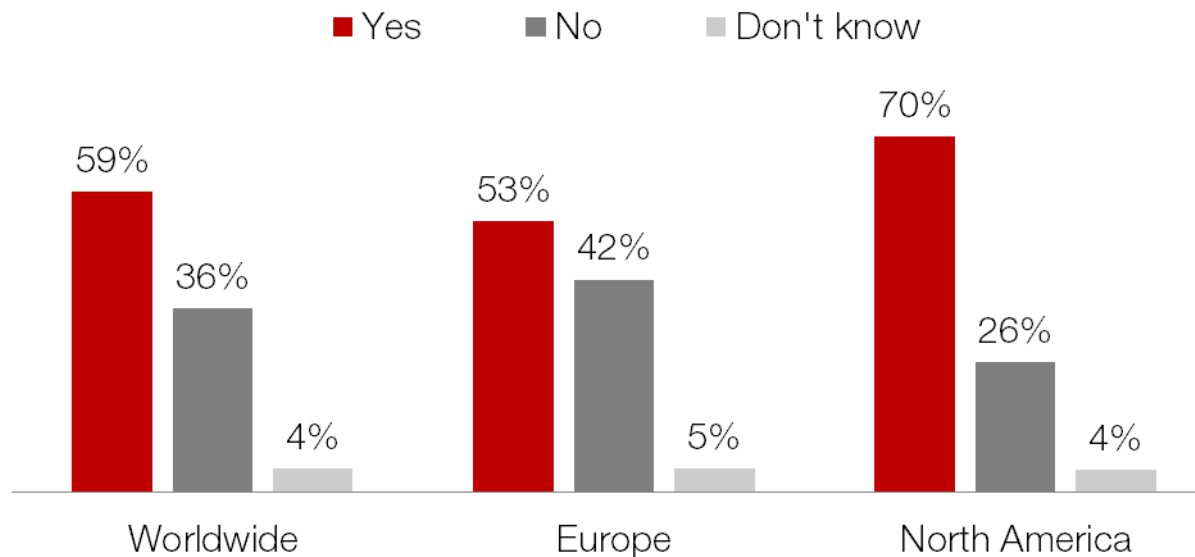
THE CAMPAIGN

- + Ran September 2014 to 1.6 million members
- + £99 for a 3 course a la carte dinner with a glass of champagne for 2 at Kaspars Seafood Bar and Grill at The Savoy
- + Additional offers for a 2 course a la carte dinner for £86 and a 2 course set menu offer for £67 were also available.

MIX AND MATCH TRAVEL ARRANGEMENTS

Have you ever mixed low cost and luxury travel together?

EU Split



Travelzoo study in December 2014 / January 2015 among 4,272 Travelzoo members from North America, Germany, UK, Spain and France. Moreover, 1,000 Chinese have been asked externally by Wisdom Asia Marketing & Research Consulting.

SUMMARY: WHAT WINS?



- + A low price clearly has high leverage in the travel industry – but not the only one.
- + Flights and other forms of transport, city breaks, short/medium-haul package holidays and active holidays the price is a significant decision factor.
- + In many segments of travel a high quality experience regardless of price is even more important – pampering/spa holidays, cruises, culture holidays, long-haul package holidays and hotel stays.
- + The individual mix of a budget and a luxury component is growing in popularity, in particular the UK.



The shared economy- a disruptive force

WIMDU



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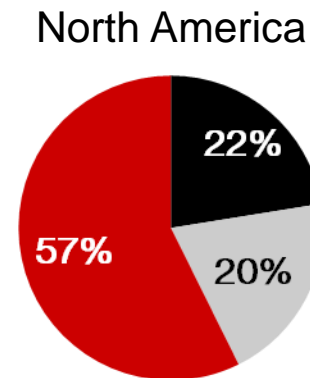
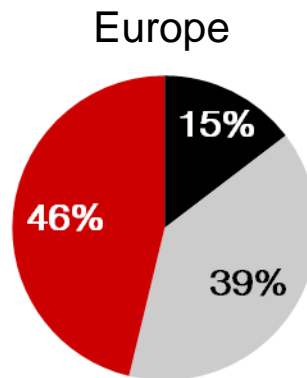
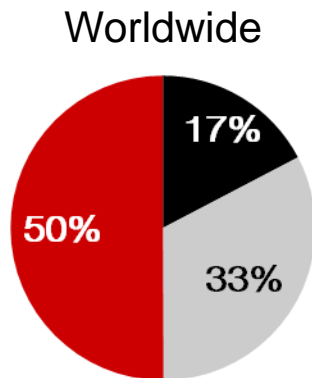
HOUSE
TRIP[®]



THE SHARED ECONOMY

Experience with shared economy properties

- I have already booked and stayed in this sort of accommodation
- I have never done this and I would always stay in a hotel
- I have never done this but I'm interested



Travelzoo study in December 2014 / January 2015 among 4,272 Travelzoo members from North America, Germany, UK, Spain and France.

GENERALLY VERY POSITIVE OPINIONS

25% Have or would offer their property for private rental	*47% say this is NOT exclusively for younger travellers	37% would have concerns regarding overall management, cleanliness and payment	70% rate the experience better than hotels
71% would feel comfortable staying in somebody else's private home	17% think it's a great way to save money	10% wouldn't want to sacrifice the services/amenities of a hotel	7% think private homes are much more comfortable than hotel rooms

** External survey with Insa Consulere institute in January 2015 among 2005 German participants.
Travelzoo study in December 2014 /January 2015 among 4,272 Travelzoo members from North America, Germany, UK, Spain and France. Moreover, 1,000 Chinese have been asked externally by Wisdom Asia Marketing & Research Consulting*



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Find the perfect place.



Contact

Message hosts.



Book

View your itinerary.

How Airbnb works

10,000 room nights!



Hotels – What do customers really value?

I MUST HAVE...



* Travelzoo study among 4,272 Travelzoo members from North America, Germany, UK, Spain and France.
“Which of the following hotel amenities would you give up in order to save money on a leisure trip? (Tick all that apply)”

WHICH HOTEL AMENITIES WOULD TRAVELLERS GIVE UP IN ORDER TO SAVE MONEY?

	Worldwide
Welcome gifts i.e. chocolate and fruit	83%
In-room films/entertainment	79%
Minibar	77%
Bath robe and slippers	72%
Room service	70%
Wake-up service	69%
Iron	66%
Kettle	52%
Free spa and sports facilities i.e. gym/pool	47%
Free soap and shower gel	37%
Hotel restaurant or bar	36%
Daily cleaning	31%
Hair dryer	31%

	Worldwide
Free parking	20%
TV	20%
Free Wi-Fi	19%
Reception/check-in and check-out service	14%
Towels and bedding	2%

* Travelzoo study among 4,272 Travelzoo members from North America, Germany, UK, Spain and France.
 “Which of the following hotel amenities would you give up in order to save money on a leisure trip? (Tick all that apply)”

TRAVELZOO HOTELS | CASE STUDY

Berlin 5-star stay with upgrade already achieved more than 44,000 €



THE CAMPAIGN

- + 5-star luxurious stay in historic Berlin hotel including a guaranteed room upgrade to a Deluxe Room, champagne on arrival, spa access and breakfast for 219 € per night
- + Valid from February to April 2015
- + Publish & Reach: published in January and February in DE, UK, FR, US, CA

TRAVELZOO HOTELS | CASE STUDY

UK country retreat generated over £26,000 revenue



THE CAMPAIGN

- + £69 & up for overnight stay with full English Breakfast
- + We cross sold a dining offer which sold 445 vouchers
- + Valid 7 days a week from December to March. February and March higher price point

TRAVELZOO HOTELS | CASE STUDY

A luxury UK hotel generated over £59,000 revenue



THE CAMPAIGN

- + £199 one night package with a 5 course tasting menu dinner and breakfast.
A 2-night package was £299
- + Valid Sunday - Thursday, Friday and Saturday nights were an extra £100 payable directly to the hotel

TRAVELZOO HOTELS | CASE STUDY

Luxury Scottish escape generated over £18,000 revenue



THE CAMPAIGN

- + £199 one night package in an upgraded room with 3 course à la carte dinner and tea and shortbread on arrival. Additional nights on B&B basis are £100
- + Valid seven days a week until 31 March

SHARED ECONOMY VS. HOTEL STAYS

- + Nearly all people who had experienced peer to peer accommodation enjoyed their trip. Moreover, 70% rate private properties significantly better or a little better than hotels.
- + Positive experiences will be shared. Customers and hosts will leave reviews and anxieties will be addressed.
- + Demand for peer to peer rental will grow across all age groups as supply continues to grow.
- + For hotels to compete they have to concentrate on their main competence- great service and consistency of service worldwide.
- + Travellers want the luxury items when they stay at hotels. Price and experience is a key balance for customers in this sector.



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