

World Travel Market 2008

Travel Comparison Sites

Large and Growing Medium

- Each month **travel comparison sites** like Kayak, Skyscanner, Dohop, Farecast, etc are used by more than 10 million travelers.

Significant Source of Leads

- In February 2008, American Airlines received more than **160.000** referrals from travel comparison sites.

Source: Compete Inc

Travel Comparison Delivers Value

- For Consumers
 - Time savings, comprehensive search, piece of mind.
- For Online Travel Agents or Suppliers
 - Qualified leads ready to book.
 - A cost effective marketing medium.

Developments to Watch

- Beyond price comparison
 - Compare product attributes
- Meta Search Optimization (MSO)
 - Provide web services for meta search
 - Optimize landing pages for leads

Are you ready to Meta Search Optimize?





Publish Information

- Publish price and product features
 - Legroom, Luggage, Meals, Refund policy, Pets, Entertainment, Lounge, Rewards.
 - Total Price, Price for optional extras.
- Data publishing technologies
 - Web Services (XML)
- Publish guidelines for the web service.



Welcome Deep Links

- Optimize landing pages to maximize conversion of leads.
- Using selection data offered by referring site speeds up booking for the user. (Flight number, travel dates, class., name, address.)
- Publish guidelines for deep linking to your site

Summary

- Travel Comparison Sites have become a significant medium and growing.
- Travel Comparison Sites are evolving to include more product attributes.
- It's MSO time.

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