

Hotels.comTM



Hotels.com Rewards Program

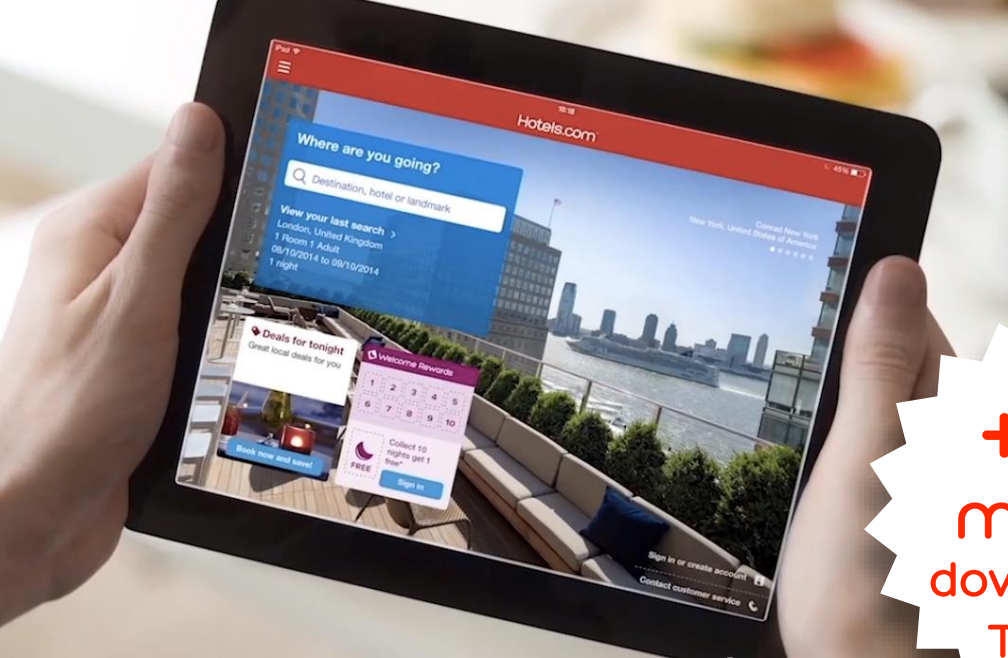
+20 M
members

+150 000
eligible hotels

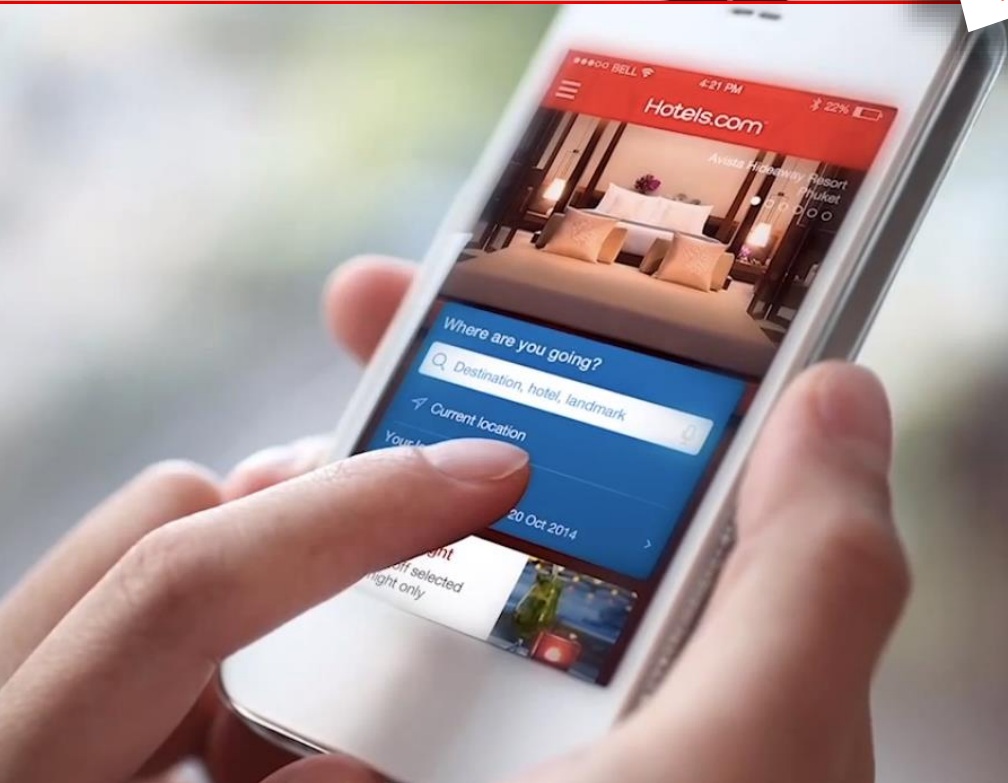
91 sites
in **36** countries



Mobile



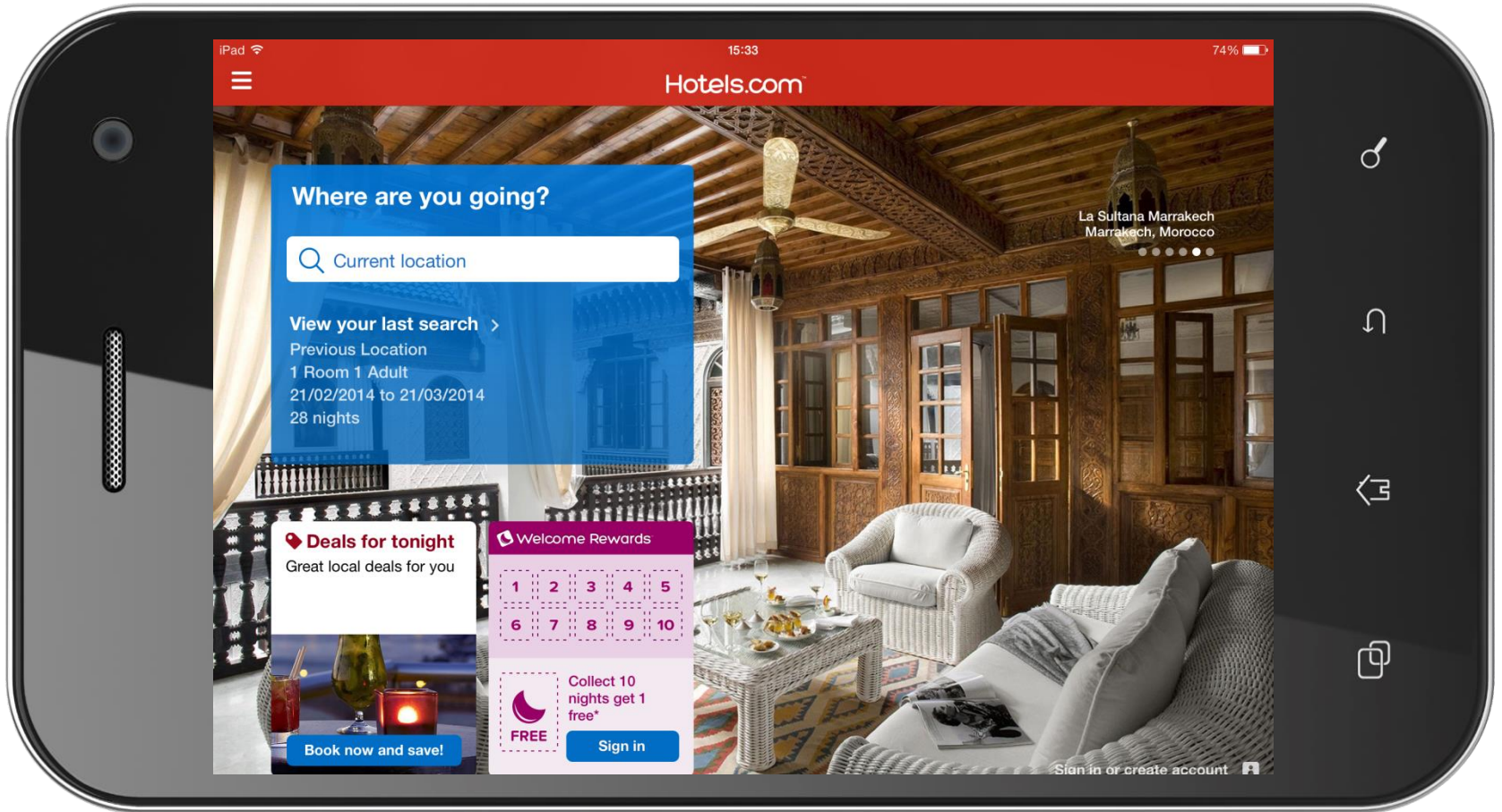
+50
million
downloads
Today



10 million downloads
April 2012

25 million downloads
September 2013

35 million downloads
March 2014



Mobile traveler - 2 key trends

1. Shorter and more spontaneous trips

89%
of bookings are
for 2 days
or less

68%
of bookings are
for the same day
or next day



2. Multitude of devices used online

We can no longer think about customers as 'desktop' or 'mobile' and treat them differently



Work phone



Personal phone



Tablet



Home laptop

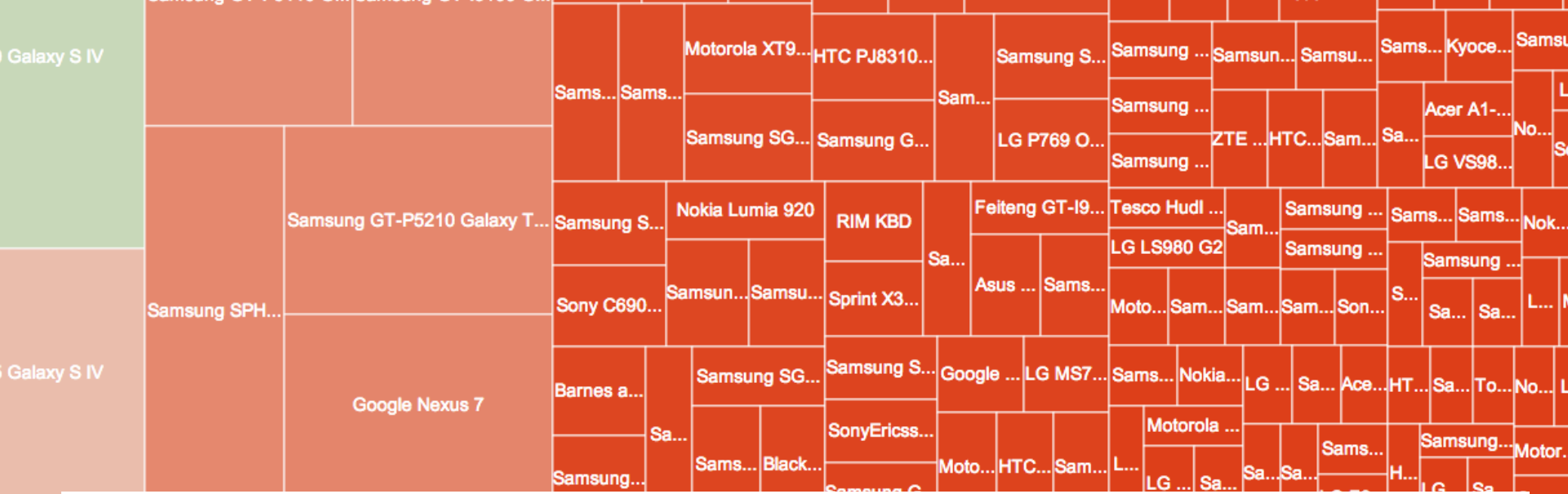


Hotels.com

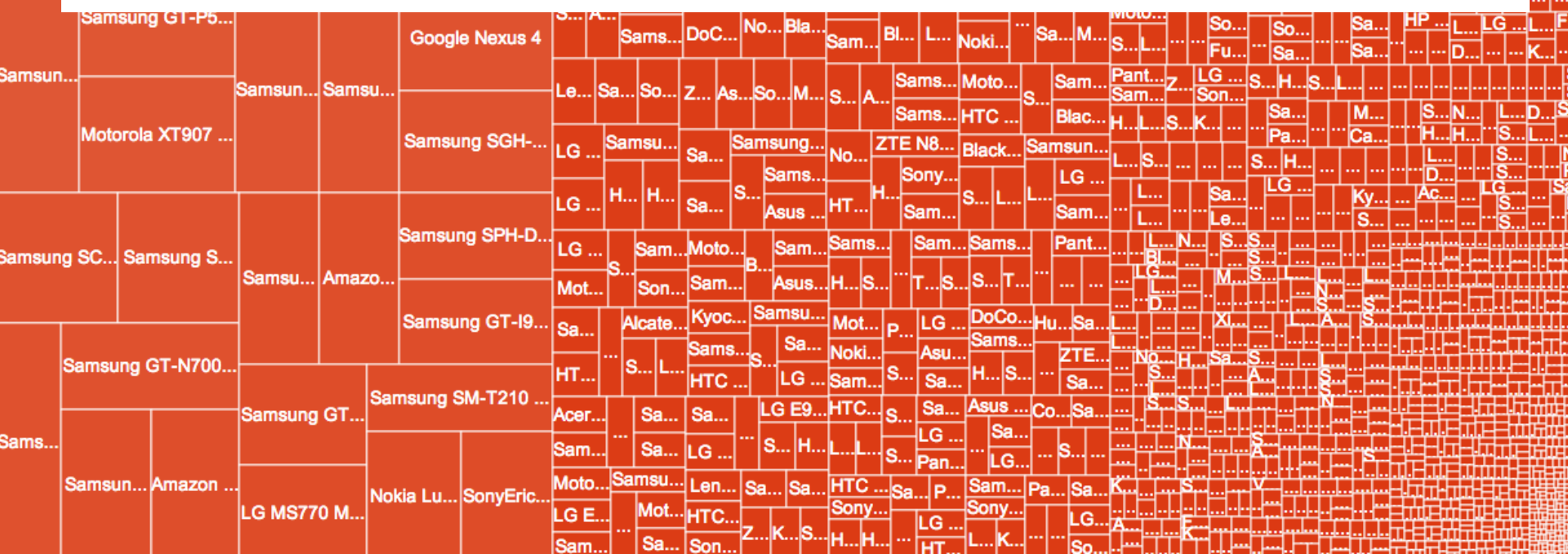


Office computer

75% of leisure travelers switch between devices to plan or book, this increases to **87% for business travelers**



3170 types of devices used on **Hotels.com**
1054 screen resolutions used



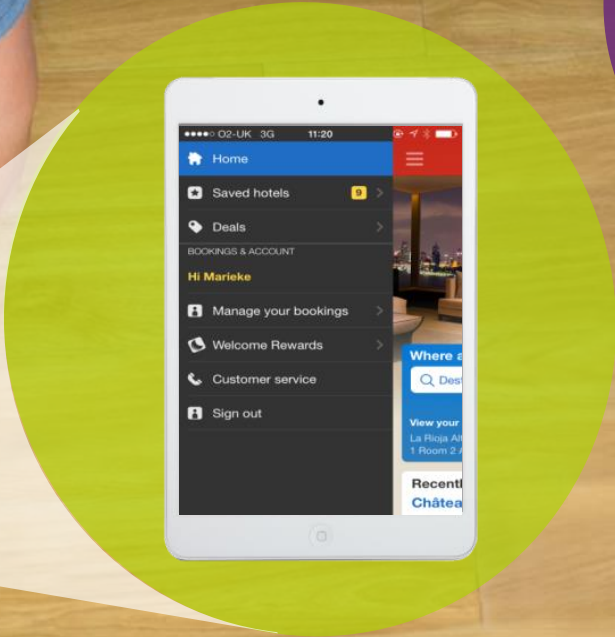
Bus commute



Lunch break
at work

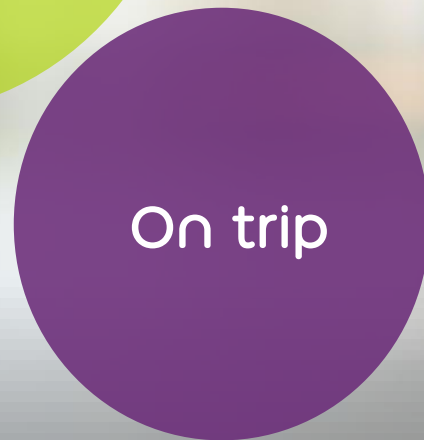
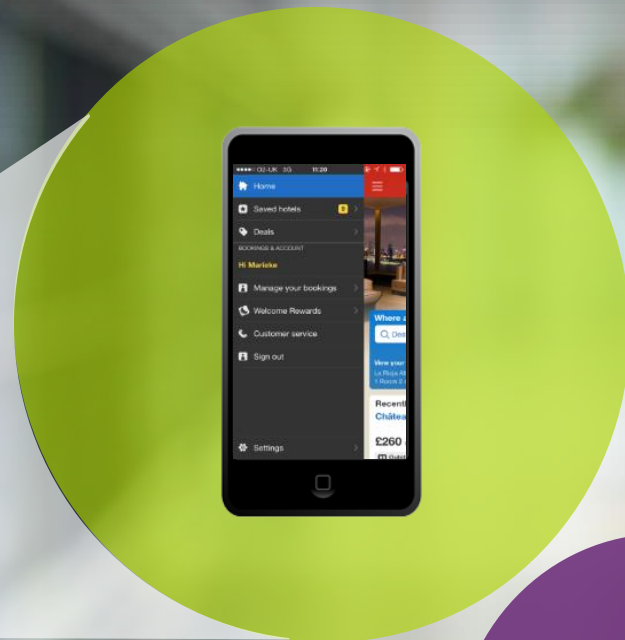


Sofa while
watching TV





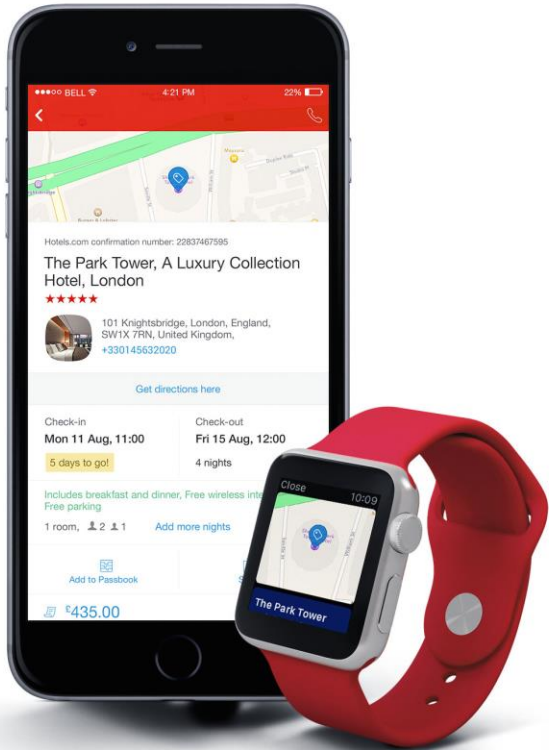
Desktop to complete booking



And now our watch app is live!

Upcoming bookings

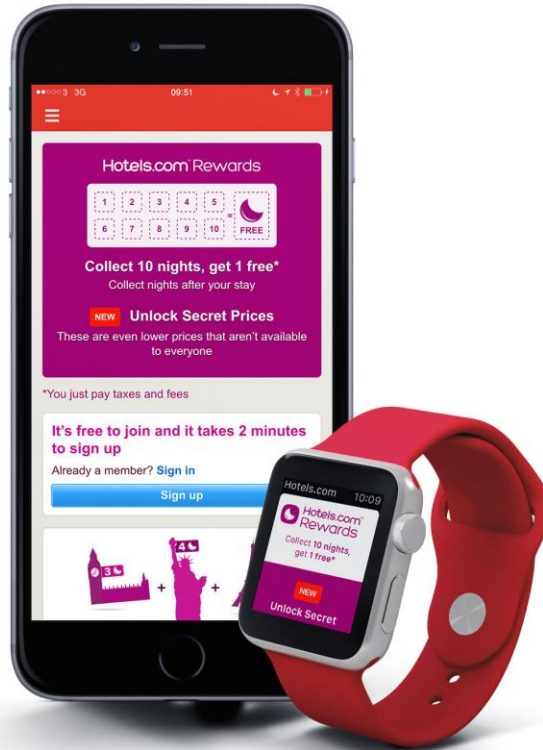
- User taps on upcoming booking
- Scrolls down the details view
- Handoff to iPhone for more



Handoff

Hotels.com Rewards

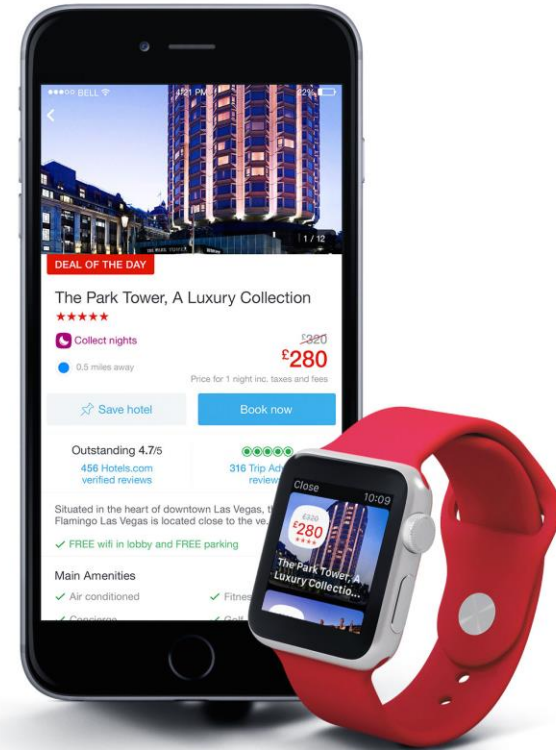
- User swipes across
- Scrolls down the Rewards view
- Handoff to iPhone App for more



Handoff

Hotels near me

- User swipes across selects nearby hotel
- Continue on phone message displayed
- Handoff to iPhone PDP for booking



Handoff



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