



Summer Travel Report 2018



Content



Key Takeaways



Seasonality



Mobile



Appendix

How did we build up this report?



Every day, Criteo records 600TB of shopper data created by the 1.2B monthly active shoppers in our data pool.

On the travel side, this means that we can base our analysis on more than three Billion bookings per year across desktop, mobile sites and applications.

We have strict rules in terms of leveraging data: in order to protect the privacy of our clients, and for our data to reflect better the market, we only show data where we have at least 10 clients.

For more information regarding our analysis methodology, please refer to the end of this presentation.

Criteo's deep dive into travel data reveals 7 key takeaways:



- Global trend shows +10% of bookings increase during summer.
- EMEA region is the most impacted by the Summer fever
- Compared to families, adult-only travelers fly massively during Summer
- Mobile adoption varies among regions, but the global share of mobile bookings thrive from June to August
- Tablet share of bookings is low and flat during all year
- The less people have adopted Mobile in their consuming habits, the more they will use it during summer
- Mobile is still growing steadily, especially for Online Travel Agencies.



Seasonality



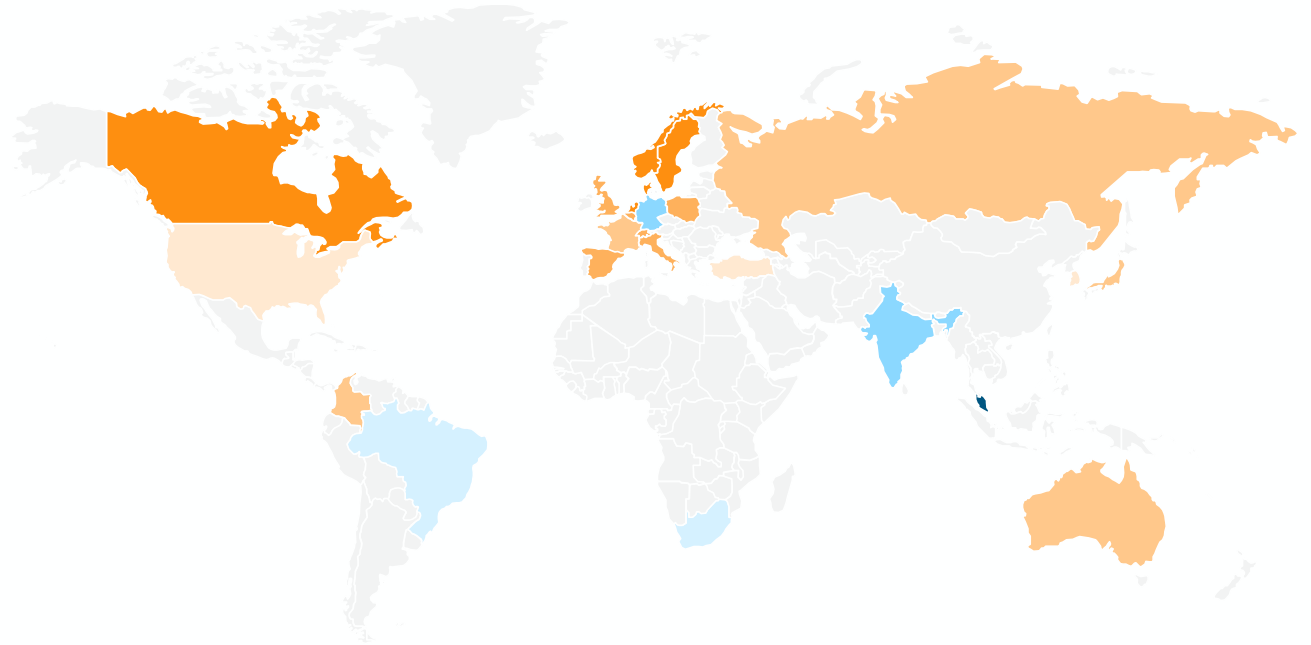
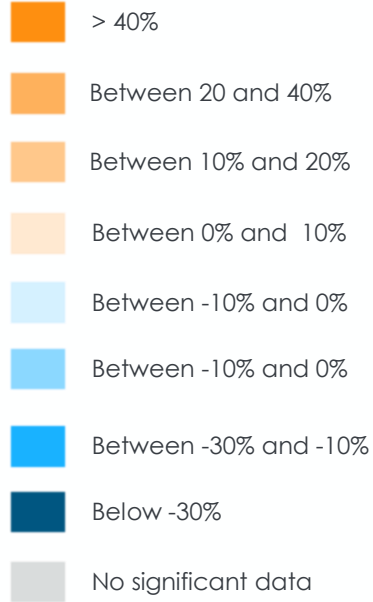
The summer season accounts for 27% of the yearly bookings worldwide

*Source : Criteo Data, worldwide, 2017. Online travel agencies and suppliers.
Excludes comparators and applications.

Global trend shows +10% of bookings increase during summer



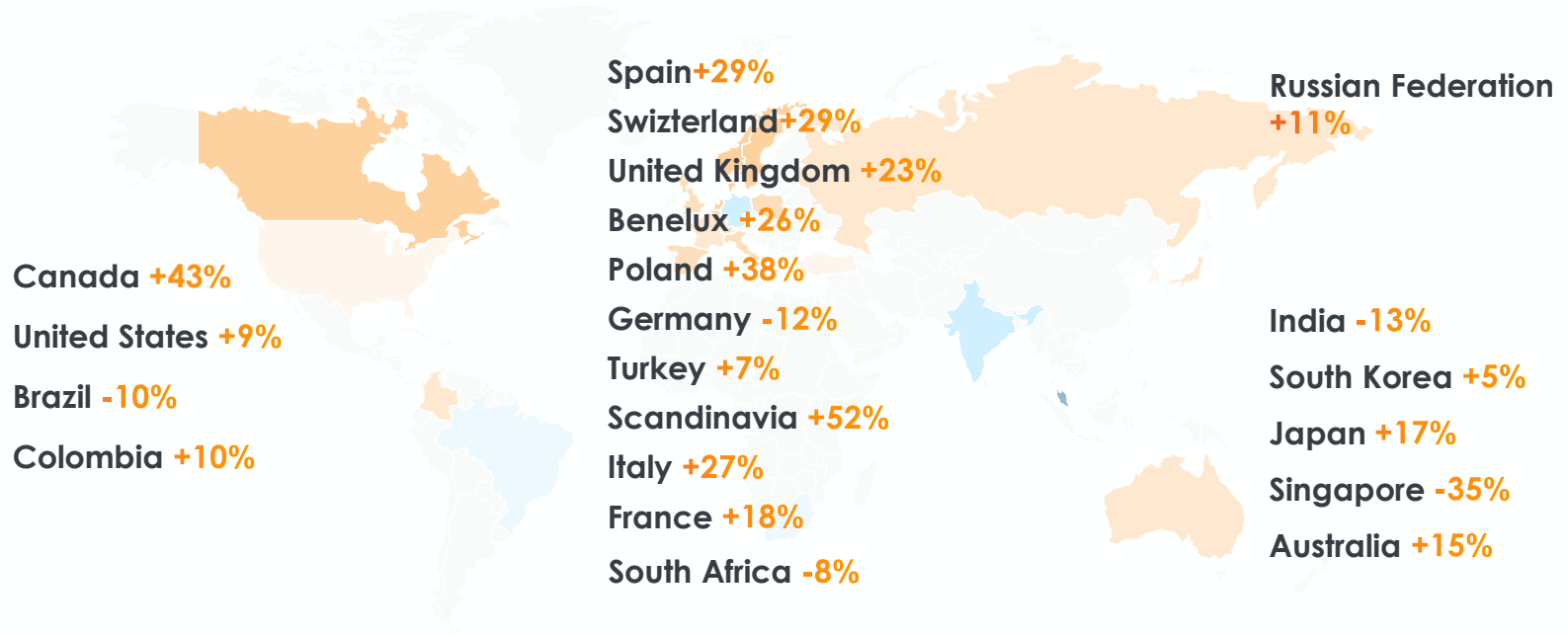
2017 percentage of summer (June/July/August) bookings increase, compared to Q4 2017 bookings



Global trend shows +10% of bookings increase during summer



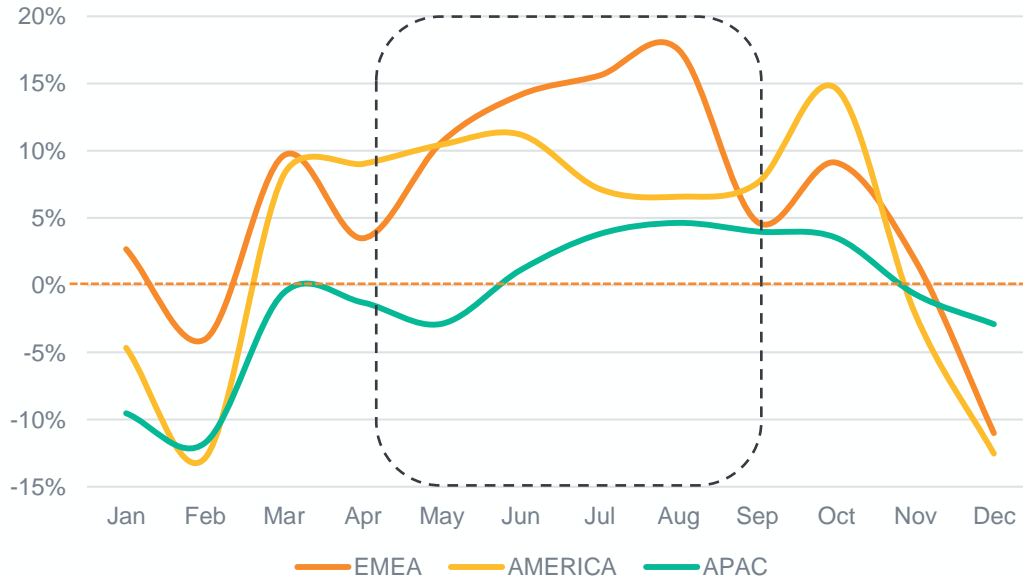
2017 percentage of summer (June/July/August) bookings increase, compared to Q4 2017 bookings



EMEA is the most impacted by the Summer Fever



Monthly bookings evolution compared to Q4 2017 avg bookings

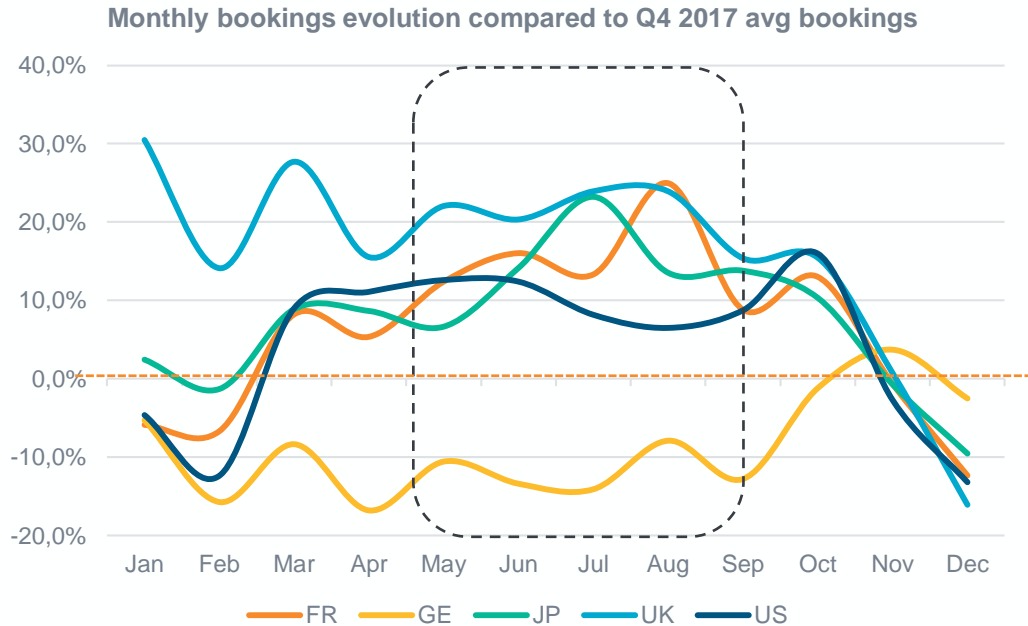


Source : Criteo Data, Worldwide, 2017. Online travel agencies and suppliers.
Excludes comparators and applications.

Key Takeaways

- The summer season starts in May in EMEA, Mobile monthly bookings in this region increases by 14% from April to August
- The peak is softer in the APAC region but still significant, bookings increasing by 8% from May to August

Top 5 markets travellers react differently to Summer



Key Takeaway

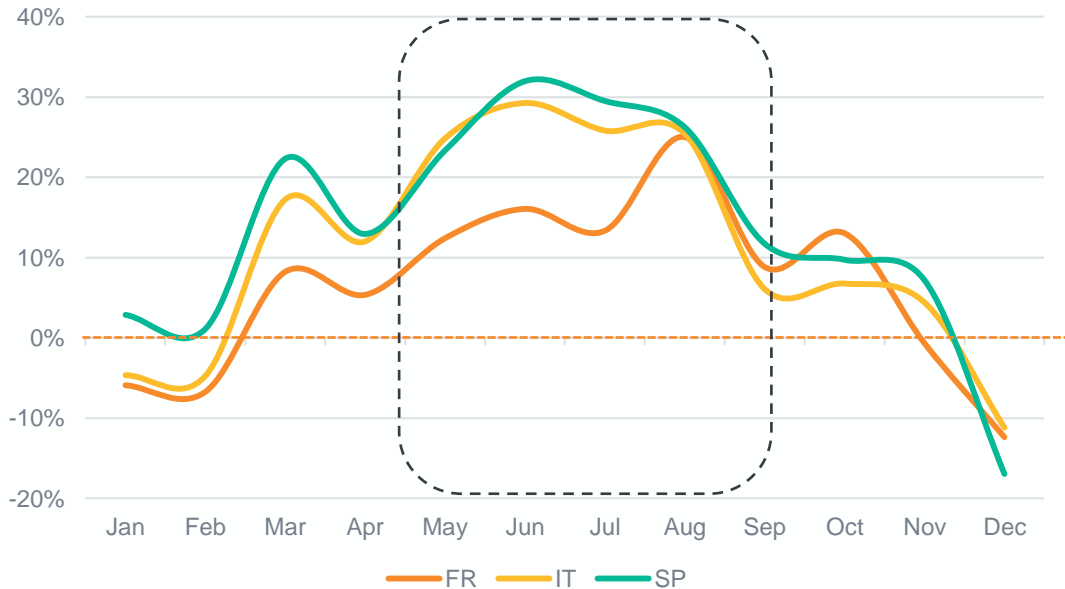
Some countries are immune to the summer fever : in the UK and US summer was a contrasted season while Germans favored winter in 2017

Source : Criteo Data, Worldwide, 2017. Online travel agencies and suppliers. Excludes comparators and applications.

In France, Italy and Spain, the Summer season starts in the middle of April



Monthly bookings evolution compared to Q4 2017 avg bookings



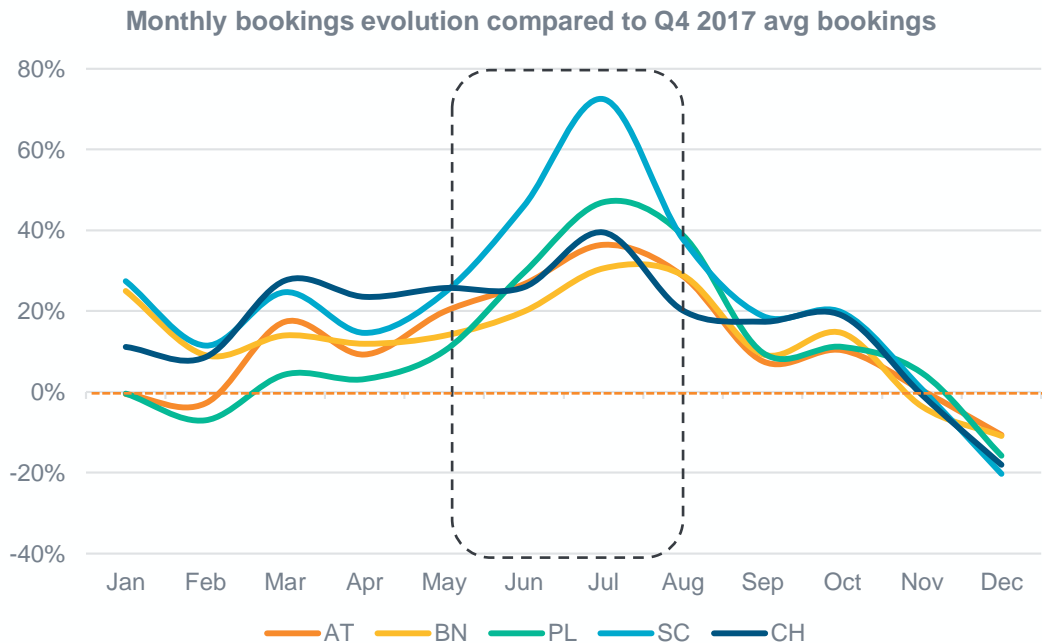
Source : Criteo Data, EMEA, 2017. Online travel agencies and suppliers.
Excludes comparators and applications.

Key Takeaway

Bookings in these three countries reach a peak during summer:

- From April to August, number of Monthly bookings increases by 11% in France
- From April to June, it increases respectively by 15% and 17% in Italy and Spain.

July is the time to escape European Climate for Northerners



Source : Criteo Data, Worldwide, 2017. Online travel agencies and suppliers.
Excludes comparators and applications.

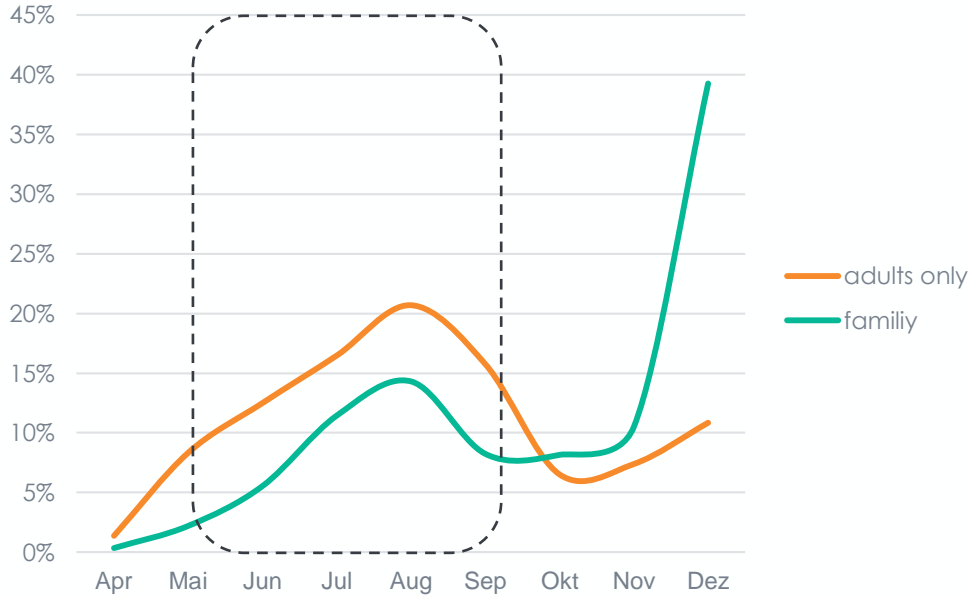
Key Takeaway

July is the hit month in Summer for many cold countries in Europe: Denmark, Finland, Norway, Sweden, Netherlands, Belgium, Austria and Poland.

Families enjoy Summer, childless get the most of it



Monthly distribution of bookings (from Q2 to Q4 2017)



*Source : Criteo Data, EMEA, Q2/Q3/Q4 2017. Online travel agencies and suppliers. Excludes comparators and applications.

Key Takeaways

- While Summer accounts for 31% of all families bookings (>1 child), December is still the busiest month of the year with almost 40% of bookings
- On the other hand, people without children book almost 50% of their flights during the Summer Season

A close-up photograph of a person's hands holding a smartphone. The phone screen displays a travel application interface. At the top, there is a QR code. Below it, flight information is visible, including 'ACRBD 9 NOV' and 'YUL'. The background is blurred, showing what appears to be a travel bag or suitcase.

Mobile: The Summer Hit



Compared to the rest of the year, the share of mobile bookings increases by 36% during Summer

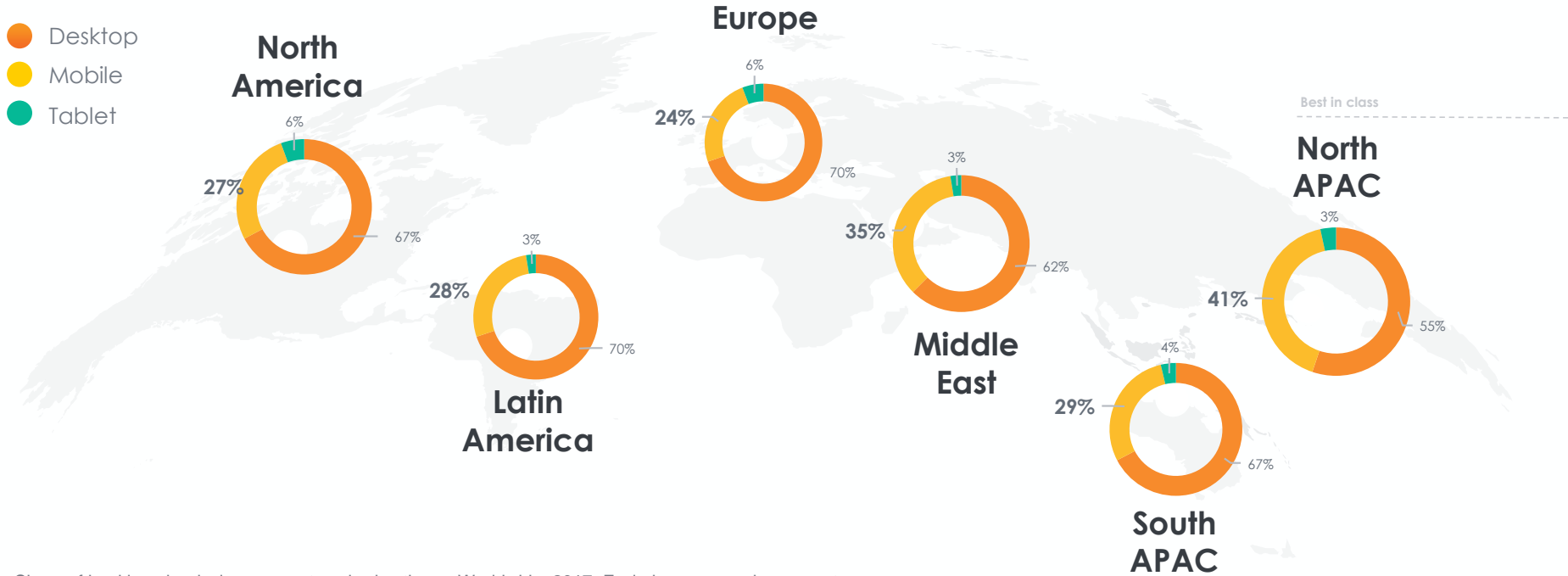
*Share of bookings by device among travel advertisers, worldwide, 2017. Excludes apps and comparators.

Mobile adoption varies among regions...

The share of mobile bookings ranges from 30 to 44%



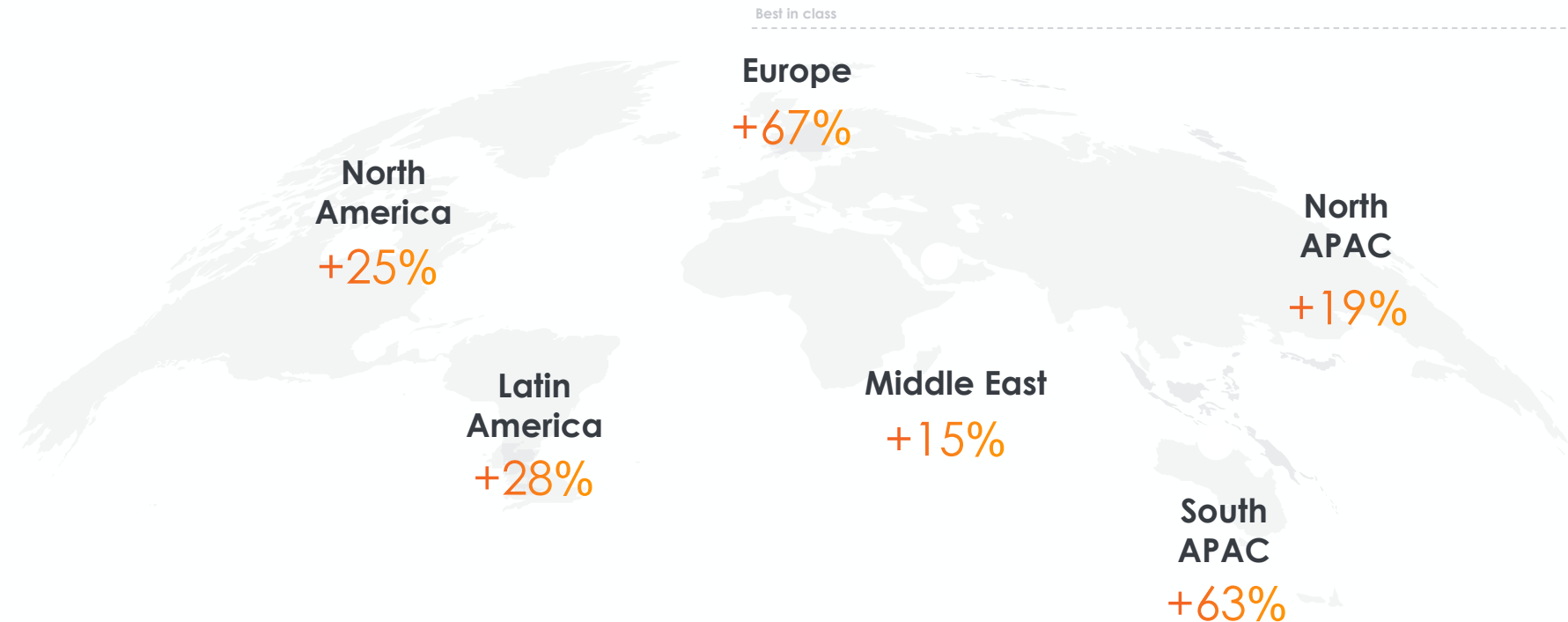
- Desktop
- Mobile
- Tablet



Share of bookings by device among travel advertisers, Worldwide, 2017. Excludes apps and comparators.

North America: 2 countries. Latin America: 7 countries. Europe: 21 countries. Middle East: 8 countries. APAC: 14 countries.

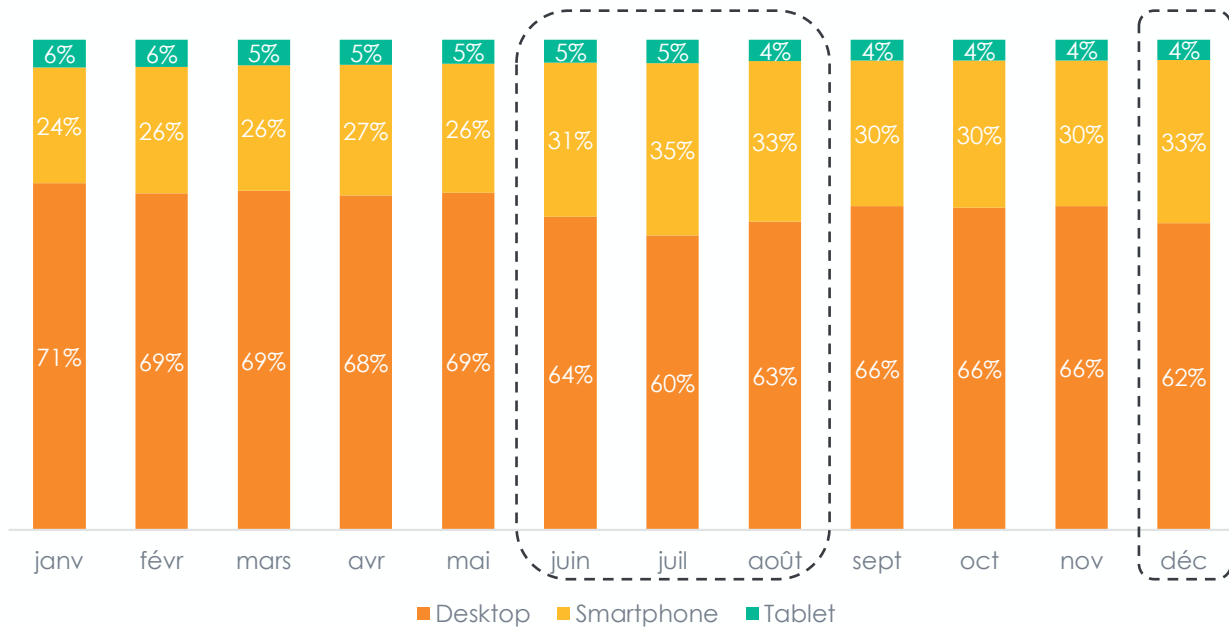
But Mobile is the worldwide king during summer



Share of bookings by device among travel advertisers, Worldwide, 2017. Excludes apps and comparators.

North America: 2 countries. Latin America: 7 countries. Europe: 21 countries. Middle East: 8 countries. APAC: 14 countries.

Mobile is your holiday best friend

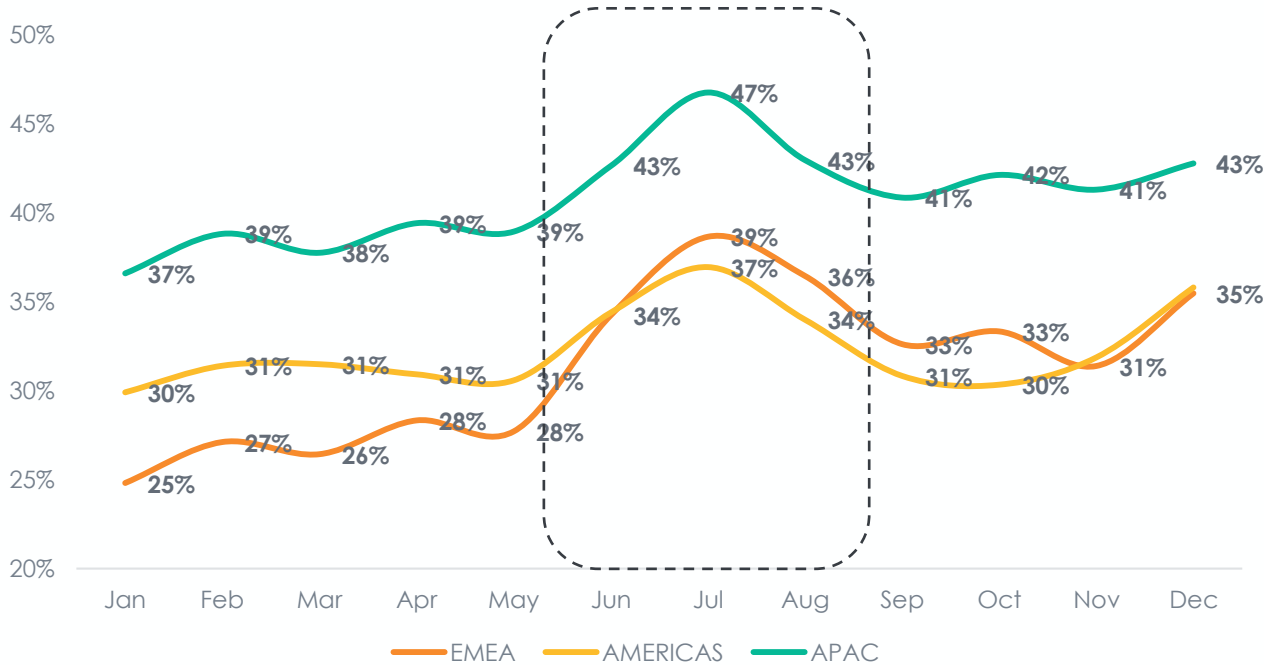


Key Takeaways

- The share of mobile starts to increase in June and reach its yearly peak in July
- While Mobile is booming during Summer, Tablet stay flat all year (~5%)
- Winter is a mobile season as well with a second peak during December

*Share of bookings by device among travel advertisers, Worldwide, 2017. Excludes apps and comparators.

Three main regions but a single trend

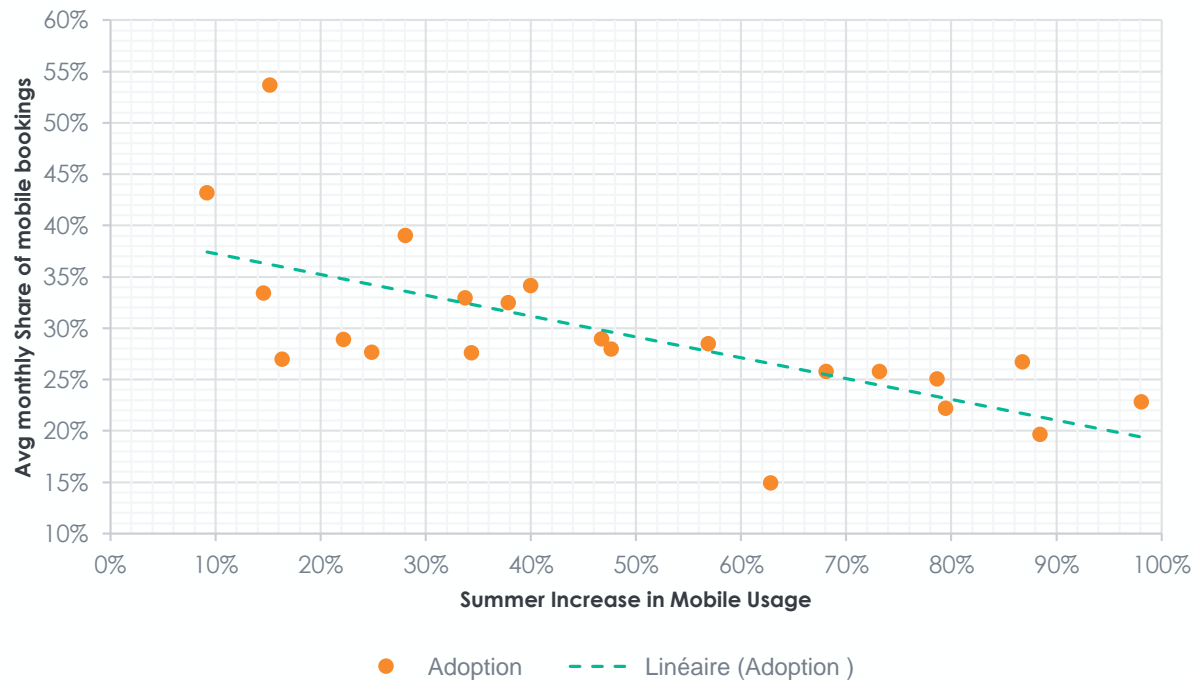


Key Takeaways

- APAC is the most advanced region in Mobile adoption, this explains why the peak is softer during summer
- EMEA citizens become mobile addicts during summer, the share of Mobile bookings booming by almost 40% from May to July

*Share of Mobile bookings among travel advertisers, Worldwide, 2017. Excludes apps and comparators.

Late Mobile adopters tend to use it extensively during Summer

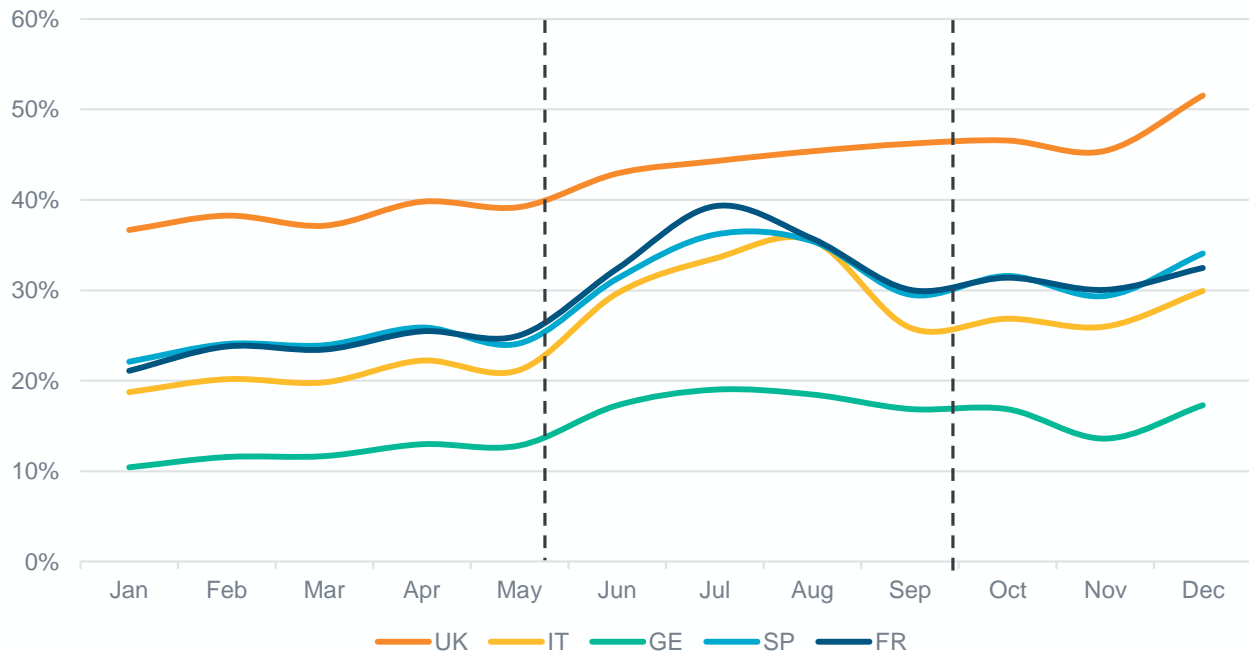


Key Takeaway

The less people have adopted Mobile in their consuming habits, the more they will use it during summer

*Share of bookings by device among travel advertisers, Worldwide, 2017. Excludes apps and comparators.

EMEA Deep Dive



*Share of bookings by device among travel advertisers, Worldwide, 2017. Excludes apps and comparators.

Key Takeaways

- FR/SP/IT drive the overall trend with a distinctive peak in July
- English people have adopted mobile shopping and tend to use mobile more as Americans than Europeans



Mobile: An Industry Deep Dive



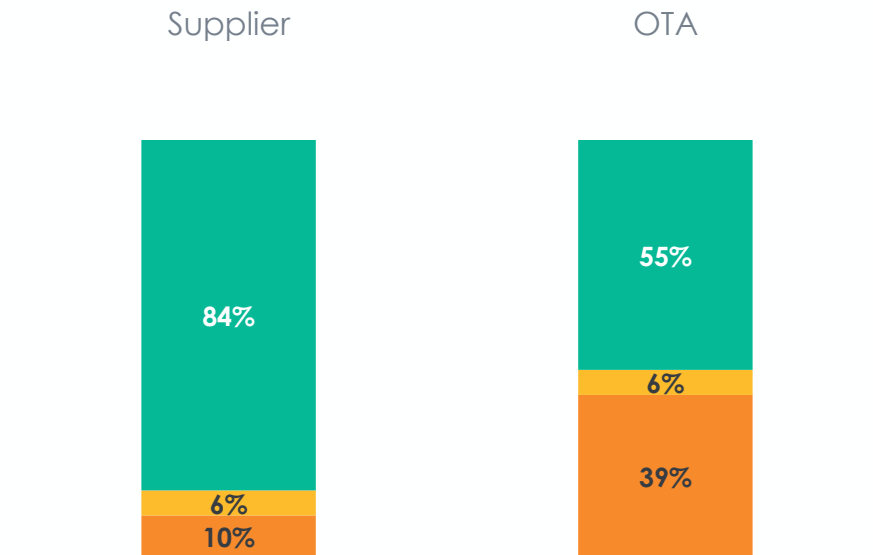
Mobile accounts for 45% of bookings for OTAs.*

*Share of bookings by device among travel advertisers, worldwide, Q4 2017. Excludes apps and comparators.

Online Travel Agencies (OTAs) make the most of mobile bookings*



- Smartphone
- Tablet
- Desktop



*Share of bookings by device among travel advertisers, worldwide, Q4 2017. Excludes apps and comparators.

Key Takeaway

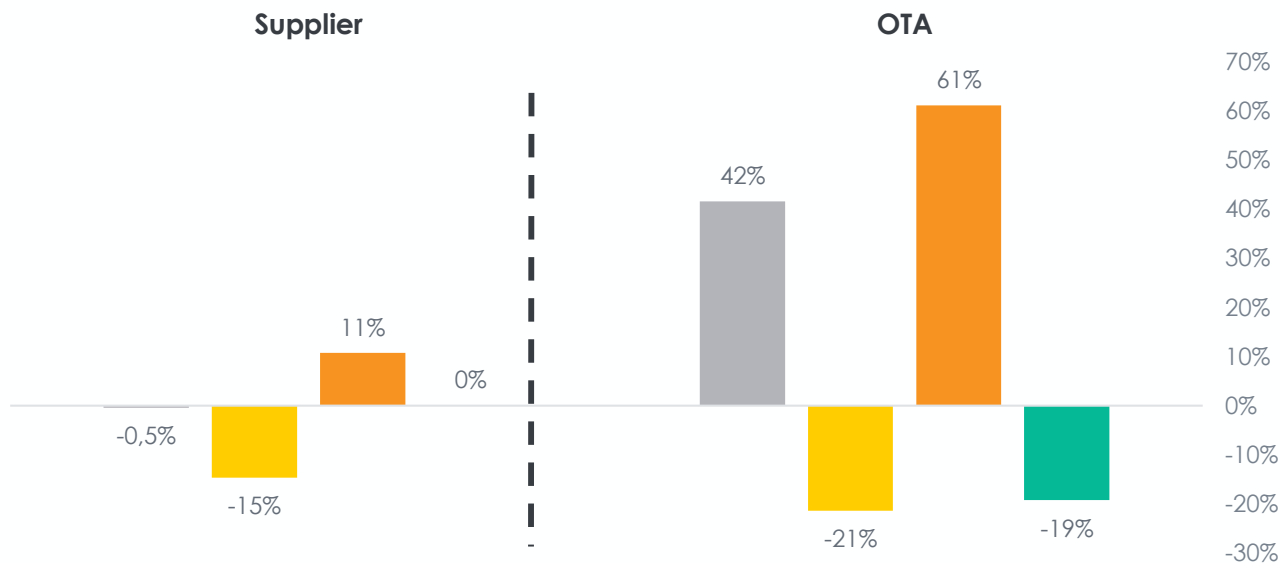
As suppliers lag behind, OTAs get the most of mobile bookings

Comparison between Q4 2016 and Q4 2017.*

The gap between OTA and Supplier strengthened during 2017



- Smartphone
- Tablet
- Desktop
- Total Mobile



*Share of bookings by device among travel advertisers, worldwide, Q4 2016 / Q4 2017. Excludes apps and comparators

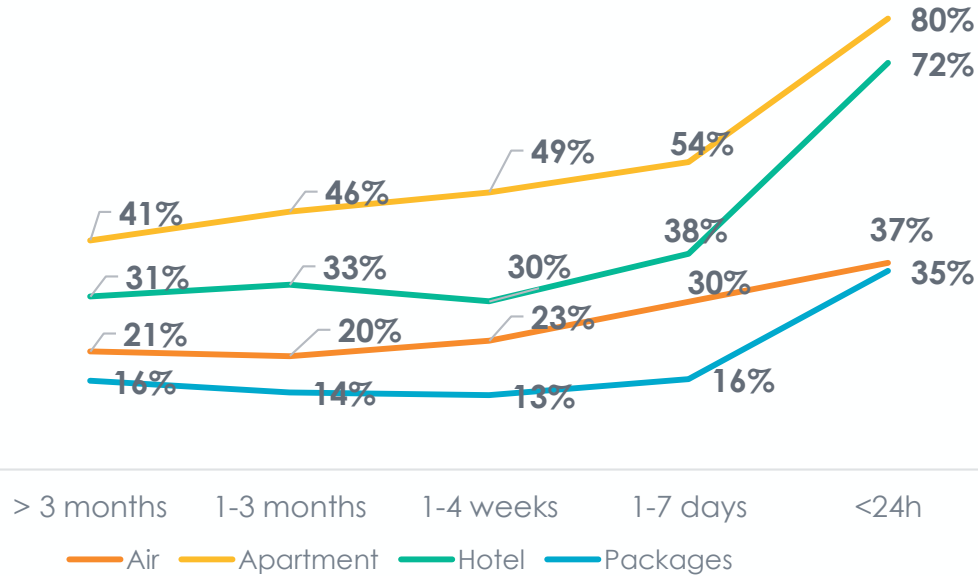
Key Takeaways

- OTAs grow quicker on Mobile
- Smartphone is growing steadily and tablet is declining

For last minute bookings mobile is a key strategic asset, event for suppliers



Share of Mobile Bookings, Days to Travel, By Travel Sub Category



Key Takeaway

Up to 80% of last minute bookings are made on mobile devices

Source : Criteo Data, worldwide, Q4 2017. Online travel agencies and suppliers. Excludes comparators and applications.

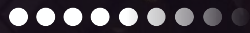
Thank you



To learn more about how the Criteo Commerce Marketing Ecosystem drives sales and profits for thousands of brands, retailers, and publishers worldwide, visit criteo.com/about.



Appendix



Methodology



Individual browsing and booking data analyzed:

Over 1,800 Travel advertisers globally.

More than 3b bookings per year across desktop, mobile sites and applications.

59 countries in North America (2), Latin America (9), Europe (25), Middle East (6), Africa (4) and APAC (14).

How can marketers use this data?

Benchmark your performance on relevant KPIs for your mobile browser, mobile app and cross-device channels.



Focus on App

Booking on the go ? There's an app for that.



Apps account for 41% of last-minute traffic.*

Source: For travel advertisers who generate bookings on both mobile web and in-app. Criteo, worldwide, Q4 2017.

criteo.

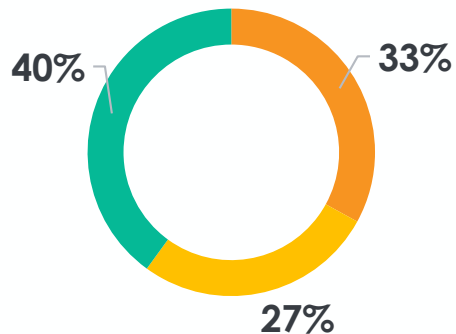
Focus on Apps

Apps help make the difference in transactions.



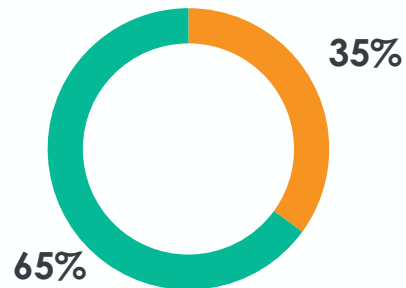
- Mobile Web
- App
- Desktop

Share of Bookings by Environment



*Criteo data, Worldwide, Travel advertisers, Q4 2017, apps included

Share of Bookings by Device



*Criteo data, Worldwide, Travel advertisers, Q4 2017, apps excluded

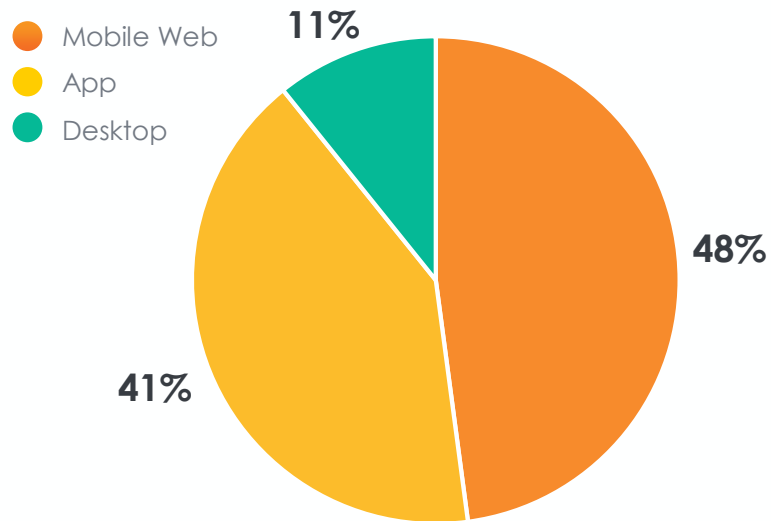
Key Takeaway

Travel players with a booking app make 60% of transactions on mobile devices, up from 41% one year ago.

Focus on Apps



Share of traffic by browsing environment for last-minute bookings



Source: Criteo Data, worldwide, Q4 2017. Online travel agencies and suppliers with a booking app. Last-minute bookings are made less than 24h before check-in or departure.

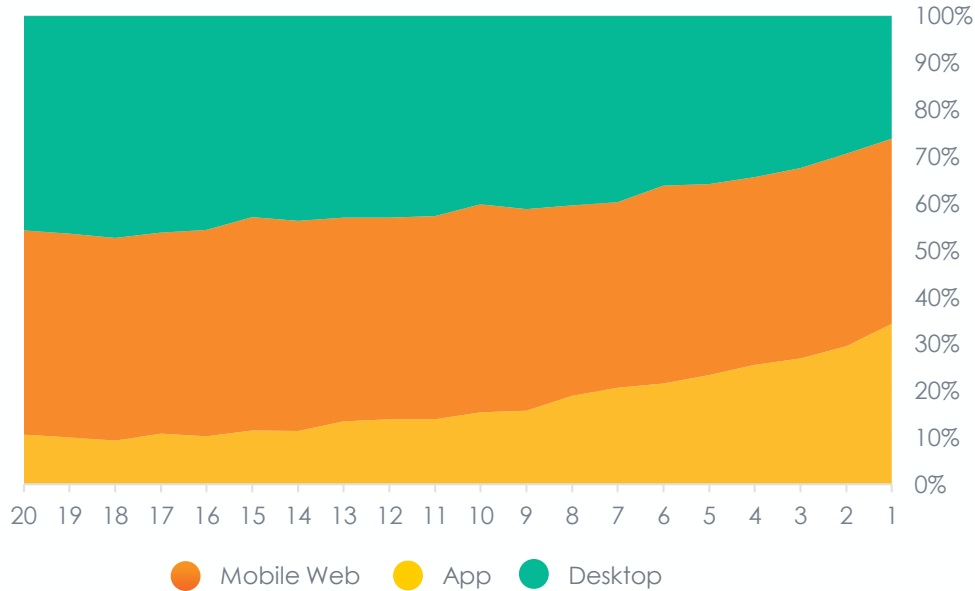
Key Takeaway

41% of last minute traffic and touchpoints are made on apps. 89% are made on mobile devices.

Focus on Apps



Share of traffic by browsing environment by number of nights, for hotel players with a shopping app



Source: Criteo Data, worldwide, Q4 2017. Online travel agencies and suppliers with a booking app.

Key Takeaways

33% of one-night stays are searched on Applications

Focus on Apps

Travel Advertisers see much higher conversion rates on apps – more than in retail* - and more than ever.



	Mobile Web	App	Desktop
Travel, Q4 2017	4%	23%	11%
Travel, Q4 2016	7%	22%	13%
YOY	-3pts	<u>+1pt</u>	-2pts

*Criteo Data, worldwide, Q4 2017 and Q4 2016. CR = Buyers / Product Page Viewers. Online travel agencies and Travel Suppliers. Excludes comparators. In Q4 2017, the average conversion rate on app for retailers is 17% worldwide, for comparison.

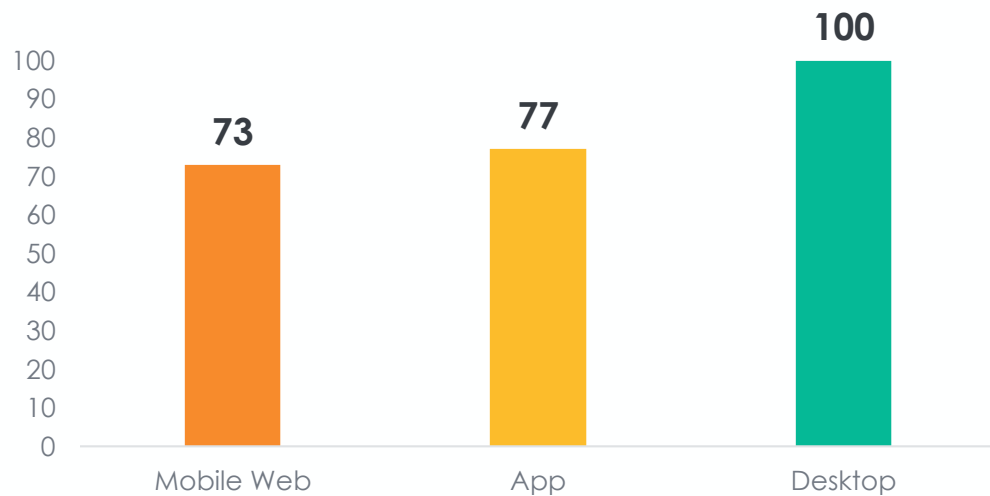
Key Takeaway

The conversion rate on apps is 5x higher than on mobile web, and the difference keeps growing.

Focus on Apps



Average Booking Value per browsing environment,
when 100 is spent on desktop (index).



Source: Criteo Data, worldwide, Q4 2017. Online travel agencies and Travel Suppliers.
Excludes comparators.

Key Takeaway

App remains behind desktop in terms of average booking value, but it sees slightly more booking dollars per transaction than mobile web.