

Metrics That Matter

Chris Adams, GM South Pacific

Director of Research



miles[®]

marketing destinations



Forward thinking. Proven results.

SEARCH SITE

GO



DCWISHBOOK

MEETINGS

GROUPS

MEMBERS

PRESS

CHECK IN DATE: WED 29 MAY 2013

NUMBER OF
NIGHTS:

◀ 1 ▶

BOOK

For Phone Reservations Call 800-422-8644



ATTRACTIONS | THINGS TO DO | EAT, SHOP & PLAY | HOTELS | EVENTS | MAPS | INSPIRATION | TRAVEL TIPS

★
**Hotel
Deals**

Summer Savings!

ACT NOW

A large, bright hotel lobby with high ceilings, large windows, and modern decor. In the foreground, there's a brown leather sofa with colorful striped pillows. To the left, a staircase with a glass railing leads down. In the background, a bar area and more seating are visible. A woman in a red top is standing near the windows on the right.

Hot Hotels

See why we've got staying power **GO** ▶

Pictured: Mandarin Oriental, Washington DC

WHO SAYS GREENER PASTURES HAVE TO HAVE GRASS?

Between **PLAY** *waters and heaven on Earth.*

On the sugar-white beaches of
Northwest Florida



At Hilton Sandestin Beach we think of everything to make sure your entire family enjoys your beach vacation! Relax and play in the sand, swim in the pool and enjoy family meals together at one of our many on-property restaurants. Treat yourselves to a day or night off while the kids delight in some of the many activities specially designed for their unique interests. Children 5 to 12 years old love our Kids Krew, with arts and crafts, games, sandcastle building, a pirate party, pajama party, survivor challenge and more. Our Hilton Teen Water Excursion and Kid's Night Out entertain the kids while parents relax with some time off. Start planning your family vacation today. Visit hiltonsandestinbeach.com/getaways.



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UNWIND

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PLAY

THE SPA

WEDDINGS

MEETINGS+EVENTS

PACKAGES



THE MODERN HONOLULU® / CONTEMPORARY WAIKIKI LUXURY



Who says vacation isn't a lifestyle?

An escape can be sensually powerful to elevate your state of mind and body. Its aesthetic can appreciate and impress your design sensibilities. The experience can prove to be one that exceeds your expectations. It can even create the awareness that you alone are privy to the uncommon.

Consider your standards, and raise them.

BOOK YOUR STAY



**CALL US NOW
(888) 970-4161**

> **WHY BOOK DIRECT?**

OR

RESERVE ONLINE NOW

Check-in date	Nights	Guests
	3	1

> **CHECK AVAILABILITY**

Agenda

1. Don't Forget the Fundamentals
2. Overview of Latest Research
3. Measurement Tool Kit
4. Case Study – New Zealand Properties
5. Marketing Recommendations

>> Fundamentals of Tourism Success

**GETTING THE
BASICS RIGHT**

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& VILLAS](#)[RESTAURANTS
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& EVENTS](#)[EXPERIENCES](#)

Kids & Teens

A Florida Keys Vacation the Entire Family will Enjoy

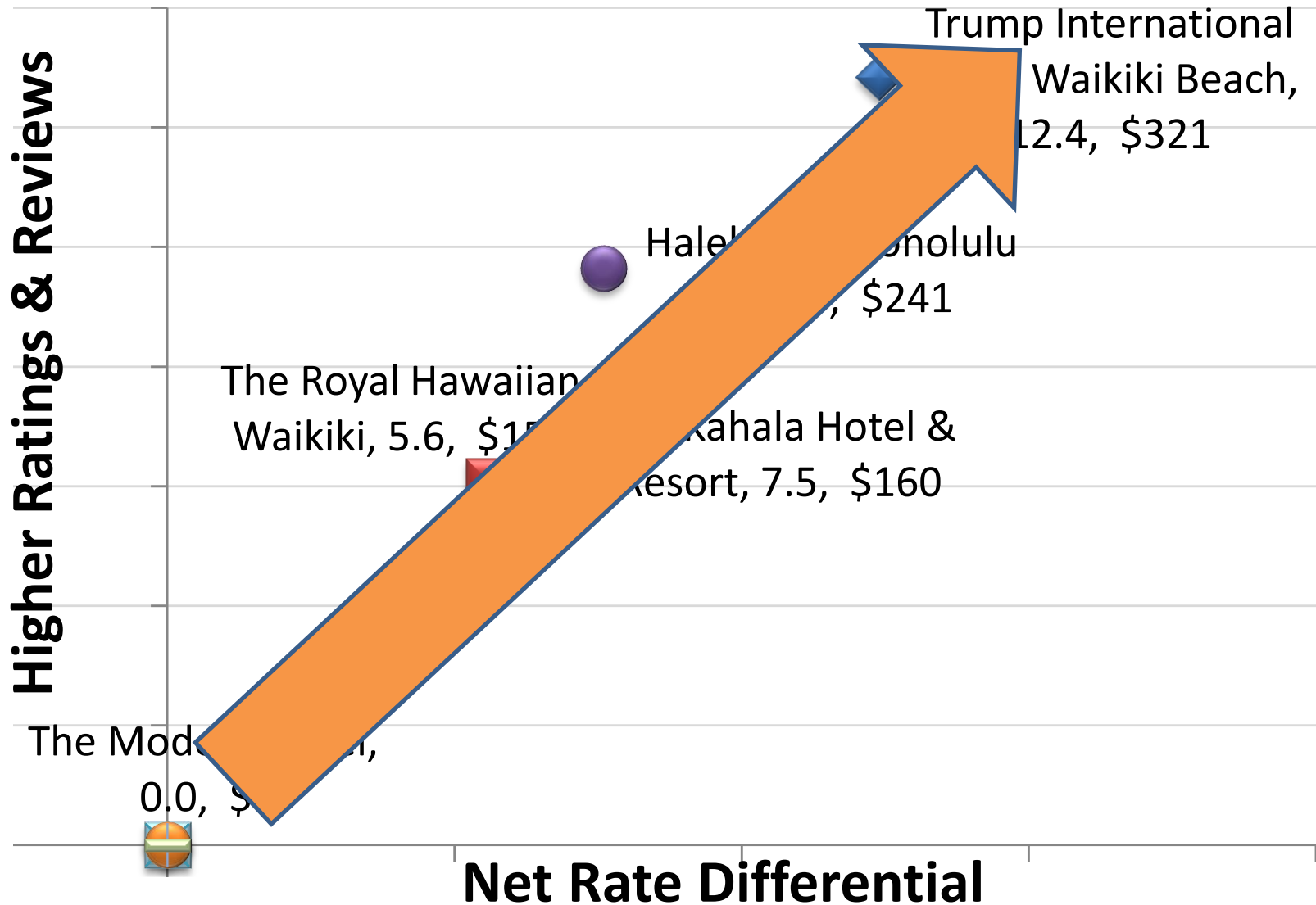
Dear Mom and Dad,

It would be nice to have a little kids' time on our Florida Keys family vacation. That doesn't mean we don't want to hang out with you. We can't wait to do cool things together like snorkeling, deep sea fishing, parasailing and jumping in the water with bottlenose dolphins! It's just that we also want to spend time with kids our own age, and at Hawks Cay we can do just that. No other Florida Keys resort offers this many unique and exciting activities for us to enjoy. We can socialize with other kids, play the latest video games, make shark tooth necklaces, and participate in

Check-in (mm/dd/yyyy)  Nights Adults Children

[Check Rates & Availability](#)**(888) 395-5539****Push2Talk****Push2Chat**

Price vs. Review Comparison



>> Online Booking

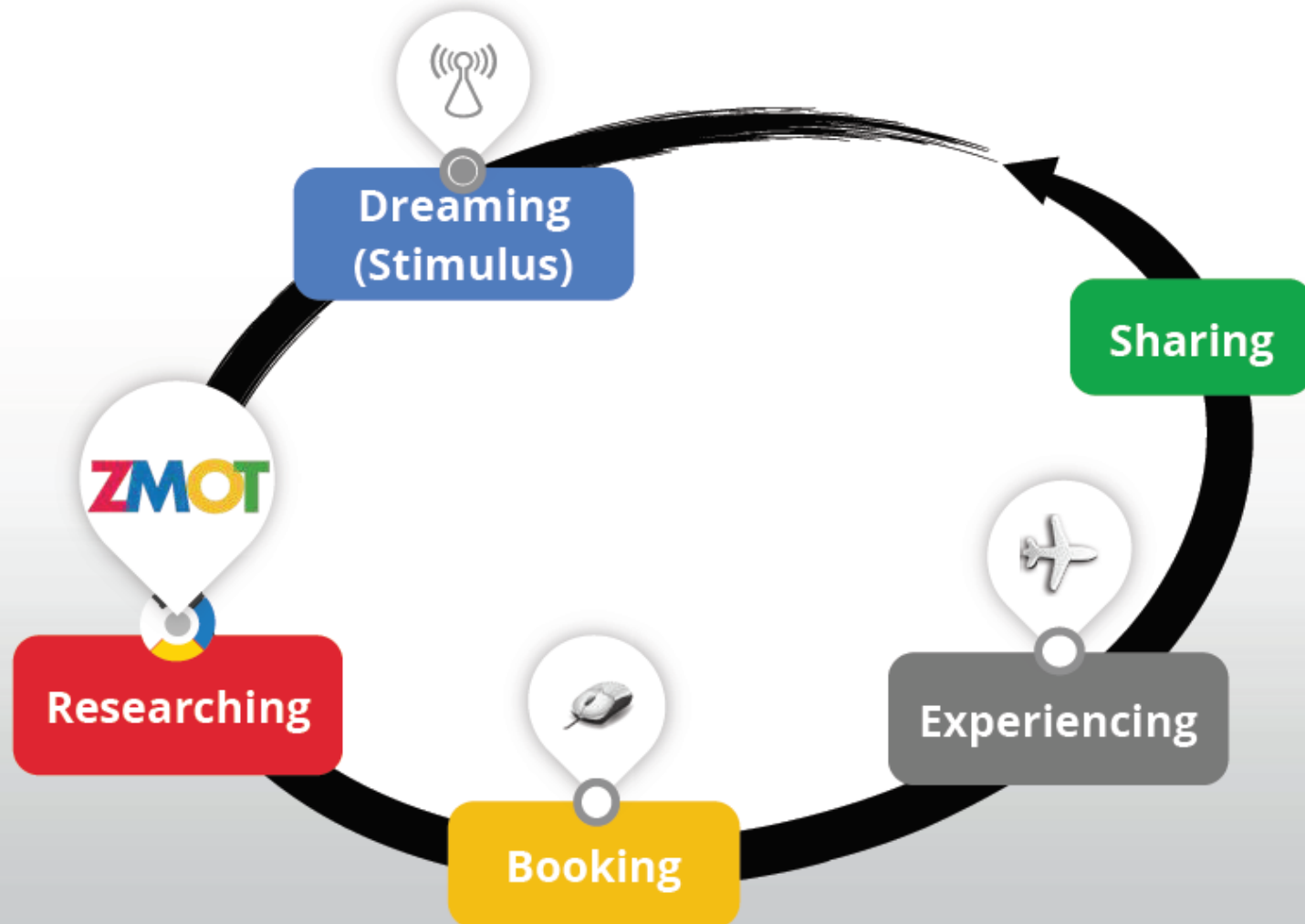
RESEARCH SUMMARY

Feels Like You?



5 Stages of Travel - Google

Source: <http://www.thinkwithgoogle.com/insights/featured/five-stages-of-travel/>



Consumers are hyper-informed ...

Online sources considered
before making purchase



18.2



11.7



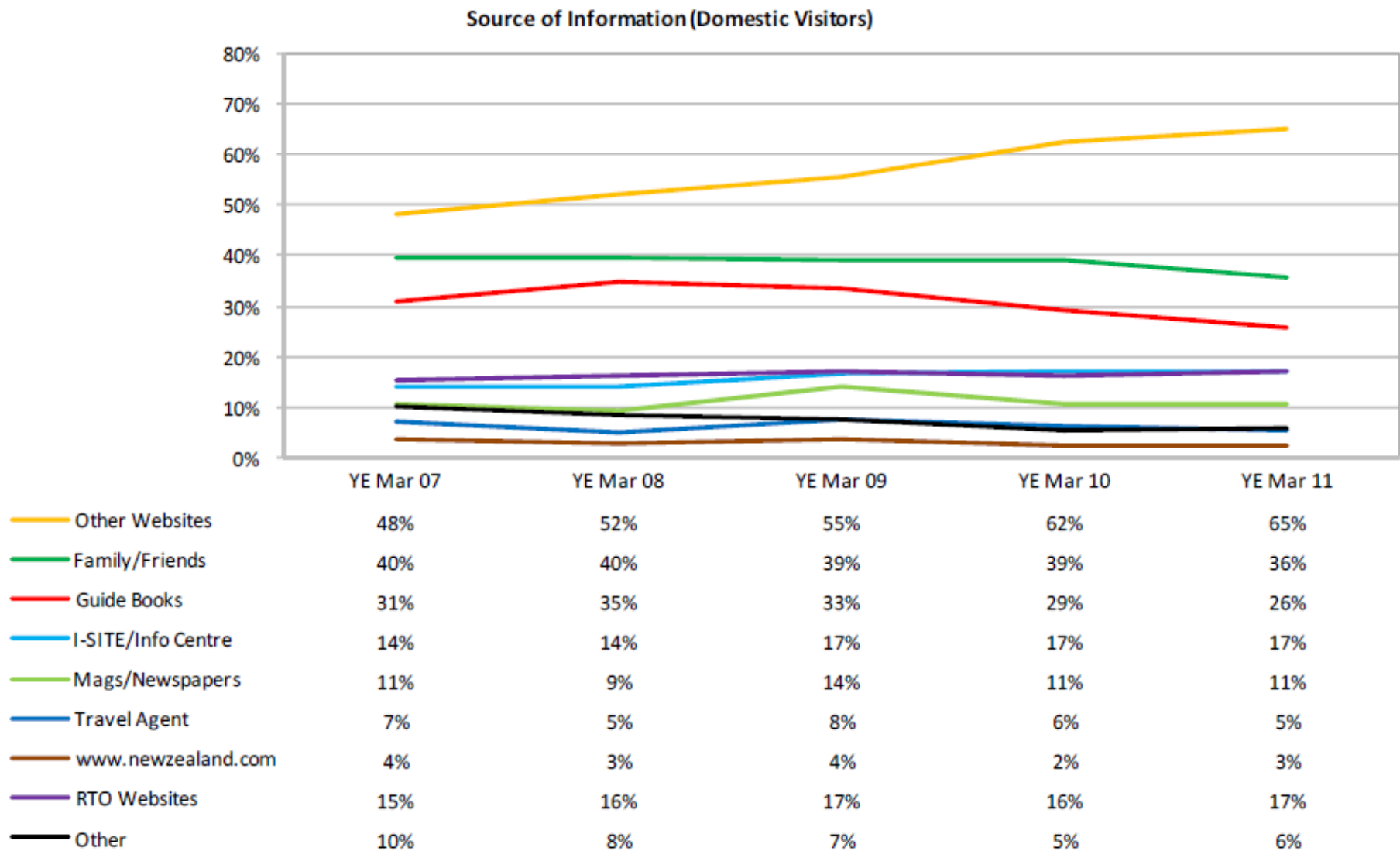
10.2



7.0

DOMESTIC TOURISM SOURCES OF INFORMATION

Figure 7b: Sources of Information (Domestic Visitors)



NB: figures may add to more than 100% as respondents could select more than one option

PhoCusWright's

AUSTRALIA AND NEW ZEALAND ONLINE TRAVEL OVERVIEW FIFTH EDITION

Surges & Slowdowns

Comprehensive sizing, analysis and forecast of
Australian and New Zealand total and online
travel markets by segment and channel.

Written and Researched by
Chetan Kapoor and Deepak Jain



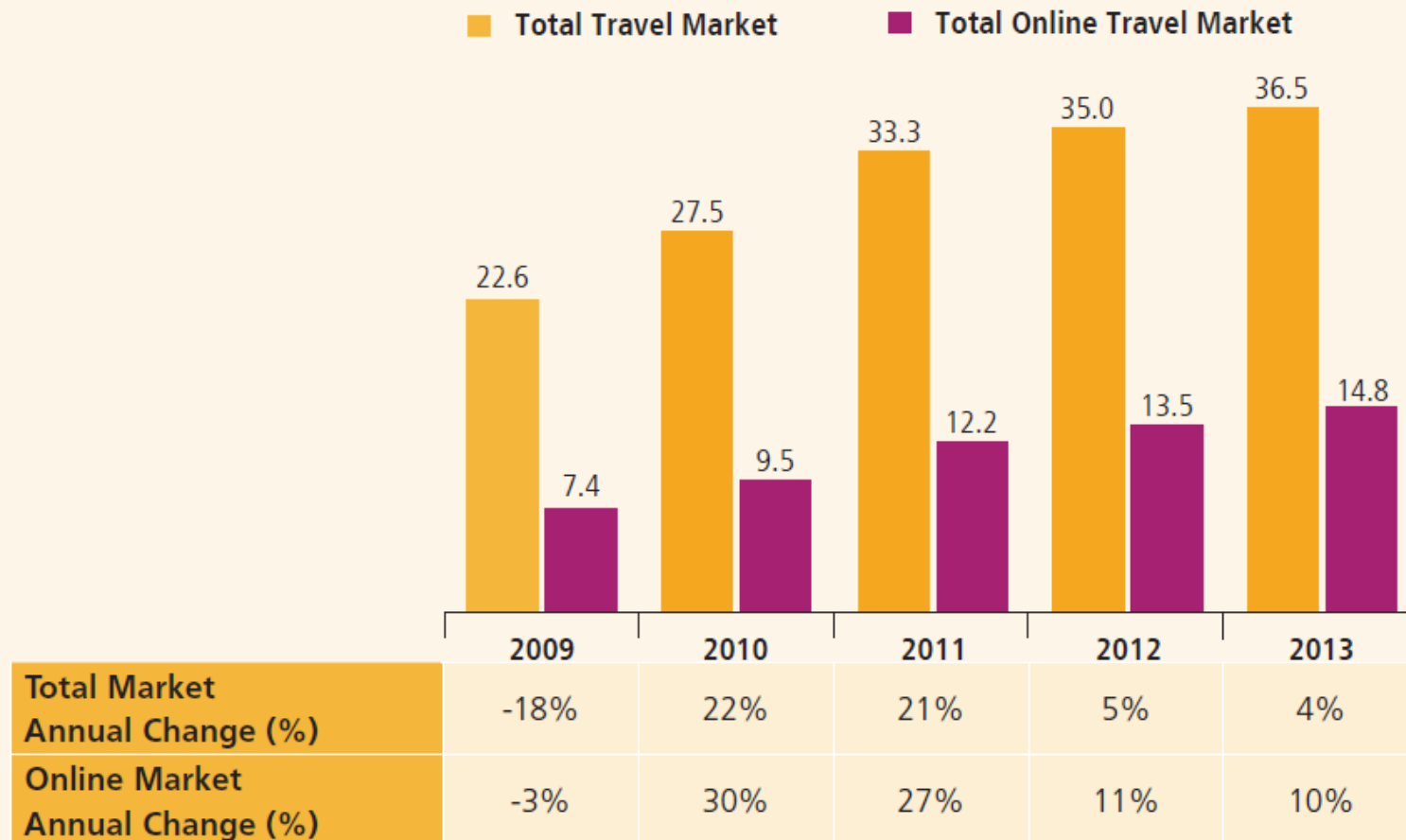
Published, June 2012

Summary Prepared by Chris Adams. Miles. June 2012.

Only 39% of ALL Travel is Booked Online in Australia & New Zealand

Figure 3

ANZ Total Travel Market and Online Leisure/Unmanaged Business Travel Gross Bookings (US\$B) and Annual Change, 2009-2013

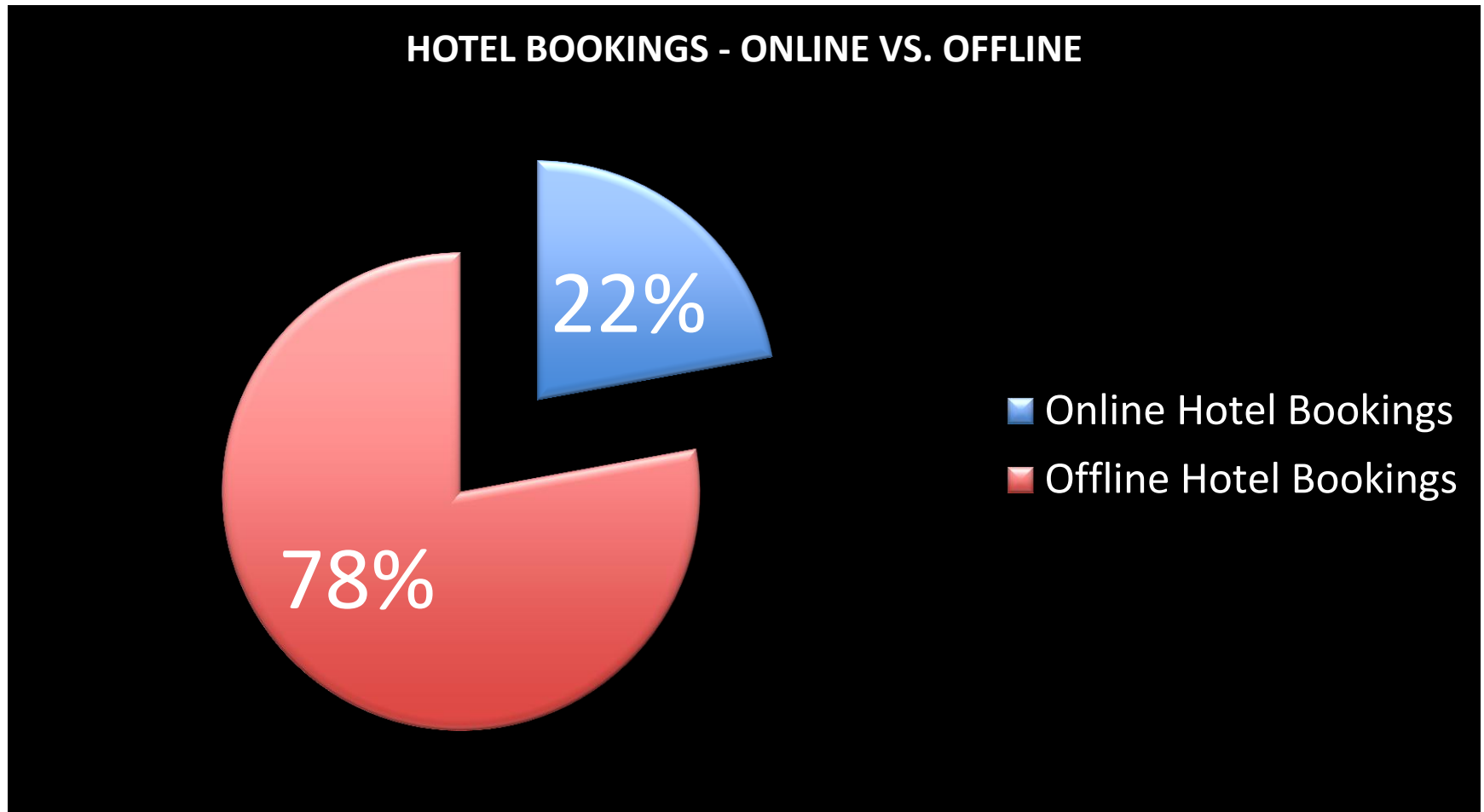


Note: 2012-2013 projected

Source: PhoCusWright's Asia Pacific Online Travel Overview Fifth Edition

2012 © PhoCusWright Inc. All Rights Reserved.

78% of Hotel Bookings Happen Offline



Source: PhocusWright Australian and New Zealand Travel Overview Fifth Edition. Published June 2012.

Figure 2
ANZ Total Travel Market and Online Leisure/Unmanaged Business Travel Gross Bookings (A\$B) by Segment and Annual Change, 2009-2013

	2009	2010	2011	2012	2013
Air	18.7	19.2	21.1	22.3	23.3
<i>Annual Change (%)</i>	-8%	3%	10%	6%	5%
Online Air	7.4	8.2	9.4	10.4	11.5
<i>Annual Change (%)</i>	8%	11%	14%	11%	10%
Hotel	9.2	9.7	10.0	10.4	10.8
<i>Annual Change (%)</i>	-4%	5%	3%	4%	4%
Online Hotel	1.8	1.9	2.0	2.3	2.5
<i>Annual Change (%)</i>	22%	6%	9%	13%	8%
Car Rental	1.1	1.1	1.2	1.2	1.3
<i>Annual Change (%)</i>	-6%	6%	5%	4%	4%
Online Car Rental	0.3	0.3	0.4	0.4	0.4
<i>Annual Change (%)</i>	5%	14%	9%	8%	7%
Total Travel Market	28.9	30.0	32.3	33.9	35.4
<i>Annual Change (%)</i>	-6%	4%	7%	5%	4%
Total Online Travel Market	9.4	10.4	11.8	13.1	14.4
<i>Annual Change (%)</i>	10%	10%	13%	11%	10%
Total Online Penetration	33%	35%	36%	39%	41%

Note: 2012-2013 projected.

Source: PhoCusWright's Asia Pacific Online Travel Overview Fifth Edition

2012 © PhoCusWright Inc. All Rights Reserved.

It's About Reaching Travelers

At the Right **Time**

With the Right **Message**

With the Right **Media**

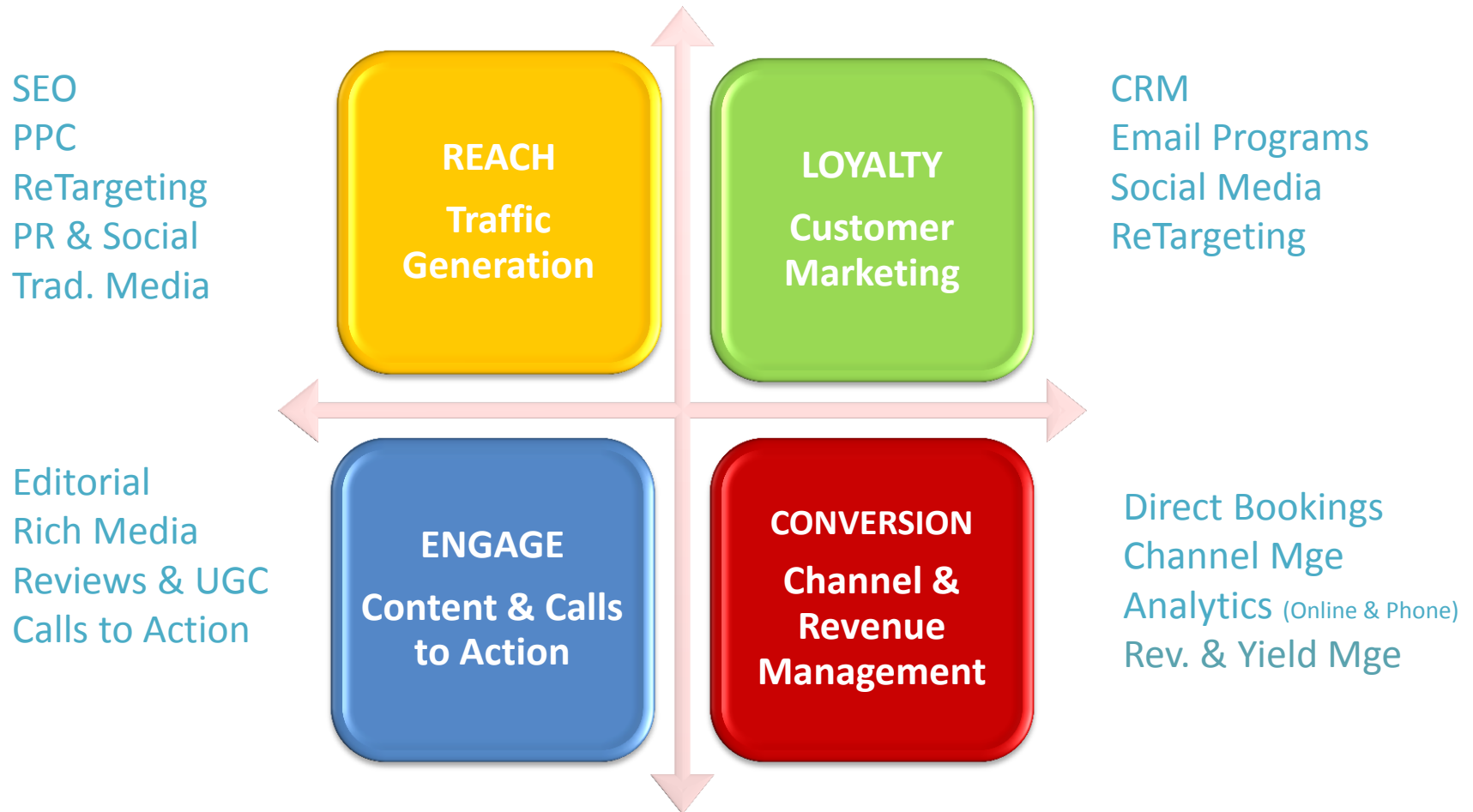
On the Right **Device**

Multi Media – Integrated Advertising is Critical

>> Foundations & Tools

RESULTS DRIVEN MARKETING

4x Foundations Hotel Marketing



Data-driven marketing

- Analytics and attribution are core parts of the a hotel's marketing toolbox

Trackable Phone Numbers



Trackable Links



Google Analytics



Essential Measurement ToolBox

Google Analytics



1. Set Up & Use Google Analytics on Your Web Site

Trackable Links



2. Use Campaign Tracking Codes for All Online Ads & Links.

Trackable Phone Numbers



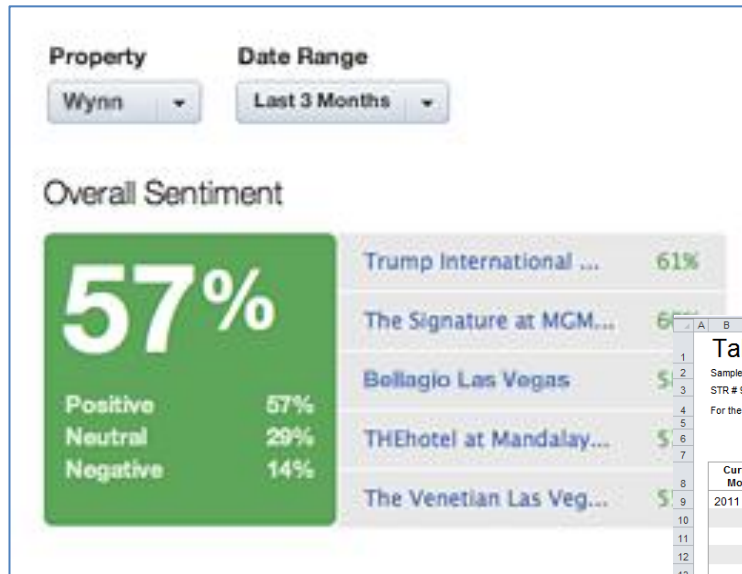
3. Have unique Trackable Phone numbers for your web site & all Ads.

Measure

NAVIS



Reputation Management & Rates Analysis



STR

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Blue Fin Building

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London SE1 0TA

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Fax: +44 (0)20 7922 1931

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Hendersonville

TN 37075

Phone: +1 (615) 824 8664

Fax: +1 (615) 824 3848

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Sample Monthly STAR Report

For the Month of: September 2012

STAR #: 999999

Date Created: November 09, 2012

Table of Contents

Monthly Performance at a Glance

Competitive Set Report

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Y

Z

AA

AB

AC

entation RevPAR Analysis

Country: None

Owner: None

Currency: US Dollar

SubMarket Class: Luxury & Upper Upscale Classes

Date Created: November 09, 2012

Monthly Competitive Set Data Excludes Subject Property

RevPAR

Group

Contract

Total

Mg Prop

Comp Set

Submtt Class

Mg Prop

Comp Set

Submtt Class

Mg Prop

Comp Set

Submtt Class

59

65.25

41.64

31.44

4.29

5.33

5.79

164.38

151.21

162.82

91

93.97

52.46

47.18

4.12

5.57

6.29

197.68

178.06

186.38

07

82.74

62.90

55.37

4.29

5.79

5.34

210.94

196.34

202.78

09

96.10

62.87

56.09

5.25

4.82

5.82

221.07

211.53

214.01

38

87.05

68.42

59.23

5.17

5.03

6.10

224.01

219.51

221.70

52

82.54

61.97

47.24

5.12

3.00

5.95

198.83

189.89

188.72

41.56

38.92

5.16

3.25

5.96

178.09

182.70

184.06

79.02

76.36

4.44

3.13

4.39

247.59

247.16

256.54

66.90

62.98

4.69

3.48

4.34

256.27

243.55

254.60

92.05

74.95

6.23

3.57

4.65

286.01

269.01

274.11

55.97

51.13

5.20

3.25

4.65

274.51

272.41

271.19

49.01

42.13

5.29

2.62

4.11

164.53

166.12

170.31

37.68

34.77

4.42

2.42

4.37

167.96

165.68

174.07

53.73

44.58

4.44

2.44

4.54

196.43

199.80

203.81

72.69

59.50

6.42

2.81

4.71

219.91

225.29

226.47

70.84

58.51

6.76

2.74

4.80

210.46

242.33

238.43

69.79

59.83

9.63

2.84

3.56

235.42

250.80

250.38

57.33

45.64

9.90

2.89

5.48

210.89

207.93

204.96

Percent Change (%)

Transient

Group

Contract

Total

Mg Prop

Comp Set

Submtt Class

Mg Prop

Comp Set

Submtt Class

Mg Prop

Comp Set

Submtt Class

14.9

13.3

23.5

16.1

16.3

-6.5

788.3

20.7

61.8

18.1

14.3

17.2

-3.2

28.0

15.3

34.6

-12.4

-2.5

730.0

20.3

70.1

14.1

12.5

11.4

15.4

21.4

19.9

17.4

11.5

13.9

111.8

27.9

18.6

17.3

18.2

18.1

-0.5

27.0

22.7

37.9

-0.7

0.3

30.0

1.5

4.1

13.9

16.6

15.4

27.2

23.0

19.7

38.1

9.2

15.3

12.8

-11.7

-0.9

30.8

17.3

17.8

31.5

28.4

24.5

-9.1

4.6

-1.6

1.2

-50.8

5.4

9.1

16.8

16.1

19.5

37.8

30.6

-4.9

-23.1

-20.1

-15.7

-44.8

5.8

7.6

14.1

14.4

28.1

43.2

39.3

13.5

5.5

14.9

16.8

-45.0

-37.6

20.5

26.2

28.5

32.5

25.2

29.0

-12.9

-3.3

0.5

20.2

-31.9

-45.9

14.1

14.6

17.9

31.8

27.1

31.2

2.2

16.8

17.0

46.3

-30.8

-41.0

19.2

22.1

24.5

14.1

18.3

26.0

-4.7

31.6

13.8

28.8

-35.5

-38.9

7.9

19.6

21.4

17.7

27.9

20.4

18.9

41.3

29.6

30.4

-49.5

-25.0

18.2

28.4

20.8

14.6

20.5

7.4

-15.9

-9.5

10.6

2.1

-54.5

-24.5

2.2

9.6

6.9

39.9

19.7

16.4

-44.0

2.4

-5.5

7.7

-56.2

-27.9

-0.6

12.2

9.4

28.2

17.3

14.2

-33.9

15.6

7.5

49.6

-51.4

-11.9

4.2

14.7

11.7

27.6

17.3

15.1

-47.0

12.7

4.3

28.9

-43.1

-17.5

-4.8

14.6

11.4

23.9

22.0

18.4

-28.1

2.0

1.0

86.1

-43.5

-12.1

5.1

14.3

12.9

52.5

18.2

13.5

-39.8

-7.5

-3.4

93.5

-3.6

-8.1

12.9

9.5

8.6

54.28

46.01

2.46

4.96

4.70

165.25

159.02

163.00

55.08

47.08

4.67

4.95

5.83

192.16

182.47

188.18

58.90

49.25

6.71

2.68

4.76

201.01

208.60

209.38

12.9

19.1

20.7

7.6

30.3

16.5

0.0

14.1

132.7

12.3

22.5

21.2

14.1

22.7

20.5

16.6

1.5

2.3

89.3

-0.2

23.9

16.3

14.7

15.4

29.4

20.1

14.9

-31.0

6.9

4.6

43.9

-45.8

-18.3

4.6

14.3

11.3

61.73

51.77

4.56

5.51

5.79

178.95

176.92

178.61

8.7

16.8

21.2

13.2

34.9

18.1

0.0

0.0

103.2

13.5

21.9

21.9

inse

Day of Week

Day of Week Ind

Daily by Month

Daily by Month Ind

Segmentation

Segmentation Occ

Segmentation ADR

Measure Through Trip Planning Process



Measurements x 3



Audience

Engagement

Signals of Intent to Travel
(or Goals – Conversions)

>> Example

CASE STUDY

Case Study: NZ Properties

Apartment Hotel, Budget Hotel, Motel



Trackable Phone Numbers

Accommodation Reservation Facilities User ID 0800 564 834 Login Register Now! Forgotten Your Password?



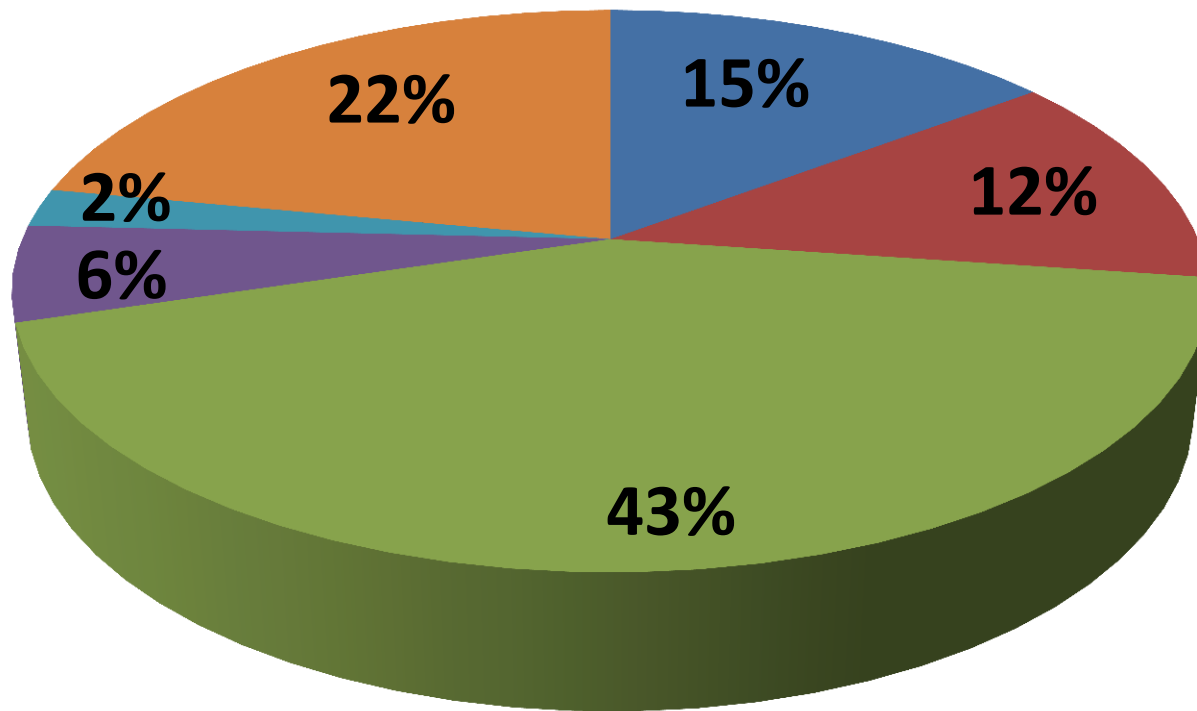
GET 20% PROMOTION SUIT ROOM [Check Promotion](#)

WEEKEND PACKAGE PROMOTION [Check Promotion](#)

0800567574

	Full Rate	Wed 08 May	Thu 09 May	Fri 10 May	Sat 11 May	Sun 12 May	Mon 13 May	Tue 14 May	Wed 15 May	Thu 16 May	Fri 17 May	Sat 18 May	Sun 19 May	Mon 20 May	Tue 21 May
▶ Book	\$415	Sold	Sold	Sold	Sold	128	139	139	139	139	139	139	128	139	139
▶ Book	\$390	Sold	Sold	Sold	124	113	124	124	124	124	124	124	113	124	124
▶ Book	\$390	Sold	Sold	Sold	101	90	101	101	101	101	101	101	90	101	101
▶ Book	\$390	Sold	Sold	Sold	129	118	129	129	129	129	129	129	118	129	129
▶ Book	\$430	Sold	Sold	Sold	154	143	154	154	154	154	154	154	143	154	154
▶ Book	\$450	Sold	Sold	Sold	154	143	154	154	154	154	154	154	143	154	154

Booking Channel Analysis



Online Bookings to Properties

Direct Online Bookings Average Booking Value of Online Booking: **\$287**

2012 - 2013

\$669,088

Source: Sum of Google Analytics visits per property (2013 #s do not include Chatham)

Phone Calls from Web Site to Hotels

Phone Calls from Numbers only on Property Web Sites or Booking Pages

Average Calls from All Web Sites Per Month: 615

Average Calls from Online Booking Pages Per Month: 276

2012 - 2013



9,795

Source: May 2012 – April 30th 2013. Sum of Google Analytics visits per property

Est. Web Site Phone Bookings

Estimated Bookings from Phone Calls from Web Site & Online Booking Pages. Assumptions:

- % of calls resulting in bookings: **20%**
- Average Booking value: **\$287**

2012 - 2013

\$566,233

Source: Estimated Booking value based on 20% of calls and average online booking value.

Total Combined Direct Bookings

Total Bookings from Web Sites – Direct Online Bookings & Phone Bookings from Web Site.

2012 - 2013

\$1,235,321

Source: May 2012 – April 30 2013.

Estimated Booking value based on online bookings for Year and estimated phone bookings.

Average Value Online Bookings

Direct Online Bookings vs. Online Bookings from 3rd Party Online Travel Agencies

Direct Online Bookings
2,337 Bookings = \$669,088

\$287

3rd Party OTAs (est)
12,652 Bookings = \$1,961,060

\$155

Source: Online Bookings April 1st to March 31 years. OTA actual bookings are known but OTA average booking value is estimated based on feedback from client over last 12 months

Total Online Travel Agency Bookings

Estimated OTA Bookings from all Online Travel Agency partners.

2012 - 2013

\$1,960,000

*Source: 12,652 Bookings from OTAs. 3rd Party Production Grid for Properties combined,
May 1st 2012 to April 30th 2013*

Average Cost Of Booking

Direct Online Bookings vs. Online Bookings from 3rd Party Online Travel Agencies

Direct Online Bookings
Online Mkting Costs & Booking Engine
Fees

4.5%

3rd Party OTAs
12,652 Bookings @ 10-25%

18%

Source: Online Bookings April 1st to March 31 years.

Total Cost Of Bookings

Direct Online Bookings vs. Online Bookings from 3rd Party Online Travel Agencies

Direct Online Bookings

Total cost of web site and online marketing & booking engine costs of 2,337 Bookings @ \$7 each. Excludes staff time for phone bookings.

\$43,000

3rd Party OTAs

12,652 Bookings \$155 each @ Av. 18% Booking Commission

\$360,231

Source: Online Bookings April 1st to March 31 years.

Cost of Direct Booking Channel

Investment in Direct Online Related Bookings
Including Web Site and Staff Time.

\$43,000

Drives total Online Related Revenue

\$1,235,000

14:1

Generates Gross Profit of:

\$618,000

Total web site & direct online marketing spend for 2012-2013. Assumes 2% transaction cost for web site booking engine. Excludes staff time for phone bookings.

Cost of OTA Channel

Investment in Direct Online Related Bookings
Including Web Site and Staff Time.

\$360,231

Drives total Online Related Revenue

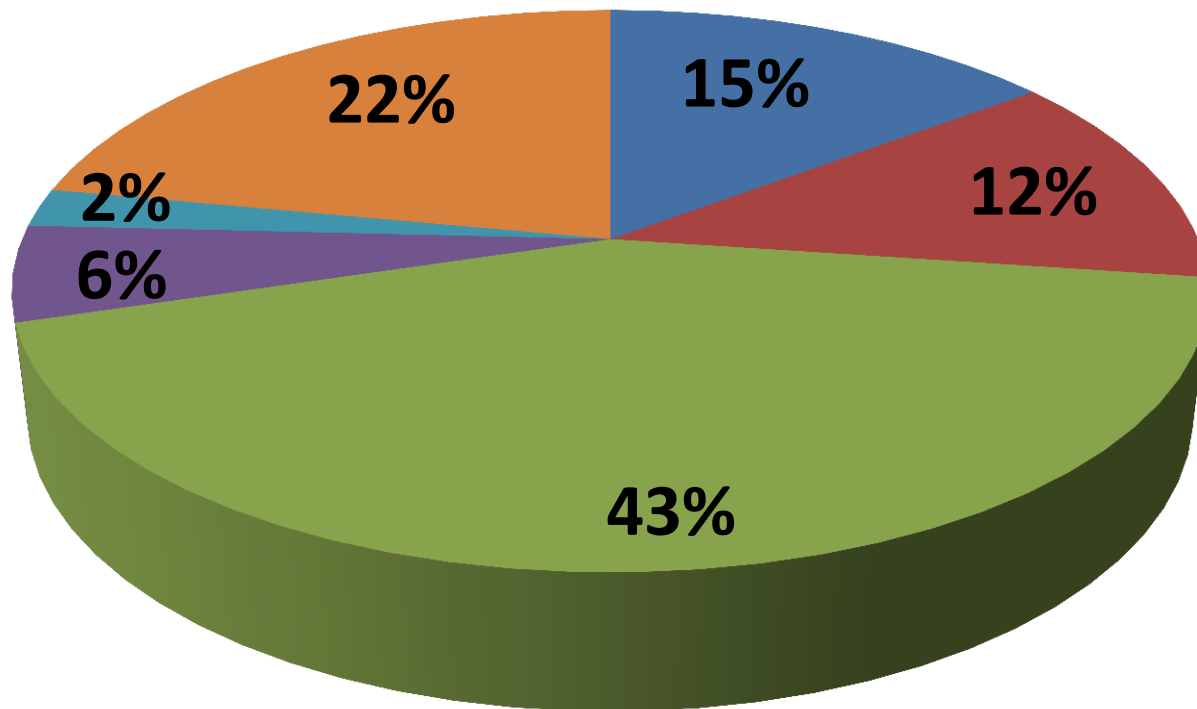
\$1,960,000 **<2:1**

Generates Gross Profit of:

\$642,000

Total web site & direct online marketing spend for 2012-2013. Assumes 2% transaction cost for web site booking engine. Excludes staff time for phone bookings.

Booking Channel Analysis



Summary

1. Right Message – Right Place
2. Have a Measurement Tool Kit
3. Analytics & Trackable Phone #s
4. Track Signals of Intent & Bookings
5. Report and Review Regularly
6. Continually Refine Marketing

Kia Ora & Thank You !

CHRIS ADAMS

**Director of Research &
Online Marketing
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Mobile: +64 22 402 1200**

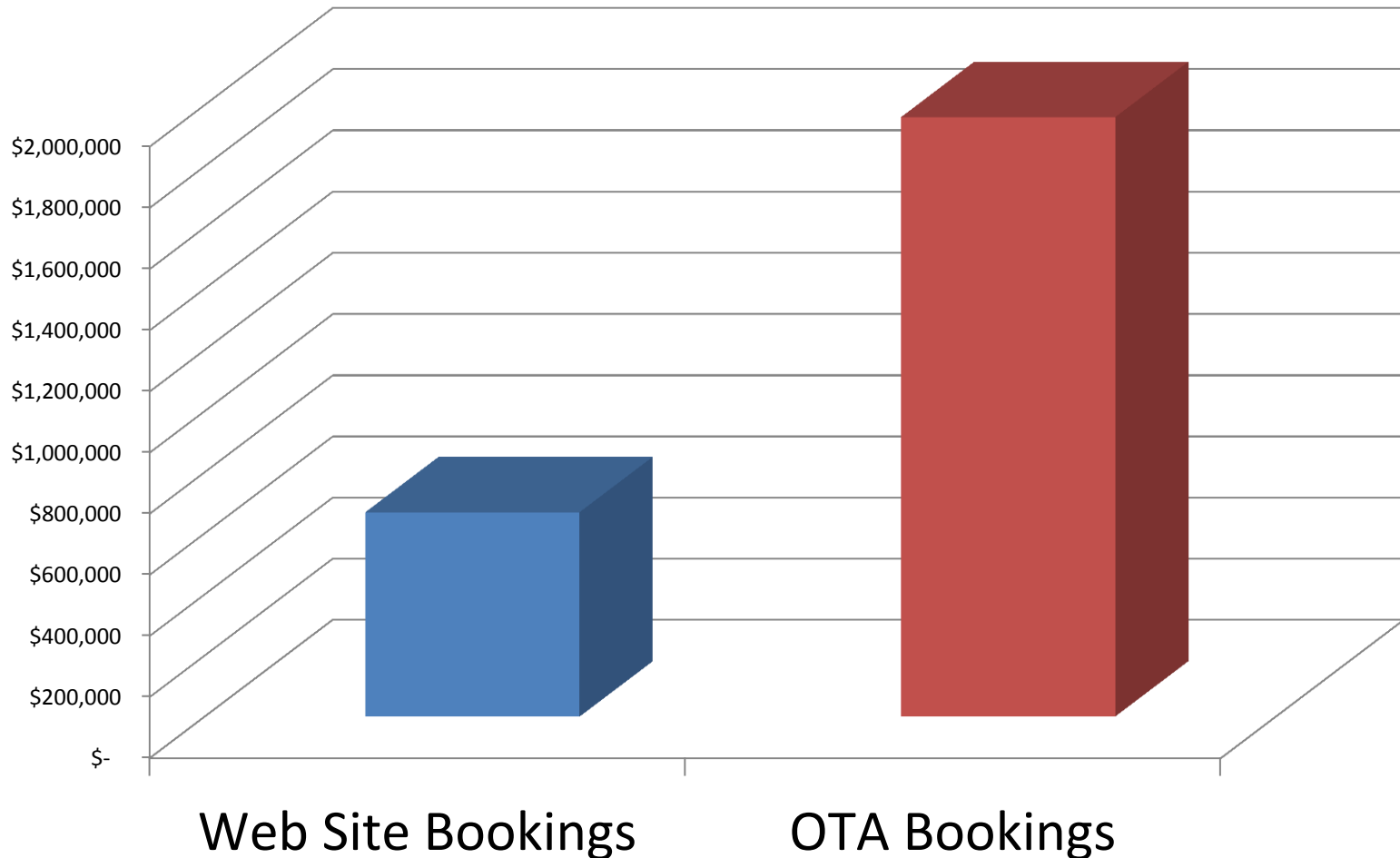
Chris.Adams@MilesPartnership.com
www.MilesPartnership.com



Additional Slides

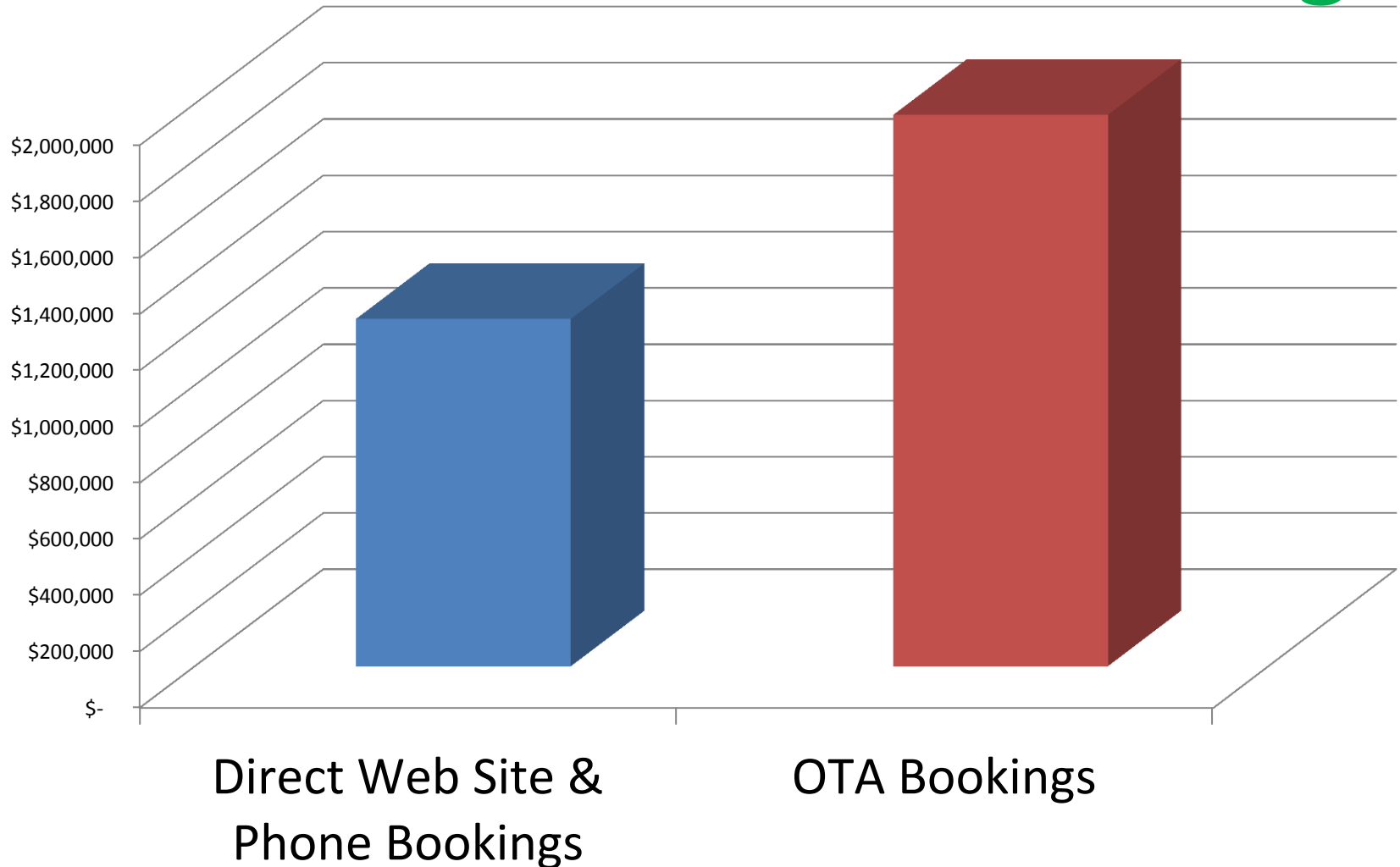
Direct vs. OTA

Online Booking Revenue



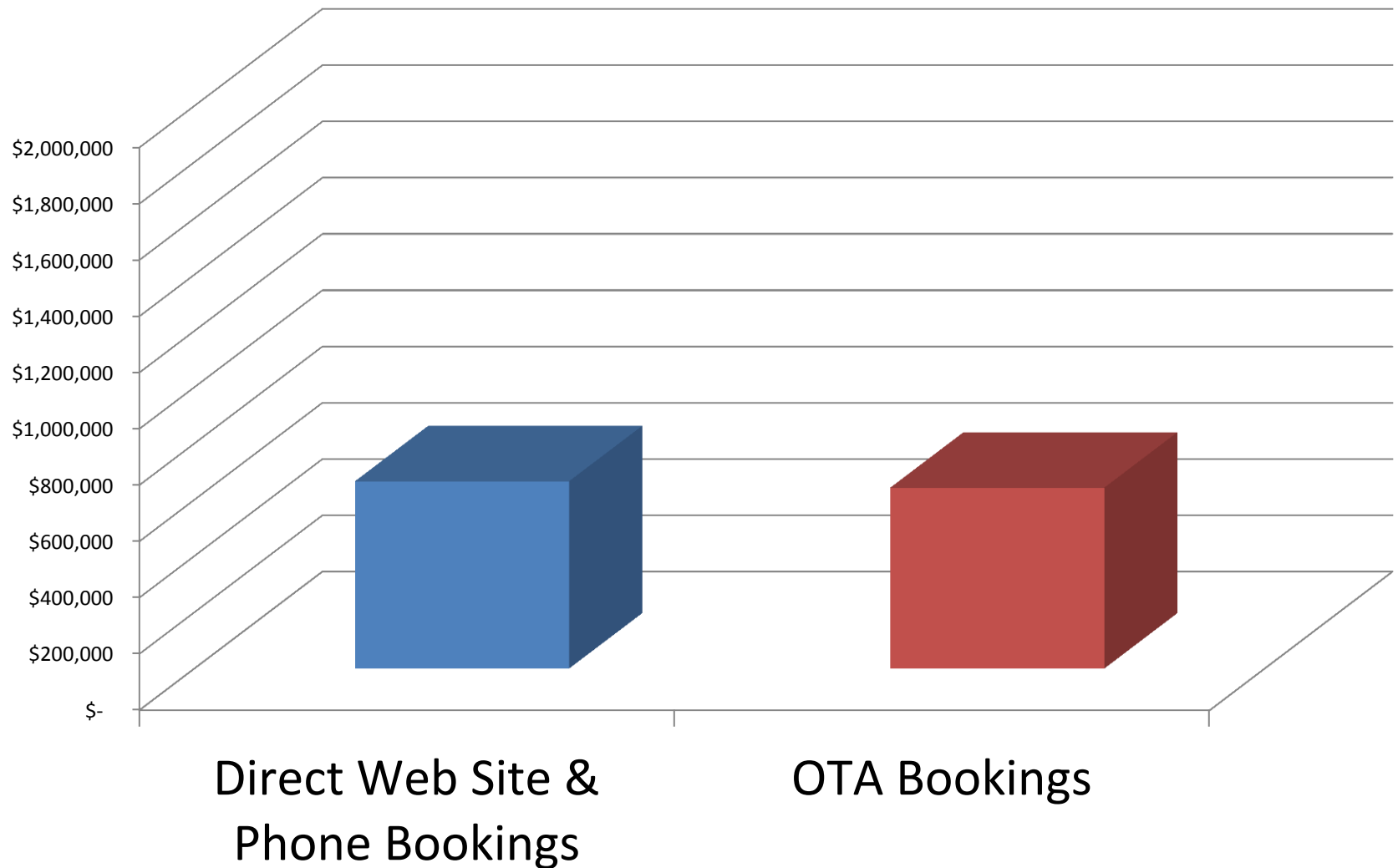
Direct vs. OTA

Total Online & Phone Bookings



Direct vs. OTA:

Total Online & Phone Profit



2012 ELECTION

Inside the Secret World of the Data Crunchers Who Helped Obama Win

By Michael Scherer | Nov. 07, 2012 | 0



6,255



609

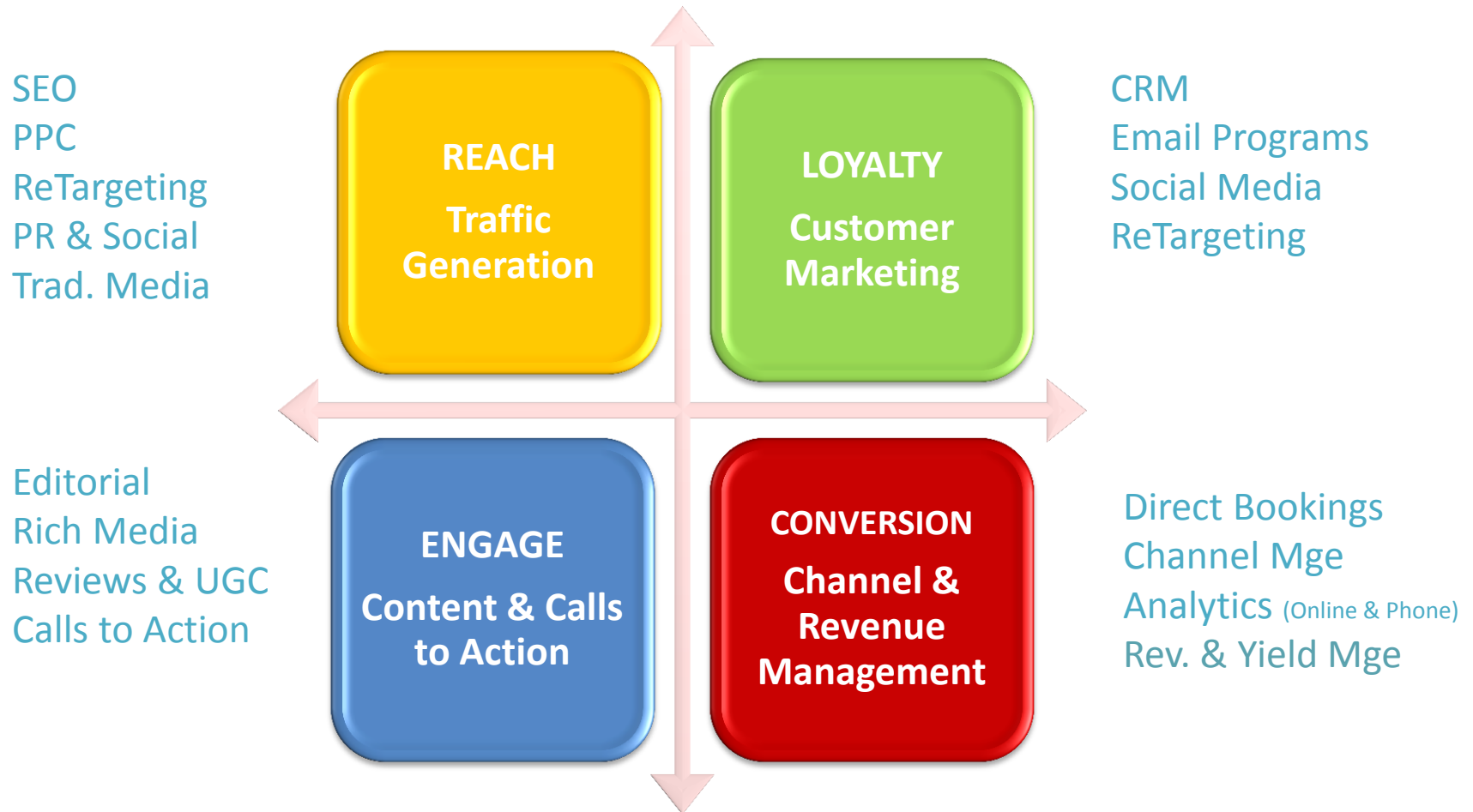


Share

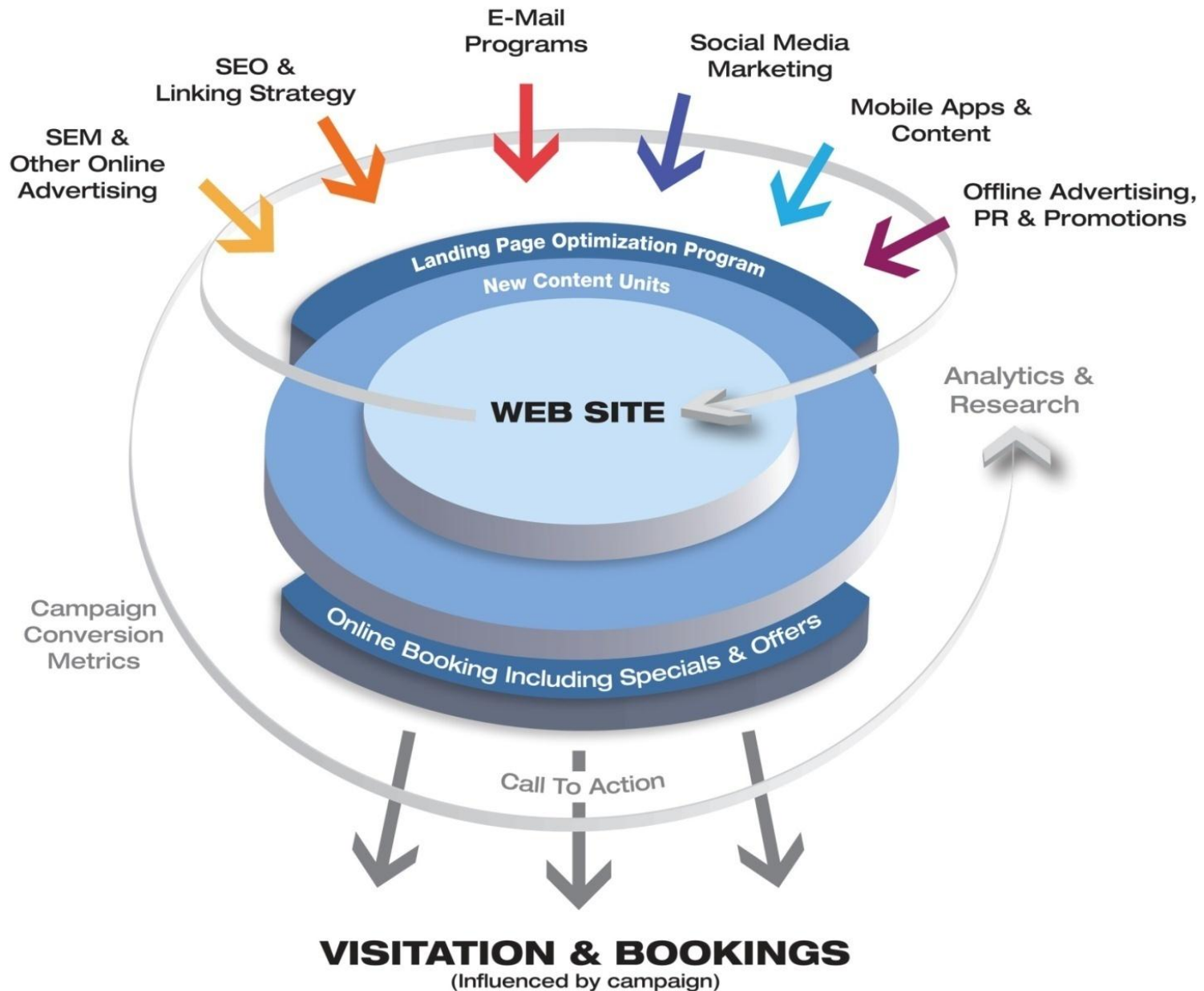
1,318



4x Foundations Hotel Marketing



INTEGRATED ONLINE MARKETING PROGRAM



A. Audience: Analytics

Audience Overview

Jan 1, 2013 - Mar 31, 2013

Advanced Segments | Email | Export ▾ | Add to Dashboard | Shortcut

— % of visits: 100.00%

Overview

Visits ▾ VS. [Select a metric](#)

Hourly **Day** Week Month

● Visits

20,000

10,000

429,718 people visited this site

Visits

590,234

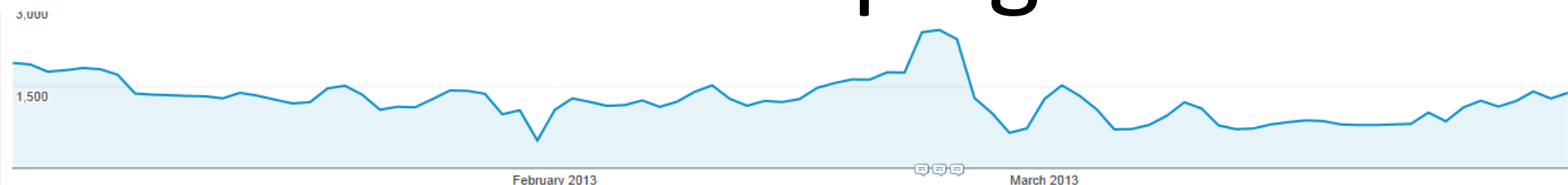
Unique Visitors

429,718

Pageviews

2,128,098

A. Audience: Campaigns



☐ Campaign	Visits	Pages / Visit	Avg
☐ 1. TOU41433 Things To Do (Aucklanders)	25,478	3.30	
☐ 2. TOU41433 Things To Do (Rest of NZ)	25,210	2.85	
☐ 3. TOU41436 Things To Do (AU)	21,409	4.04	
☐ 4. TOU41433 Events (Aucklanders)	21,199	2.82	
☐ 5. TOU41433 Events (Rest of NZ)	8,279	2.31	
☐ 6. Baidu_cpc	6,539	2.41	
☐ 7. TOU41436 Events (AU)	2,310	2.54	
☐ 8. TOU49963 V8 Supercars SEM	751	2.71	
☐ 9. TOU41433 NZ Retargeting	451	2.38	
☐ 10. ateed	332	1.88	

B. Engagement: Analytics

Audience Overview

Jan 1, 2013 - Mar 31, 2013

Advanced Segments | Email | Export ▾ | Add to Dashboard | Shortcut

100% of visits: 100.00%

Overview

Visits ▾ vs. [Select a metric](#)

Hourly | Day | Week | Month

Visits

20,000

10,000



429,718 people visited this site

Pages / Visit



3.61

Avg. Visit Duration



00:03:08

Bounce Rate



48.74%

C.signals of Intent: Analytics

Overview

Goal Completions VS. Select a metric

● Goal Completions

30,000

15,000

February 2

Goal Completions

987,321

Goal Value

\$987,321.00

Accommodation listing (Goal 2 Completions)

13,039

Transport listing (Goal 3 Completions)

12,315

NPR Deal Enquiry Booking Confirmation (Goal 7 Completions)

563

PPV (Goal 8 Completions)

85,529

Goal Completions

987,321

Accommodation listing (Goal 2 Completions)

13,039

NPR Deal Enquiry Booking Confirmation (Goal 7 Completions)

563

Hourly Day Week Month

to do - category & listing (Goal 1 Completions)

77,105

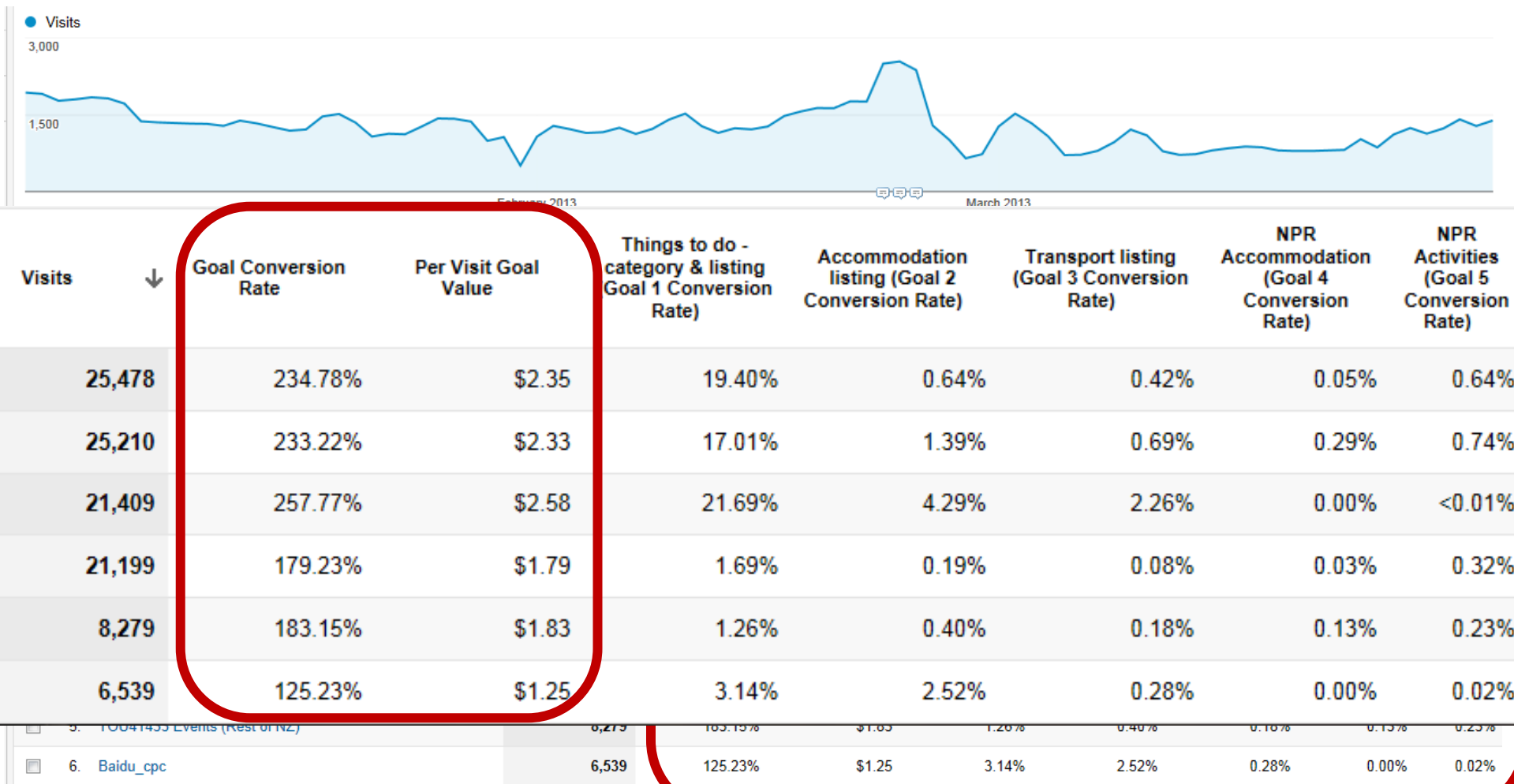
ne on site (Goal 6 Completions)

92,512

Sign-up confirmation (Goal 11 Completions)

10

C. Signals of Intent: Analytics

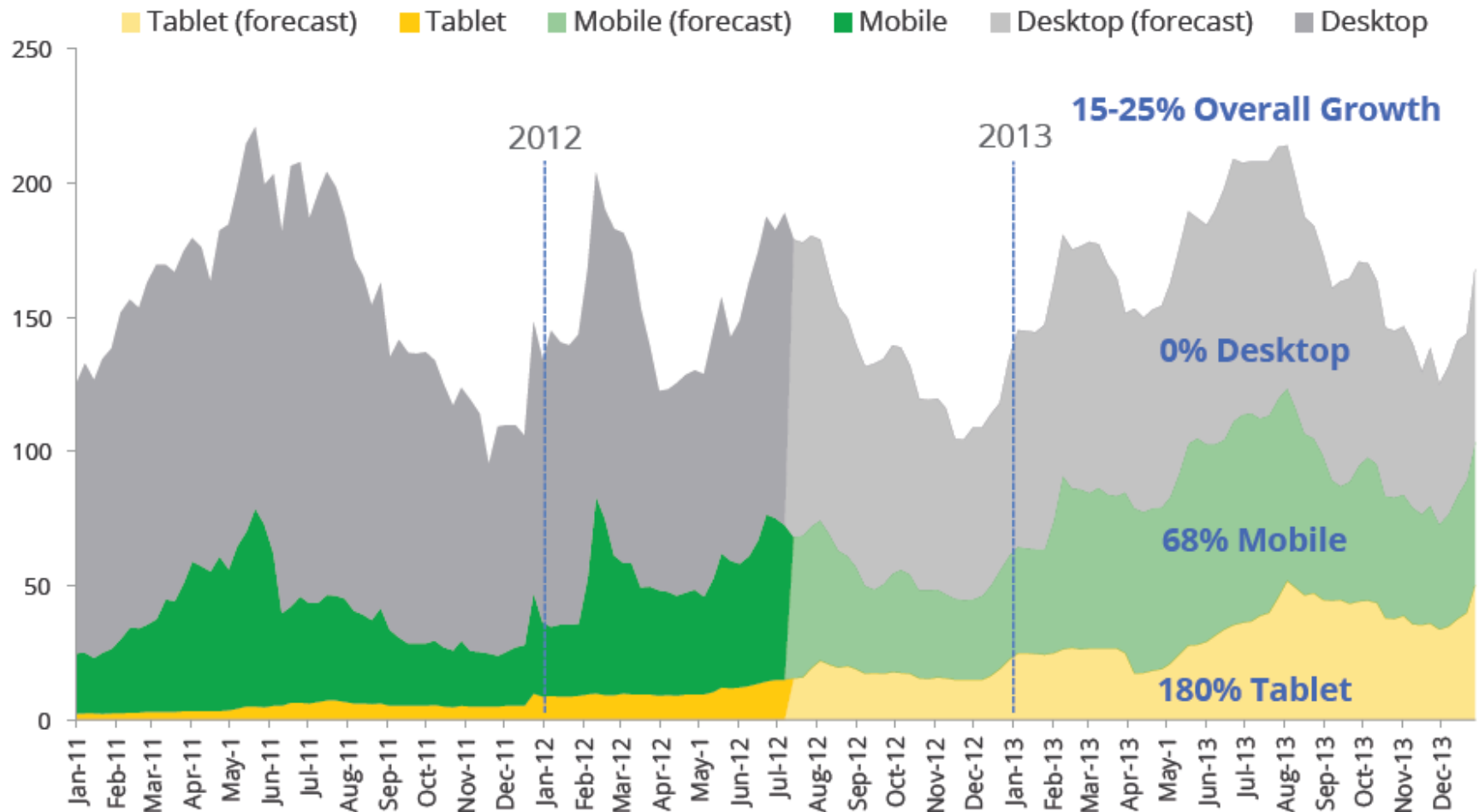


Consumers are constantly connected



Query Growth Driven by Mobile and Tablet

Indexed Travel Query Volume on Google by Week



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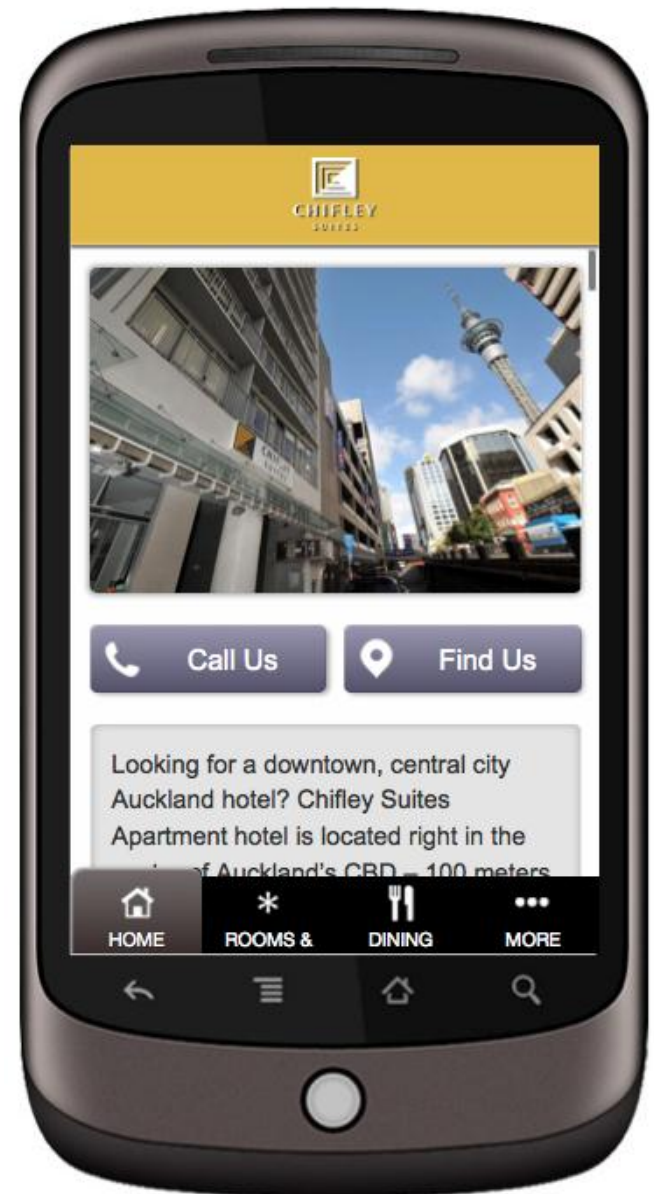
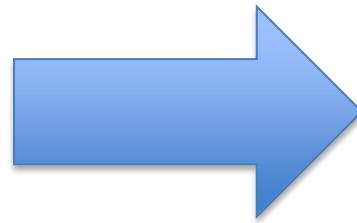
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Nights

Guests

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EVENT CALENDAR

April 7 - April 28

Rock The Docks

Spend an evening strolling the docks

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About Cliff Drysdale



Both on and off the court, Cliff Drysdale is one of the most popular personalities in the international tennis community. Drysdale has devoted over four decades of his life to promoting the advancement of the tennis culture.

His leadership and contributions span across an award-winning career as a professional player, his leadership roles in advancing Open Tennis and in the founding and presidency of the Association of Tennis Professionals (ATP), a 30 year+ tenure as an ESPN tennis analyst, and the ownership of a tennis management company, Cliff Drysdale Tennis.

TENNIS

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Today's Weather

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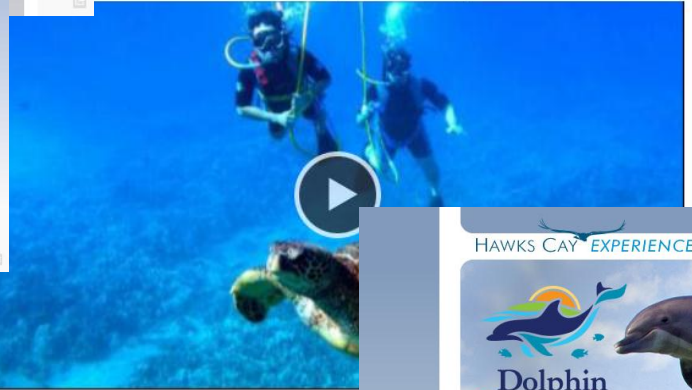
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Accreditations



Atlantic bottlenose dolphins, that is.

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