



Luxury travel flying high online

A study released by Yahoo! Search Marketing found that 87 percent of consumers who go on high end vacations use the Internet to some capacity in making their travel arrangements. Yahoo! surveyed 401 people who had stayed at a luxury hotel at least twice in the past two years, and found in their pool consumers with an average income of \$70,000, and generally between the ages of 40 and 64.

The study found that 61 percent of respondents used the Internet to purchase their most recent vacation. Yahoo! broke down the luxury travelers by which tools they used to make their decisions: 57 percent used general search engines, 54 percent consulted online travel agencies, 44 percent went to online travel suppliers, while 10 percent used chatboards and blogs. Almost half, 49 percent, of respondents ended up purchasing their tickets from an online travel agency.

Other findings of the study include:

- Luxury travelers are largely between the ages of 40 and 64 with an average income of over 70k and take nearly four vacations per year, mostly concentrated in the U.S. Half of the vacations planned include luxury accommodations or cruises.
- The majority (87%) of all luxury travelers used the Internet and 57% used search to research and shop for travel. 61% purchased their latest trip online.
- 65% of luxury travelers claimed they "couldn't make a good decision without search".
- Search provides luxury travelers with information that can't easily be found elsewhere (77%) and also helps them learn about unique and exclusive packages (70%).
- Keyword search is unsurpassed as a comprehensive (81%) and fast (77%) source for gathering information about luxury travel.
- Search was cited as the most widely used source for travel research by 57% of survey participants. Traditional media sources yielded less than 20% usage.

HTB's hotel e-Marketing success formula: TRACK. ANALYZE. OPTIMIZE.



###

About Hotel Traffic Builders (HTB):

We are a full-service digital marketing agency dedicated to the boutique hotel & residential resort industry.

Our mission is very simple: *"To maximize sales success by providing our clients with exceptional internet marketing results"*.

Our clients consistently enjoy industry leading success because of our dedicated focus and experience. Our use of state-of-the art tools, best in class technology and wealth of industry experience enable us to provide full solution applications. We recognize that our clients are experts at running their hotels, and our role is to develop and maintain online marketing leadership for our client hotels.

We differentiate ourselves through:

Industry Expertise

We have a singular specialized focus on boutique hotel, resort and vacation home e-Marketing. Our sole goal is to be the best at what we do by ensuring maximum success for all of your e-marketing activities. Our 52 person design and development technology team delivers unparalleled quality and results. Our sole focus is resort marketing.

Individual Customized Creative Approach & Solutions

Every client has unique needs, opportunities and priorities, our e-Marketing plans are always custom built and based on in-depth research of your specific hotel.

Cutting Edge Technology

We use proprietary state of the art tools and applications that enable project efficiency, measurability and success of your e-marketing. We not only promise success, we document it in a 24/7 real-time secured private reporting platform that we create for every hotel client. Our clients never wonder about how hard their marketing dollars are working because they always know!

Return On Investment

The true measurement of our success is our proven ability to deliver reservation bookings. We grow booking results year over year, and we grow advance bookings, which result in higher occupancy levels and ADRs.

Contact us at: www.HotelTrafficBuilders.com or call us **954-421-6399**

HTB's hotel e-Marketing success formula: TRACK. ANALYZE. OPTIMIZE.