

Drive Direct Bookings

Eye for Travel 2016



EYE FOR TRAVEL 2016

ABOUT LAS VEGAS SANDS

OUR LOCATIONS

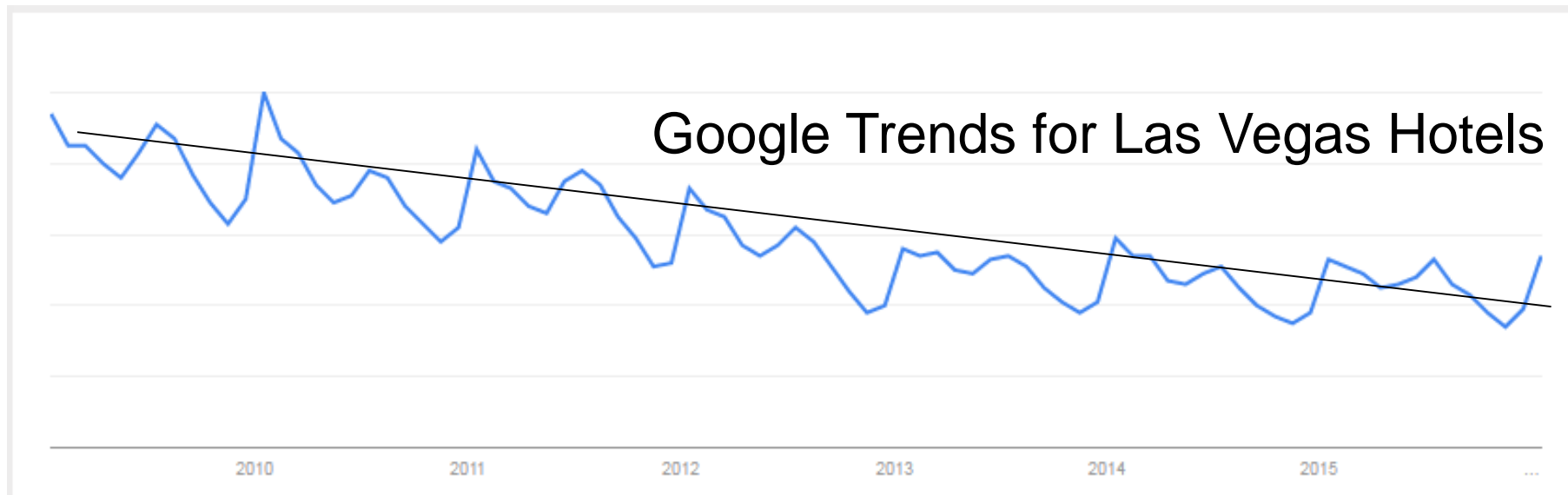


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CHANGING LANDSCAPE OF SEARCH

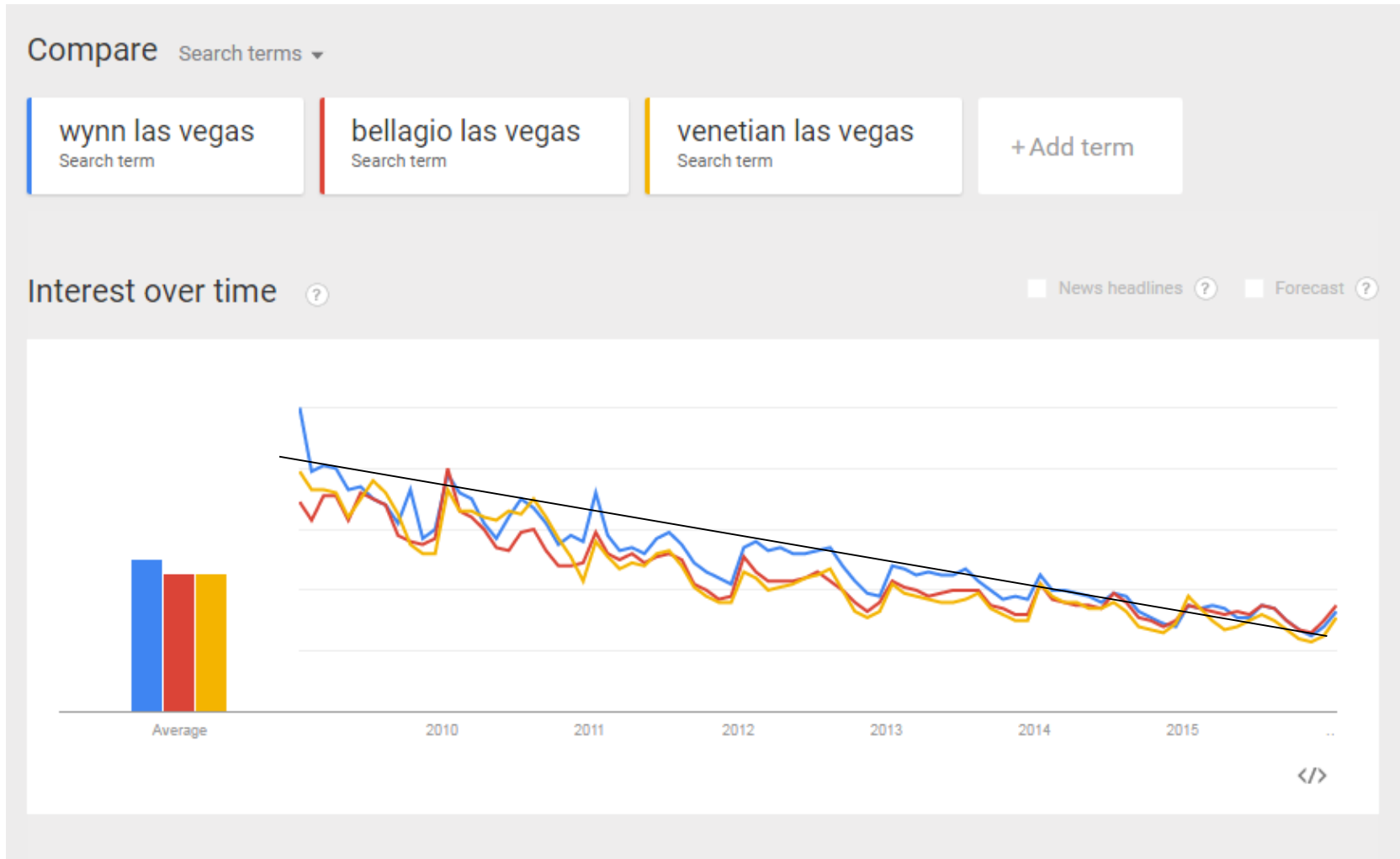
30-DEC-2015

Las Vegas Breaks Tourism Record with More than 42 Million Visitors in 2015



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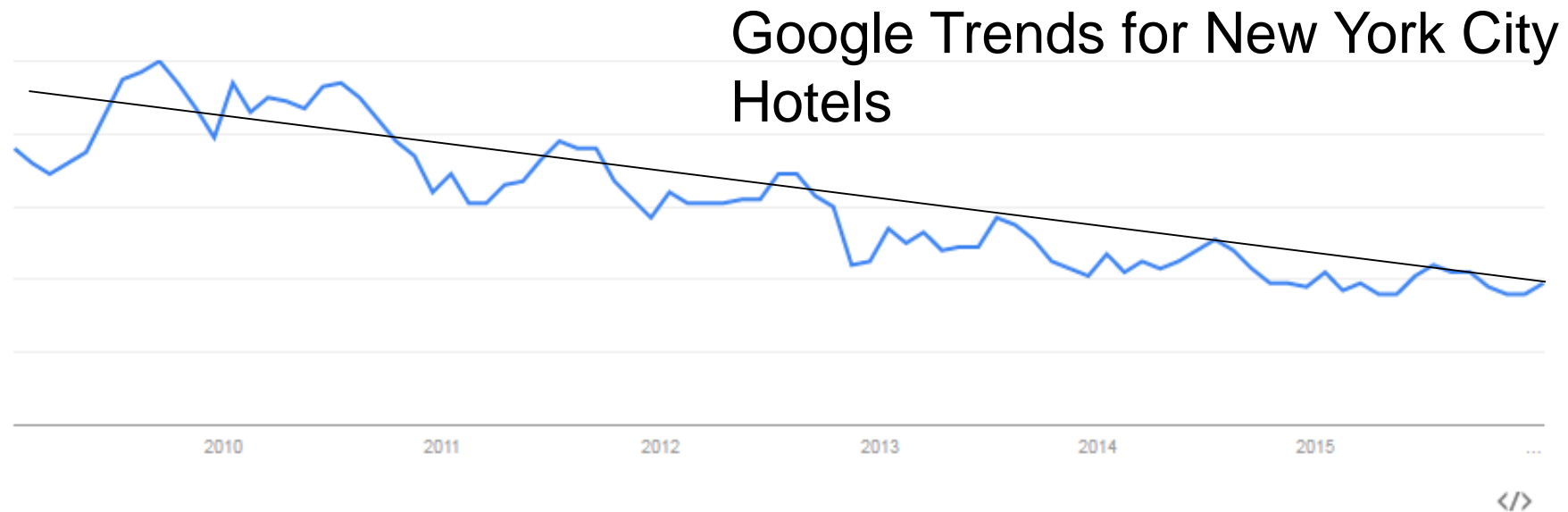
CHANGING LANDSCAPE OF SEARCH



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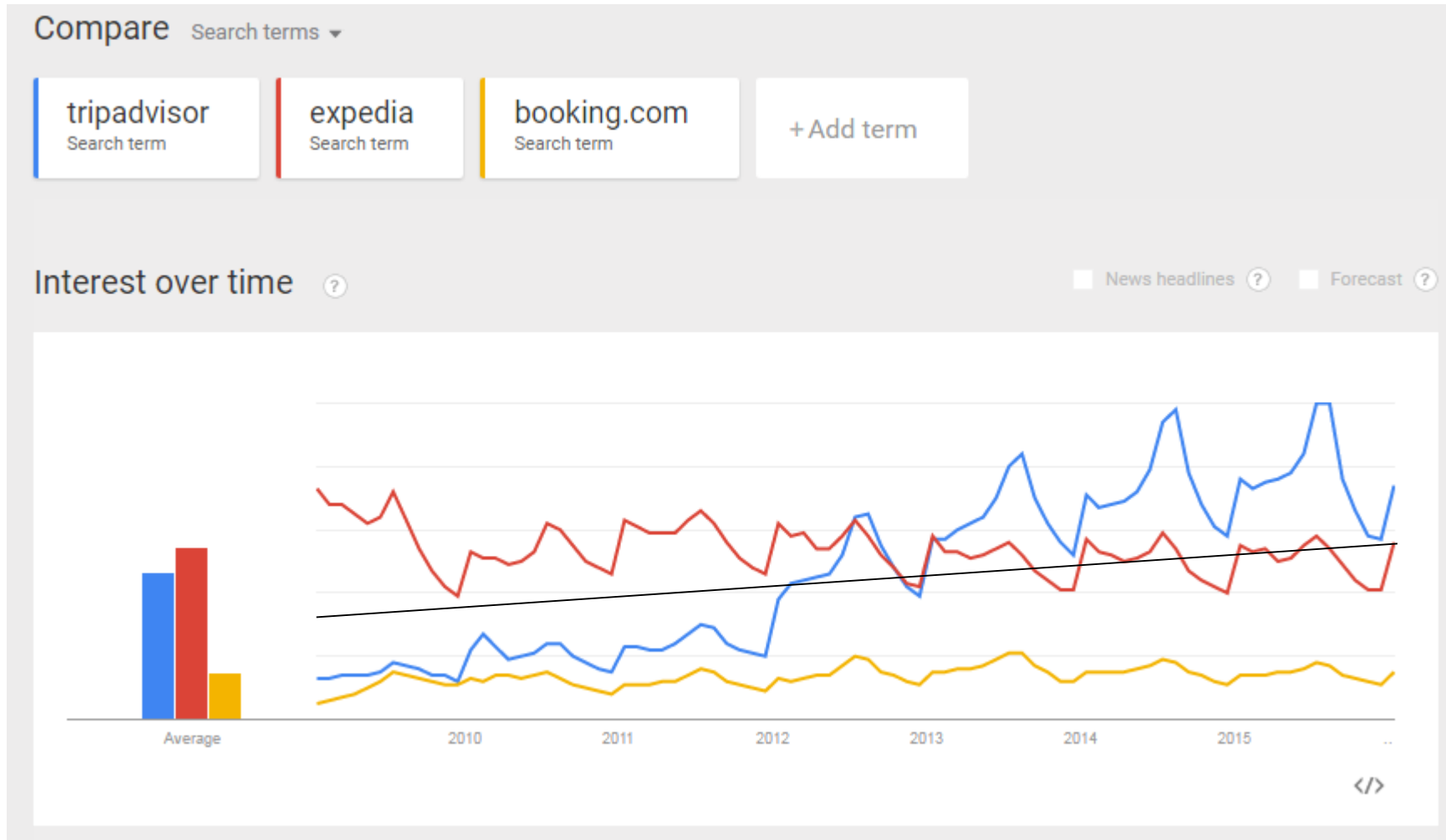
CHANGING LANDSCAPE OF SEARCH

MAYOR DE BLASIO AND NYC & COMPANY ANNOUNCE NEW YORK CITY WELCOMED RECORD 58.3 MILLION VISITORS IN 2015, SIXTH CONSECUTIVE YEAR OF RECORD TOURISM GROWTH



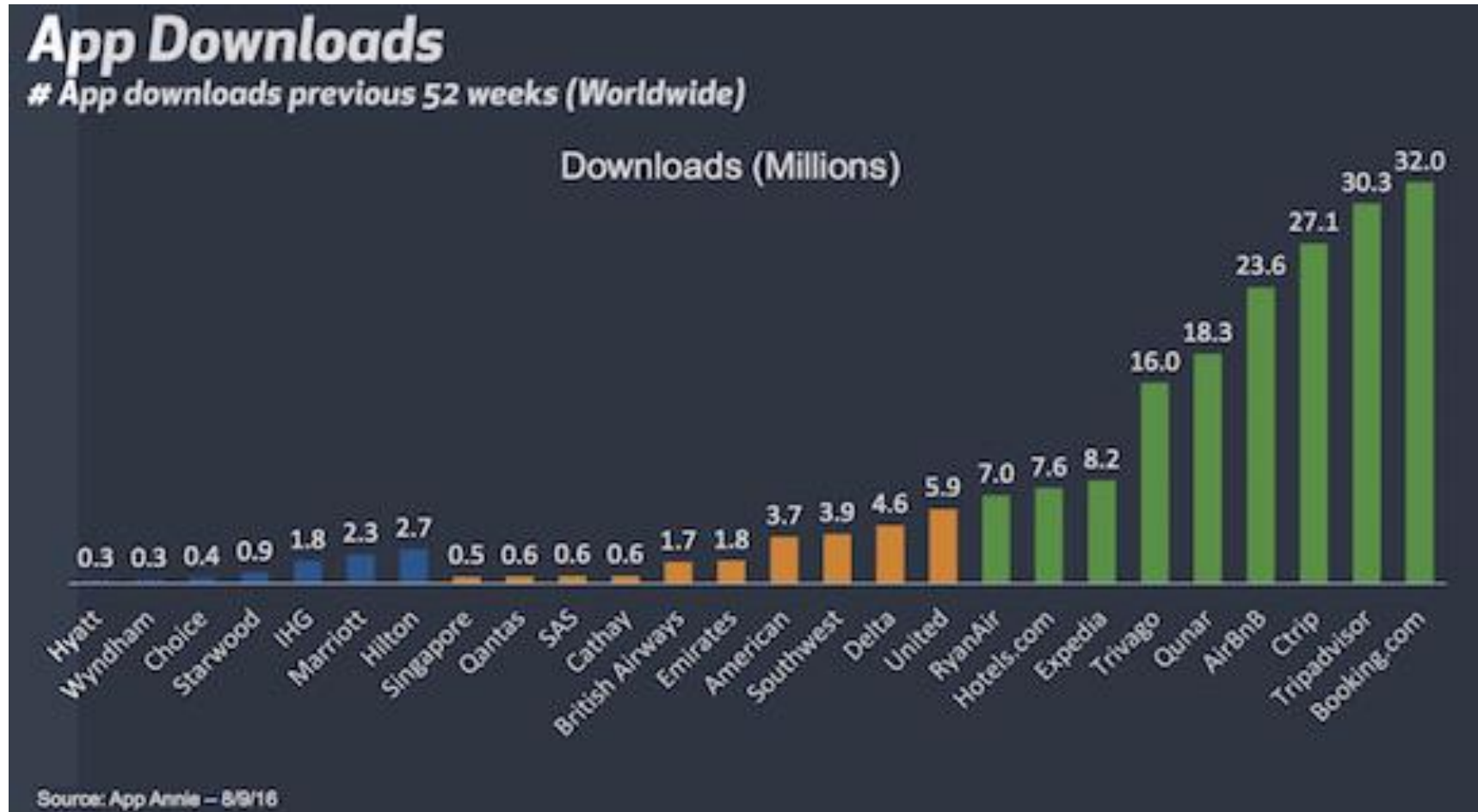
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CHANGING LANDSCAPE OF SEARCH



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CHANGING LANDSCAPE OF SEARCH



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CHANGING LANDSCAPE OF SEARCH



60%

of destination information searches come from mobile devices.²



70%

of travelers with smartphones use them to research travel.⁴



31%

of leisure travelers say they've booked travel on a smartphone, while 53% of business travelers say the same.⁷

Source: Google 2015

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DRIVING DIRECT



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CLOSED USER GROUPS



Reservations Offers About IHG

Introducing
YOUR RATE

IHG Rewards Club

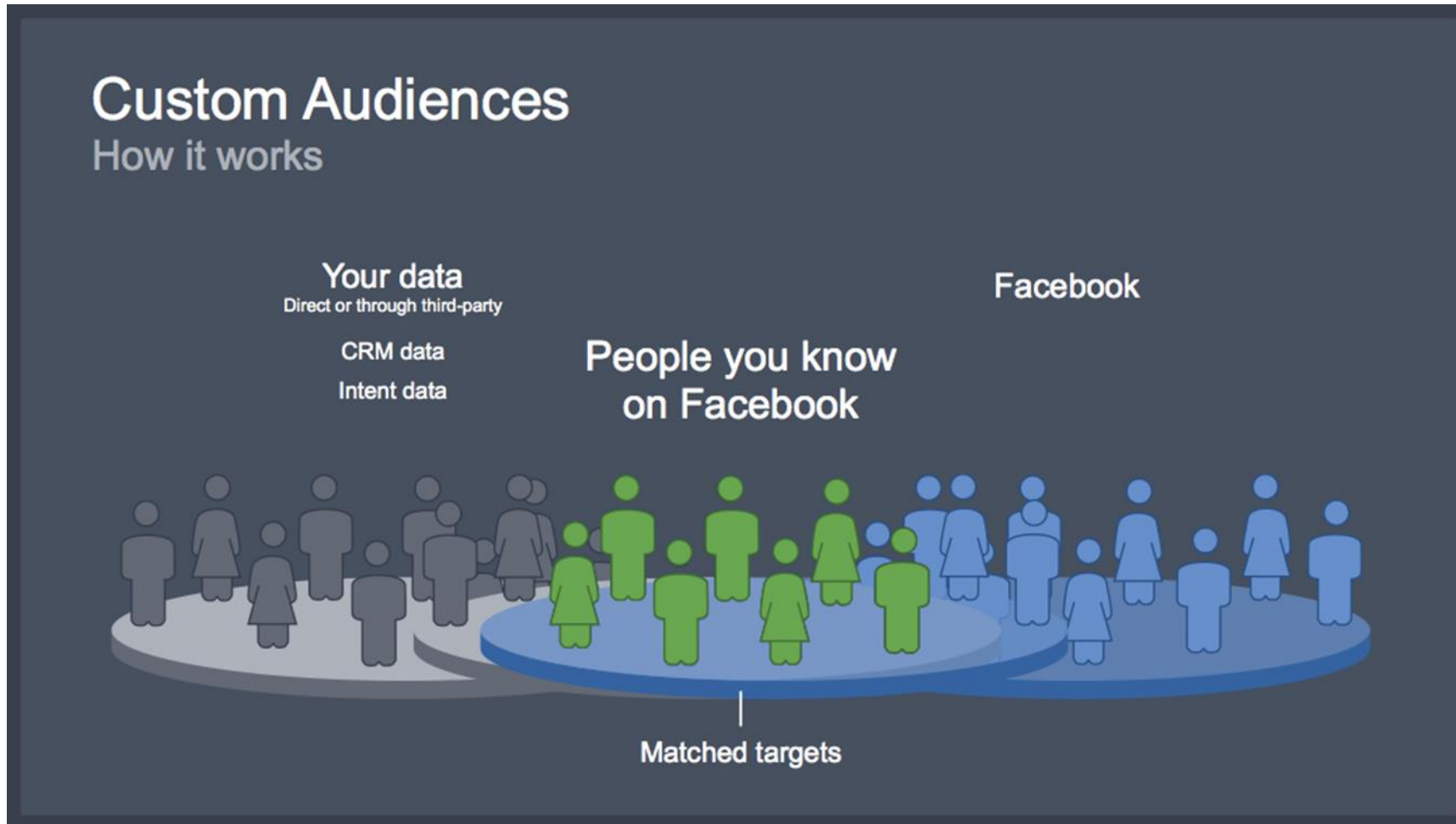
Our best rate is waiting for you
Members now get better savings when booking with us.

BOOK NOW

The advertisement features a family of four (two women, a man, and a child) walking on a beach at sunset. The background is a warm, golden glow from the setting sun over the ocean. Navigation arrows are visible on the left and right sides of the banner.

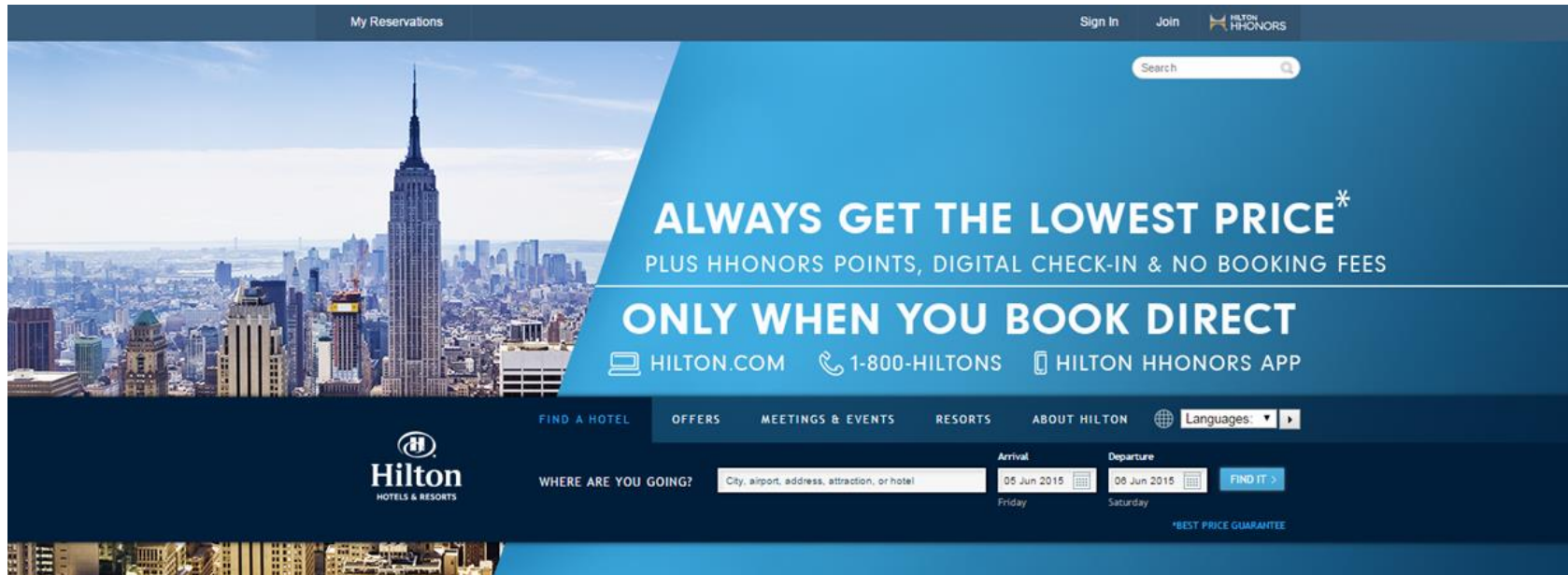
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CLOSED USER GROUPS



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PROVIDE UNIQUE BENEFITS



When you Book Direct on Marriott.com



Marriott Rewards Member Rates ^{NEW}



Our best rate. Guaranteed.



Mobile check-in

It Pays to Book Direct™

[See details](#)

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PROVE YOU HAVE THE BEST RATES

PALOMAR
PHOENIX | CITYSCAPE
A KIMPTON® HOTEL

News · FAQ · Contact · About Kimpton Hotels · Loyalty Program · Share · Languages

Reservations · Photos · Special Offers · Our Hotel · Meetings/Events · Dine/Drink · Location

Hosted Evening Wine Hour included for all our guests

WiFi Free for Kimpton Karma Rewards members

USD US Dollars

Hotel Palomar

KARMA REWARDS SIGN IN

Select Dates Rooms & Rates Enhance Your Stay Enter Guest Details Confirmation

Your Stay

SEP 2016 17 SAT SEP 2016 18 SUN

Guests 1 Adult Edit

Refine Results Rooms Rates

Available Rooms & Rates

View By Rate View By Room

Bed For a Bed From **USD 269.00 / Night** Excluding Taxes & Fees

Donate to Phoenix Children's Hospital in the amount of \$1, \$10, or \$100

[More about this Rate](#)
[Policies](#)

View Available Rooms

Best Available Rate From **USD 269.00 / Night** Excluding Taxes & Fees

Our best most flexible rate.

[More about this Rate](#)
[Policies](#)

View Available Rooms

Breakfast or Cocktails for \$1 More From **USD 270.00 / Night** Excluding Taxes & Fees

Choose Breakfast or Cocktails for just \$1 More

[More about this Rate](#)

Our Price

Direct Price **\$ 269.00**

- Book Direct
- Best Rate Guaranteed

Join Karma Rewards for a \$10 Mini Bar Credit & to Earn Free Nights

priceline.com	\$ 300.00
Expedia.com	\$ 269.00
Hotels.com	\$ 269.00

Verified by TRIPTEASE

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OPTIMIZE DIRECT CONVERSION

Expedia deletes one field from their registration process, increases profit \$12m

Variant A (Original)

Cardholder name
First name:*

Last name:*

Company name:

Primary billing address
Street:*

City:*

Variant B (Revision)

Cardholder name
First name:*

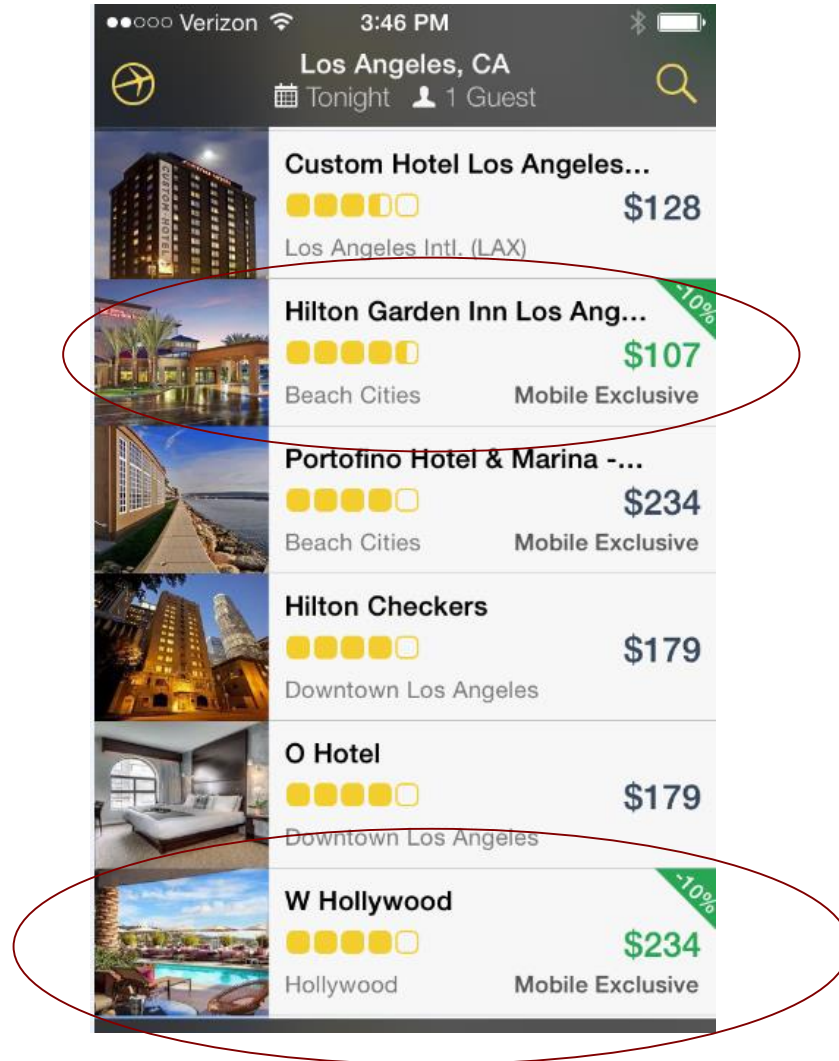
Last name:*

Primary billing address
Street:*

City:*

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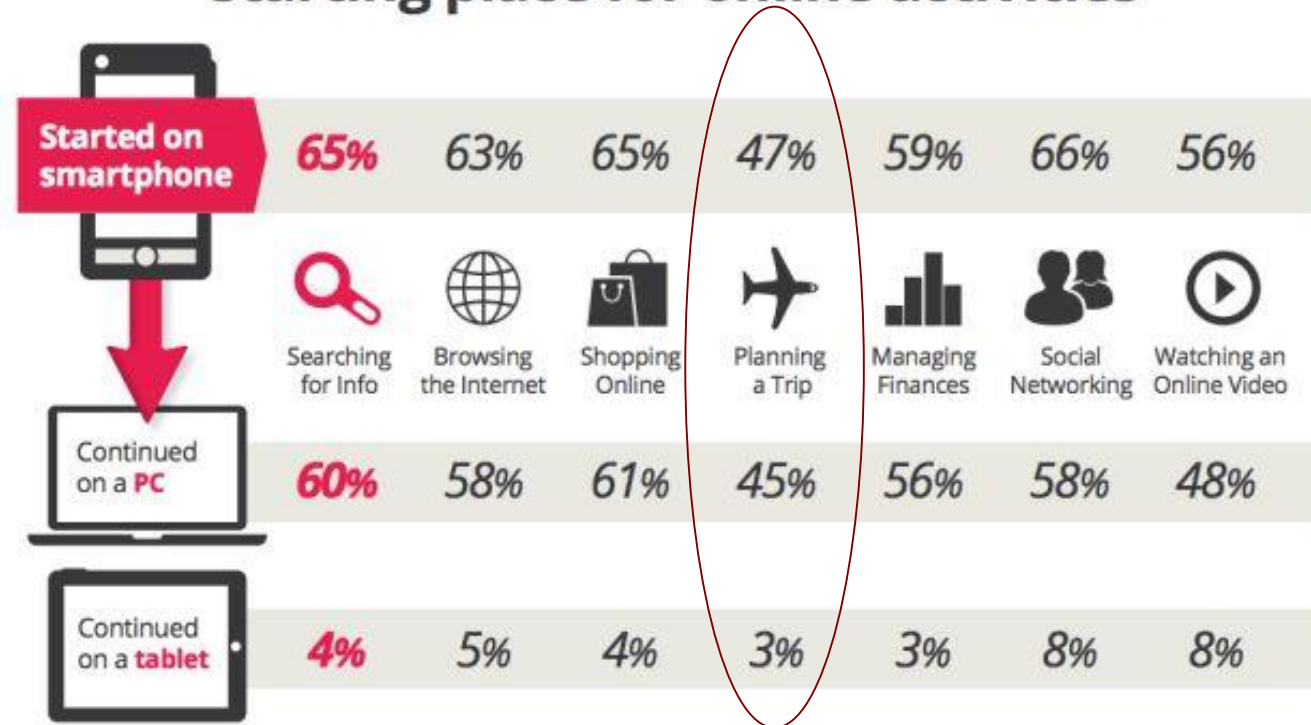
MOBILE



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MOBILE

Smartphones are the most common starting place for online activities

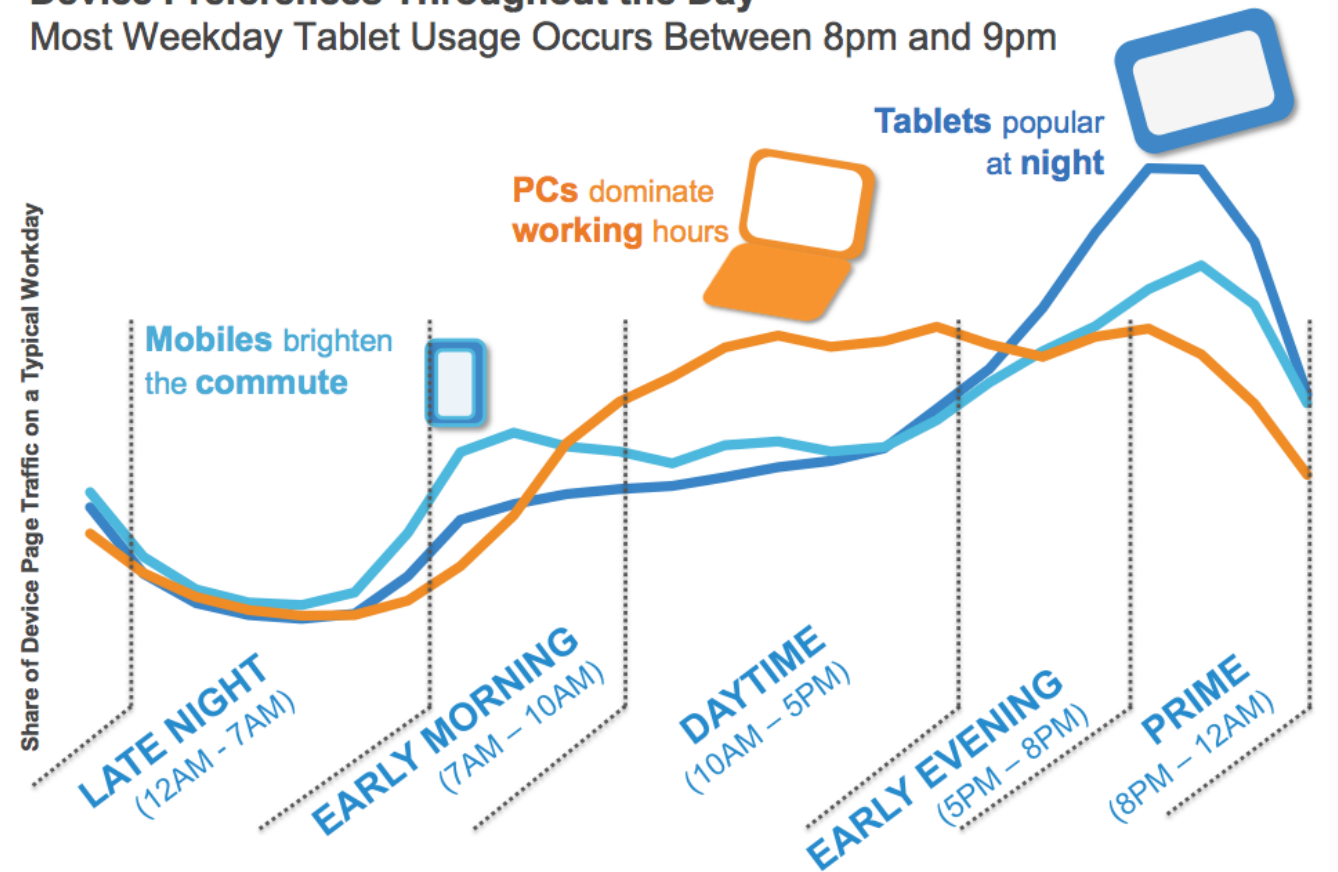


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MOBILE

Device Preferences Throughout the Day

Most Weekday Tablet Usage Occurs Between 8pm and 9pm



© comScore, Inc. Proprietary.

Source: comScore Device Essentials, Monday, 21st January 2013, UK

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METASEARCH



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TRIPADVISOR

Venetian Resort Hotel Casino

Venetian.com **\$159***

22,355 Reviews | #11 of 267 Hotels in Las Vegas | Certificate of Excellence | GreenLeaders Gold level

Hotel website | Hotel packages | +1 866-676-5798 | 3355 Las Vegas Blvd S, Las Vegas, NV 89109-8941

Special Deal \$150 Resort Credit

Savings alert: 49% below average rate

Best prices for: 1 room 2 adults

11/21/2016 | 11/23/2016

	\$159*	View Deal
	\$159*	View Deal
	\$159*	Book Now

Booking.com \$159* | InterContinental \$159* | Jetsetter | 2 more sites

*Disclaimer: Prices above are the average nightly price p...

★★★★★ | Luxury | Resort hotel | Green | Pool

Professional photos | Traveler photos (13028) | Panoramas (16) | View Map

According to Comscore, 50% of travelers that purchase online visit TripAdvisor

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RATE PARITY & BRAND PROTECTION



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RATE PARITY VIOLATIONS



Wynn Las Vegas Search

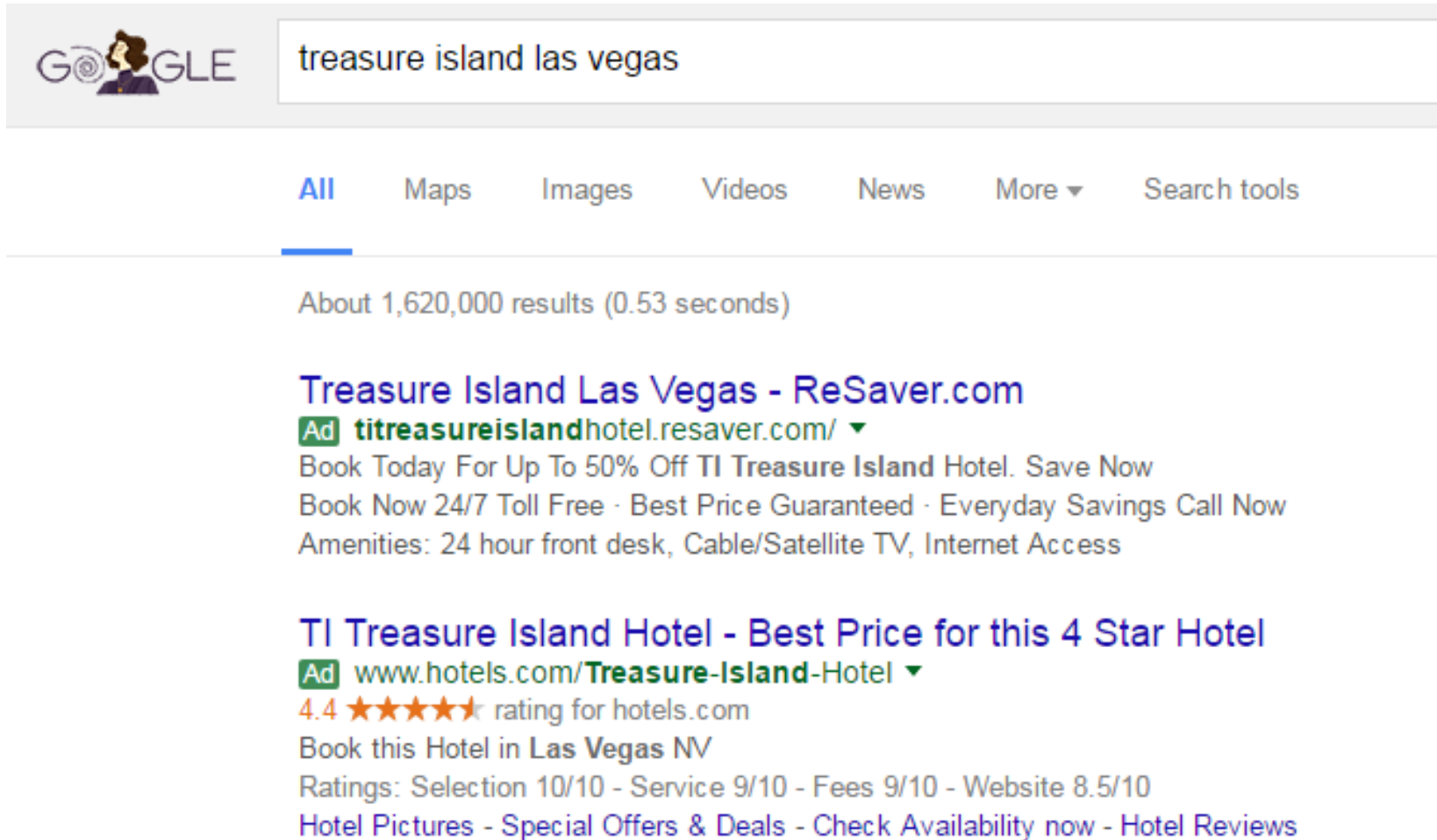
Check-in **Monday, 05/30/16** | Check-out **Wednesday, 06/01/16** | **Double Room**

[Map View](#) | 2 out of 441 hotels | [Sort by Popularity](#) | [Share](#)

	Wynn Las Vegas ★★★★★ Las Vegas, 1.3 miles to City center		Amoma.com \$162 \$143
	roomer \$148	Hotwire \$149	
	Booking.com \$149	Prestigia \$162	
	91 / 100 26653 Reviews	View all deals from 26 websites	View Deal >

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KEYWORD BIDDING



The image shows a Google search interface. The search bar contains the text "treasure island las vegas". Below the search bar, there are navigation tabs for "All", "Maps", "Images", "Videos", "News", "More", and "Search tools". The "All" tab is selected. Below the tabs, it says "About 1,620,000 results (0.53 seconds)". There are two search results, both marked as advertisements with a green "Ad" icon. The first result is titled "Treasure Island Las Vegas - ReSaver.com" and includes the URL "titreasureislandhotel.resaver.com/". The second result is titled "TI Treasure Island Hotel - Best Price for this 4 Star Hotel" and includes the URL "www.hotels.com/Treasure-Island-Hotel".

GOOGLE treasure island las vegas

All Maps Images Videos News More Search tools

About 1,620,000 results (0.53 seconds)

Treasure Island Las Vegas - ReSaver.com
Ad titreasureislandhotel.resaver.com/ ▼
Book Today For Up To 50% Off TI Treasure Island Hotel. Save Now
Book Now 24/7 Toll Free · Best Price Guaranteed · Everyday Savings Call Now
Amenities: 24 hour front desk, Cable/Satellite TV, Internet Access

TI Treasure Island Hotel - Best Price for this 4 Star Hotel
Ad www.hotels.com/Treasure-Island-Hotel ▼
4.4 ★★★★★ rating for hotels.com
Book this Hotel in Las Vegas NV
Ratings: Selection 10/10 - Service 9/10 - Fees 9/10 - Website 8.5/10
Hotel Pictures - Special Offers & Deals - Check Availability now - Hotel Reviews

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CEASE & DESIST



1. Make direct bookings simple and valuable
2. Mobile is a device, not a discounting channel
3. Connect to meta sites, but watch your CPA
4. Create a tracking system for rate parity violations
5. Get tough! Fight to protect your brand

Thank You



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Management & eCommerce
Las Vegas Sands Corporation
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