



GLOBAL VS LOCAL A PEER TO PEER BRAND APPROACH

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HomeAway[®] IN A NUTSHELL

Born 10 years ago from Brian Sharples, an entrepreneur travelling the world with his family, getting frustrated not finding 1 single website to book holiday homes

HomeAway grew through extensive acquisitions of all the key local players across EU, US, Latam and more recently APAC

Integrating all highly local websites into 1 common platform, HomeAway Makes every vacation rental in the world available to every traveler in the world

A photograph of three children sitting in a white hammock outdoors. The hammock is strung between trees and has several colorful, patterned pillows. The children are looking at something together, possibly a book or a tablet. The background shows a wooden building and lush greenery.

WHAT DOES PEER TO PEER MEANS?



IT IS PASSION FOR A REGION, A CITY, A HOBBY



Local home owners letting travelers enjoy a region they love from the comfort , the privacy of their home. A Home Away From Home.



FOR US: IT IS A LIVING SET OF BEHAVIOURAL DATA



That we transform into insights that drive our marketing strategy

HomeAway
let's stay together[®]

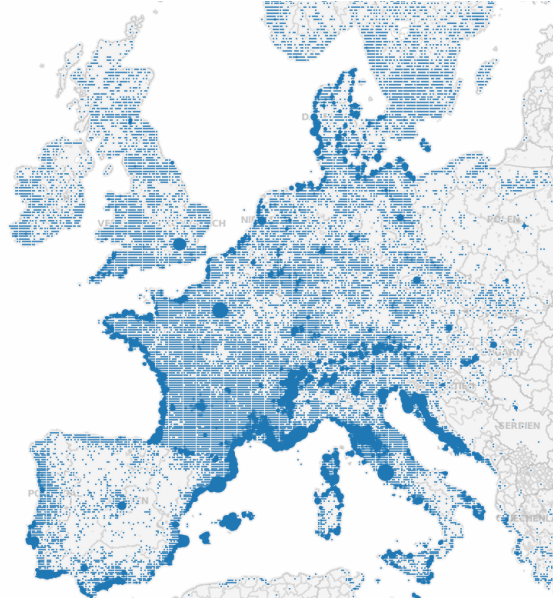


HOMEAWAY IS
THE LARGEST
ALTERNATIVE
ACCOMMODATIONS
FAMILY OF BRANDS
IN THE WORLD



WHY IS IT RELEVANT?

Over 1 million entire homes
available for holiday rentals
in 190 countries
over 50% in EU



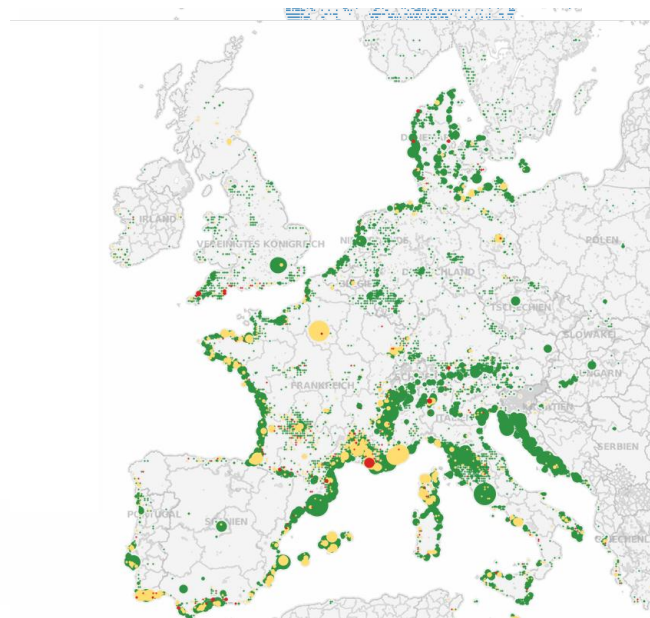
Informs us on
where
the best holiday spots are
in 190 countries
for all type of holidays: cities,
beach, romantic getaways,
countryside, wintersport



WHY IS IT RELEVANT?

2,7M rooms
More rooms
that the world's top 4
hotel chains together
Bookable from 22 sites
globally

140M room nights per
year *



Intimate knowledge of
what destinations,
time of year,
type of properties
travelers choose
through over 80M
bookings and booking
requests* made every
year

* 2013 estimation



WHAT DO WE DO
WITH ALL THE DATA
INSIGHTS?

WE CREATE A TRUSTED ENVIRONMENT BY SHARING THE LOCALS' KNOWLEDGE WITH GLOBAL TRAVELERS



Highly locally relevant Point of interests

Always updated activities, events

Proximity of the properties to key highlights



On trusted local brands

Available in the travelers language

With traveler relevant search criteria

WE MAKE THE BOOKING EXPERIENCE EASY BY LETTING TRAVELERS SEARCH ON THEIR OWN TERMS



Local search filters

Local properties naming

In locally relevant region names



Applied to properties in 190 countries

Is this a swimming pool or a heating swimming pool? Is this a villa or a cottage? Is this villa on the French Riviera or in Juan les Pins?

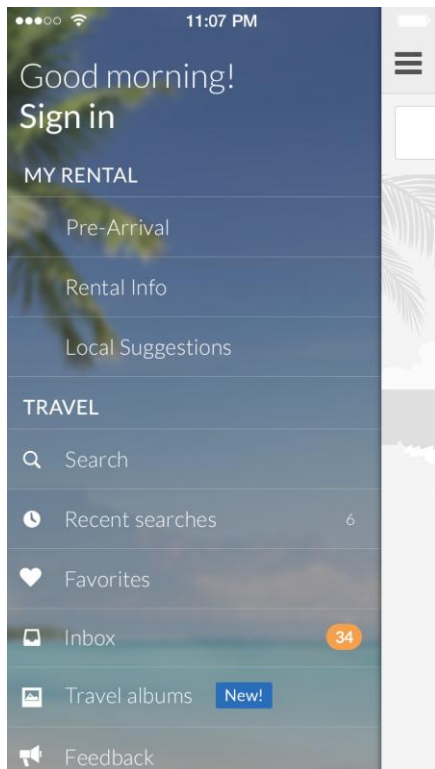
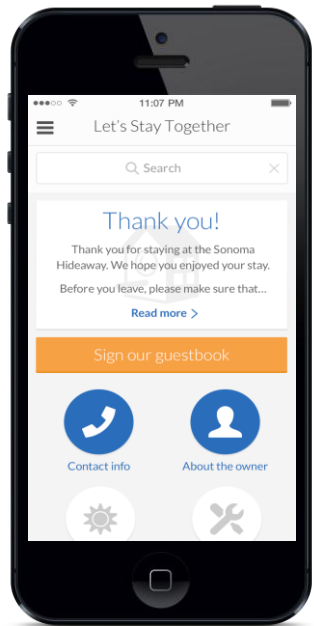
WE INSPIRE TRAVELERS BY PROMOTING RELEVANT PROPERTIES AND BRINGING SOME SURPRISE



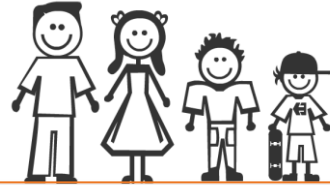
Looking for a holiday home with 3 bedrooms and a lovely pool close to a golf course in Corsica? Discover the Sardegna holiday homes we can also propose



WE BRING ALL OF THAT LOCAL INSIDERS INFO WITH THEM ON HOLIDAYS



IN SUMMARY, A WINNING STRATEGY CAN BE...



1 **Global** product platform

+

Numerous trusted **local** brands

+

With **global** booking conversion
best practice

+

Based on **local** User Generated
Content

1 million homes to choose from

+

On a brand I know and trust

+

Easy and safe to book my next holiday on

+

Highly relevant content from locals

So families and friends find the perfect accommodations to
experience their dream vacations together.



Thank You

LOCALISATION HAS TO BE PART OF THE OVERALL TRAVELER
EXPERIENCE TO BE AN IMPACTFUL BUSINESS DRIVER