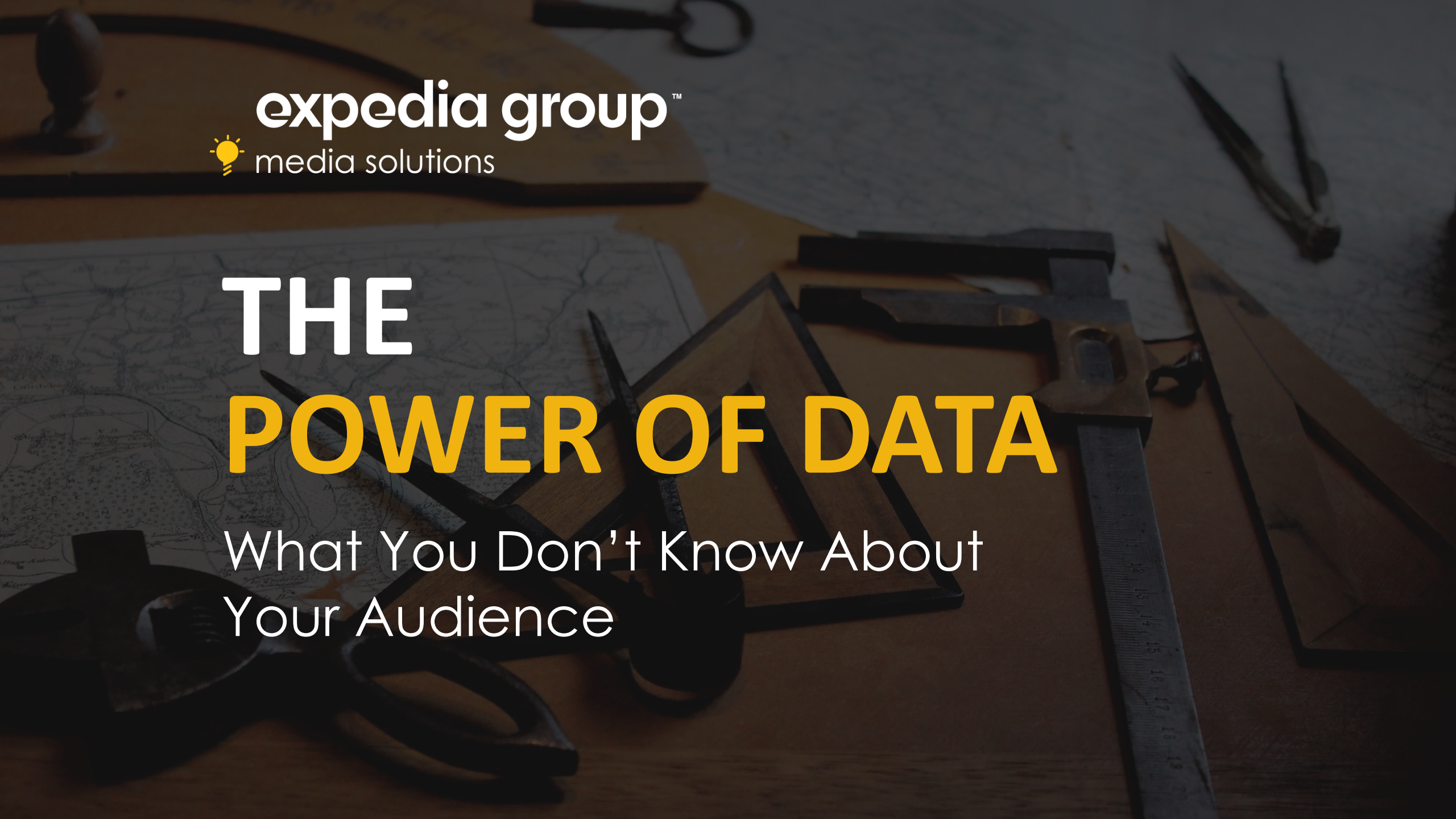
expedia group™
media solutions
THE
POWER OF DATA
What You Don't Know About
Your Audience

ANDREW VAN DER FELTZ

Senior Director, Business Development, EMEA & APAC
Expedia Media Solutions

EXPERIENCE:

Andrew drives business development for the growing display advertising space for the Europe, Middle East, Africa and Asia Pacific region. Prior to joining Expedia Media Solutions in 2016, he spent more than 15 years with the Netherlands Board of Tourism & Conventions (NBTC) as the director of business development and operations. Andrew was also previously an international marketing manager at VisitScotland.

FUN FACT:

Despite being Dutch, Andy rowed competitively for the Scottish National Team, qualifying thanks to his quarter Scottish maternal grandmother.

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WITH A GLOBAL AUDIENCE OF QUALIFIED TRAVEL SHOPPERS

200+
SITES

75
COUNTRIES

35
LANGUAGES

UNDERSTANDING YOUR

AUDIENCE

BEHAVIOR

EMOTION

INTENT

UNDERSTANDING
AUDIENCE
EMOTION

WE INVITE TRAVELERS TO

INNOVATION LABS

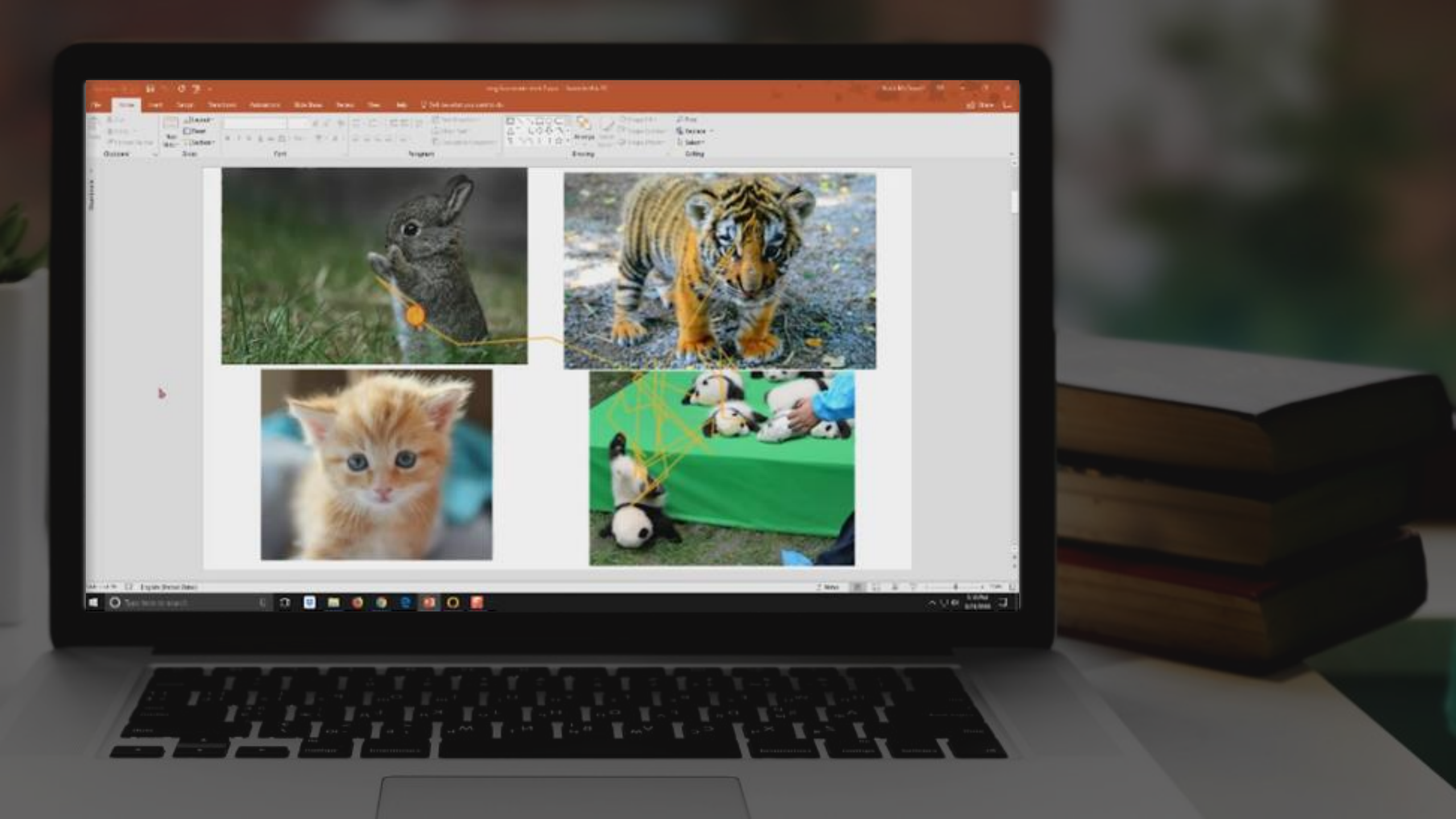
WE TAKE TECHNOLOGY

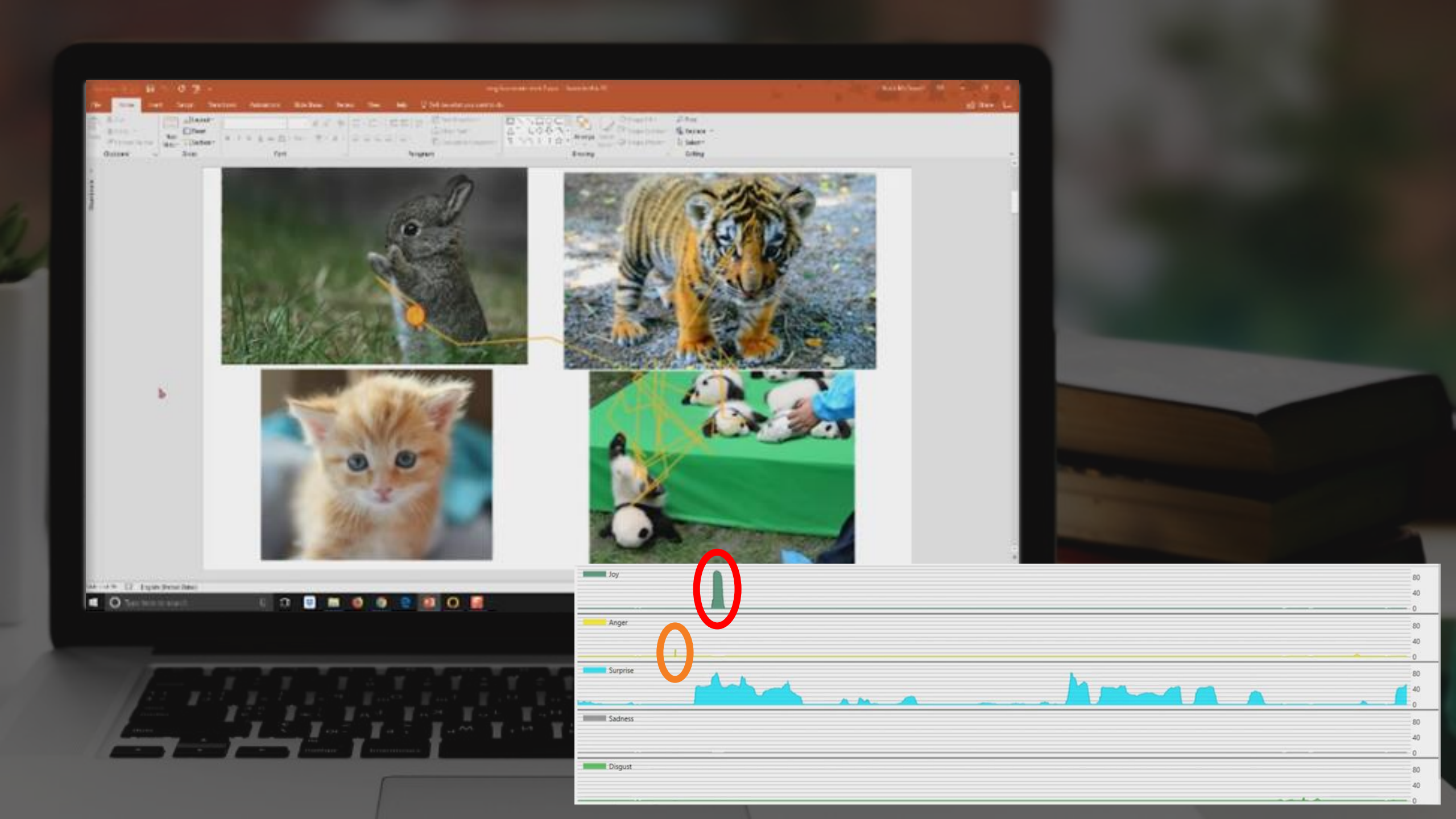
ON THE ROAD…

…TO UNDERSTAND

HOW TRAVELERS FEEL

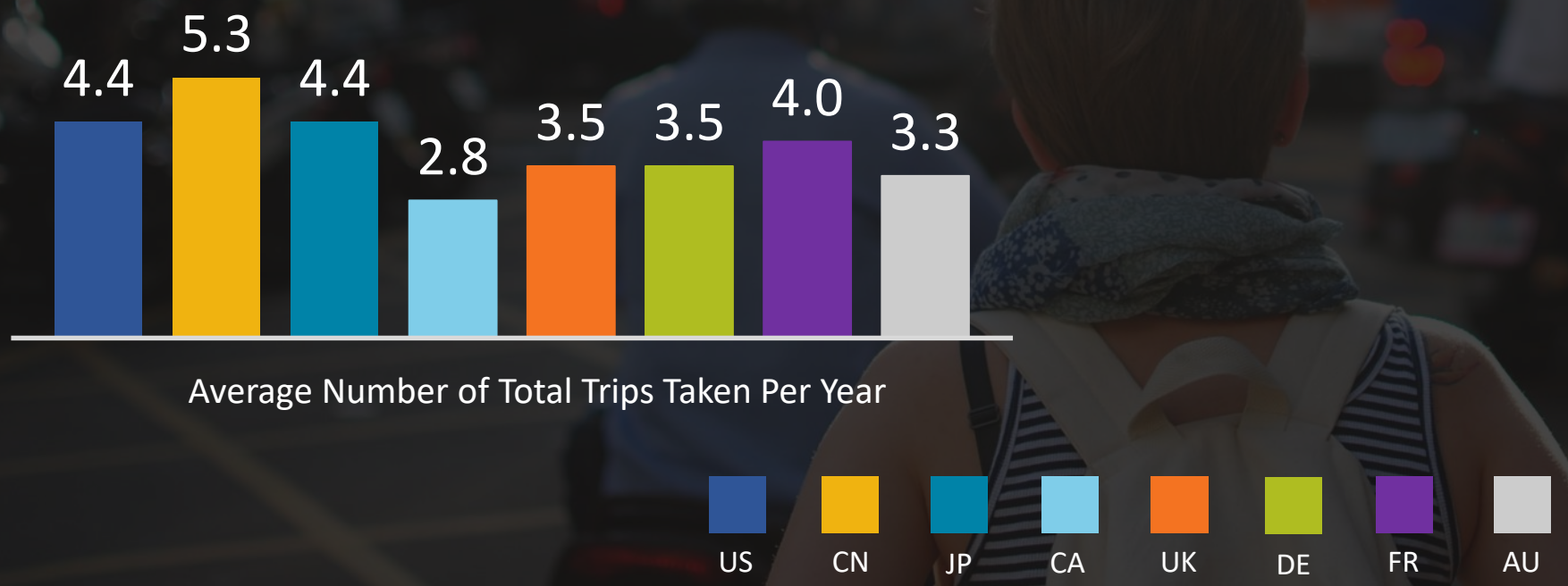
THIS IS A
FACE READER




Joy
Anger
Surprise
Sadness
Disgust
80
40
0

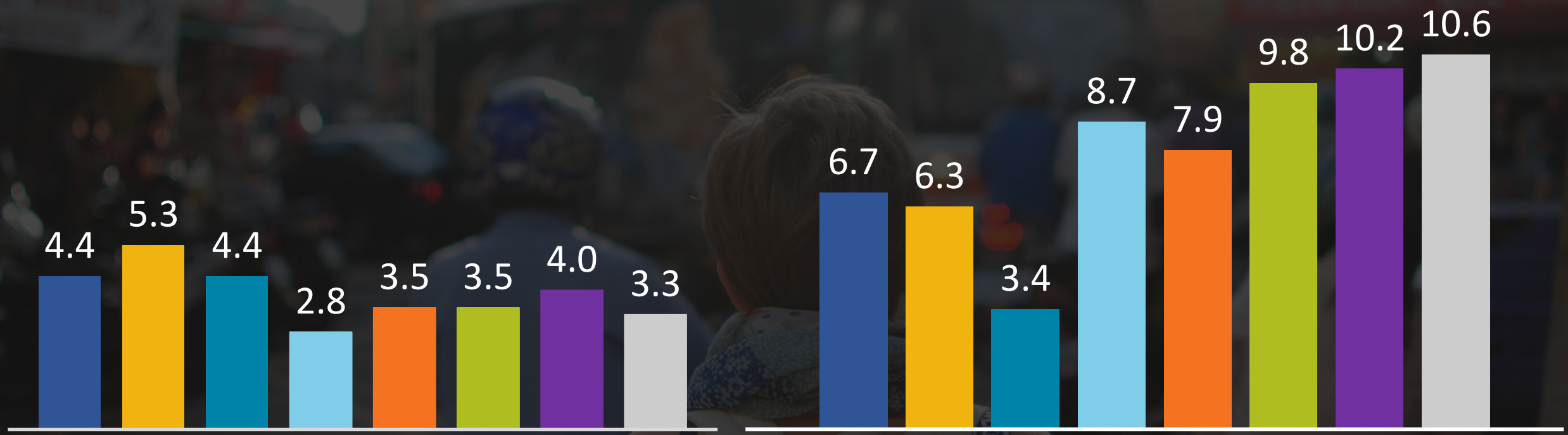
UNDERSTANDING
AUDIENCE
INTENT

NOT ALL TRIPS ARE CREATED
EQUAL



Multi-National Travel Trends – Expedia Media Solutions
Northstar Research: Q9: Typically, how many personal/leisure and business trips do you take per year?

NOT ALL TRIPS ARE CREATED
EQUAL



Multi-National Travel Trends – Expedia Media Solutions

Northstar Research: Q9: Typically, how many personal/leisure and business trips do you take per year?

Northstar Research: Q15. How long was your vacation?

EXPLORE

BEYOND THEIR BORDERS

73%

68%

59%

56%

45%

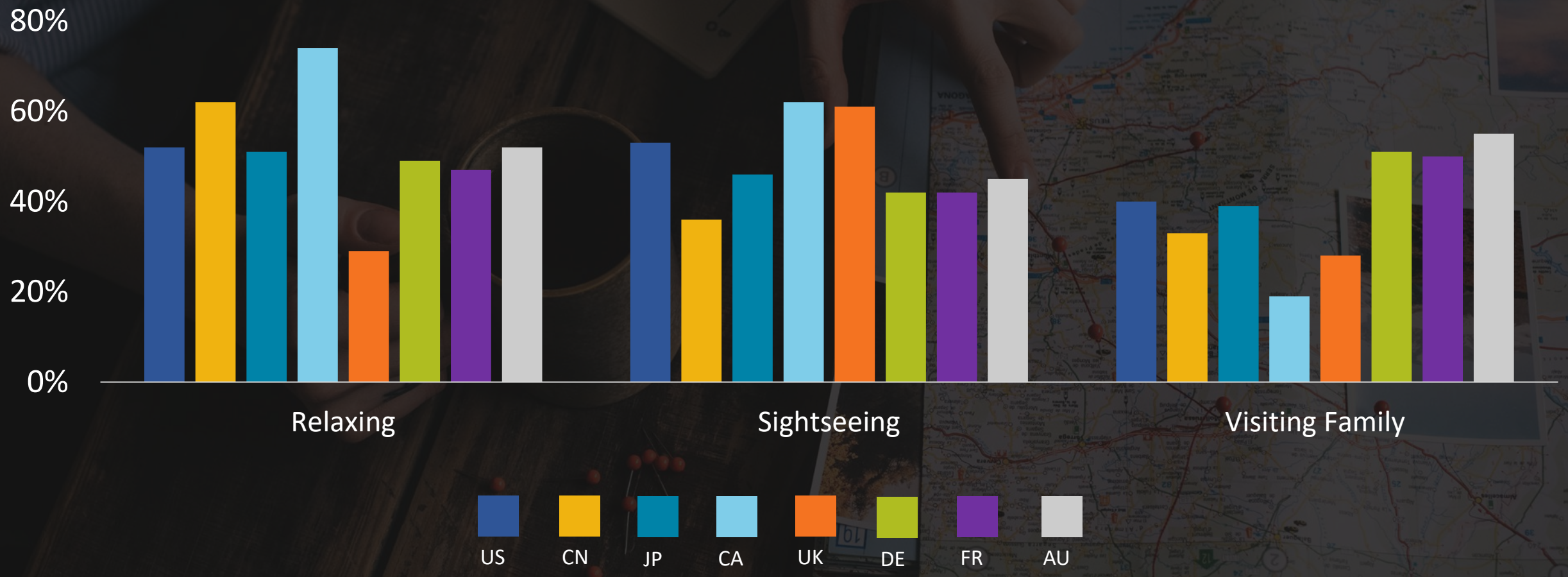
27%

18%

14%

Multi-National Travel Trends – Expedia Media Solutions
Northstar Research: Q14. Was the trip….?

RELAXING & SIGHTSEEING



Multi-National Travel Trends – Expedia Media Solutions
Northstar Research: Q10: What types of vacations have you taken in the past year?

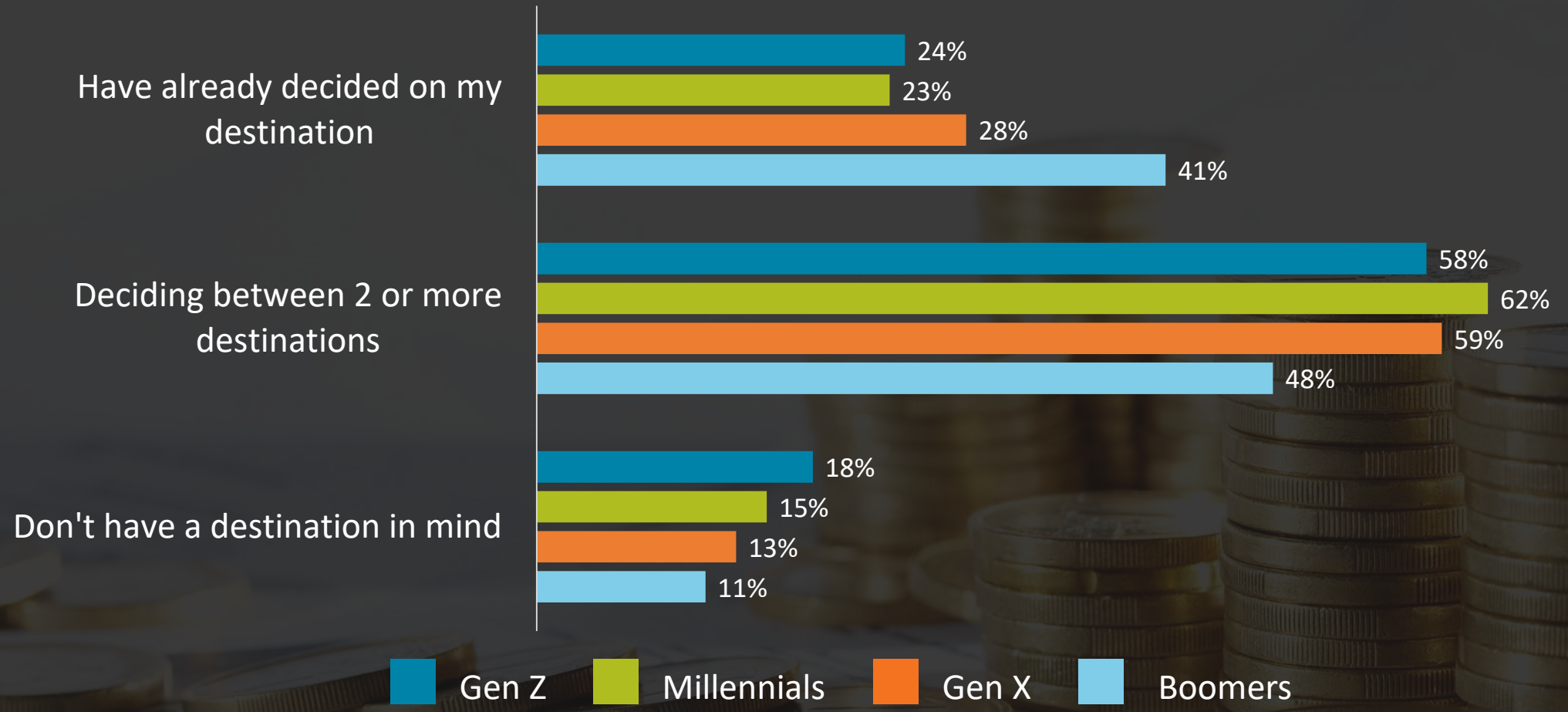
ACTIVITIES
& UNIQUE EXPERIENCES DRIVE TRAVEL DECISIONS

Multi-National Travel Trends – Expedia Media Solutions

For this exercise, you will go through a small number of different screens where we will ask you to identify which consideration would be **most important** to you in terms of how you choose a vacation/ holiday and which consideration would be **least important** to you in terms of how you choose to purchase a vacation/holiday. *Total (n=8006)*

ALL GENERATIONS CONSIDERING

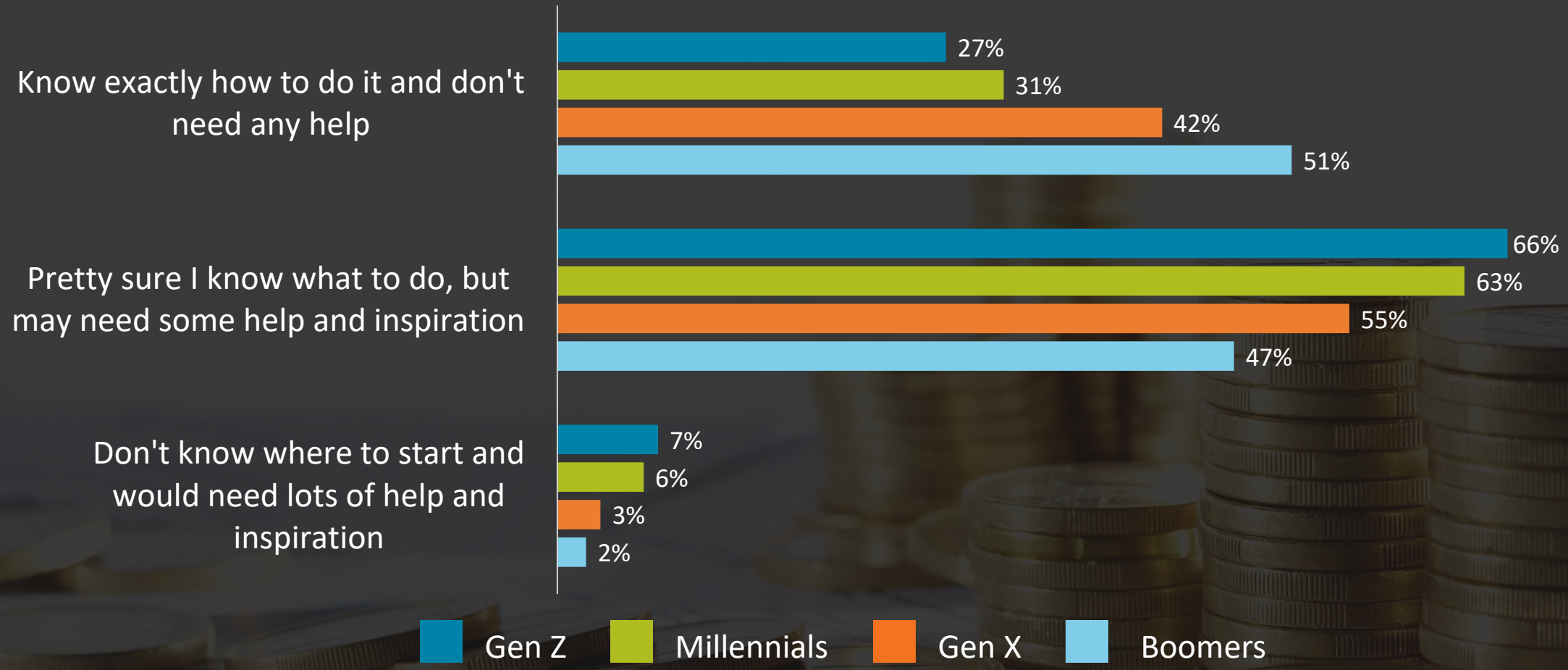
MULTIPLE DESTINATIONS



Multi-National Travel Trends – Expedia Media Solution

Northstar Research: Q23. Which of the following options best describes the way you feel when you first decide to take a trip? (Please select one)

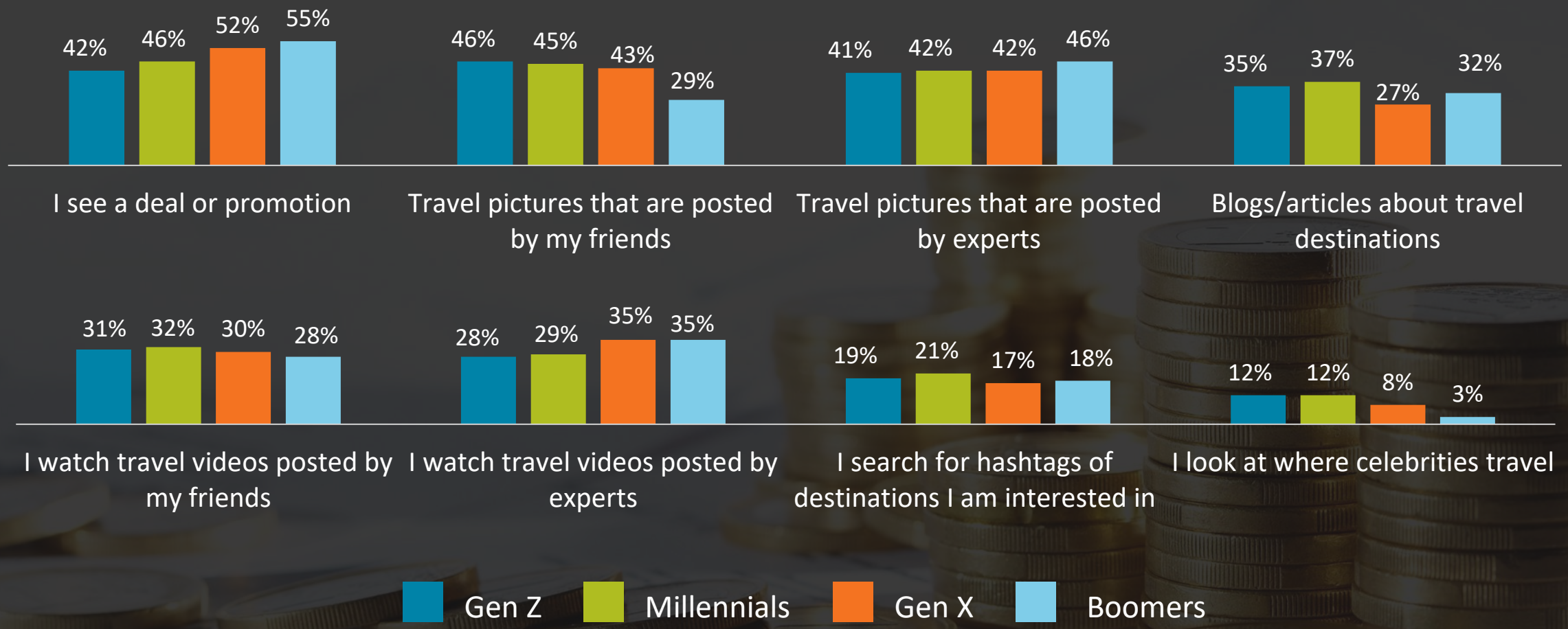
YOUNGER AUDIENCES OPEN TO
DESTINATION INSPIRATION



Multi-National Travel Trends – Expedia Media Solution

Northstar Research: Q24. Which of the following options best describes the way you feel when you **first start planning** a trip/holiday?

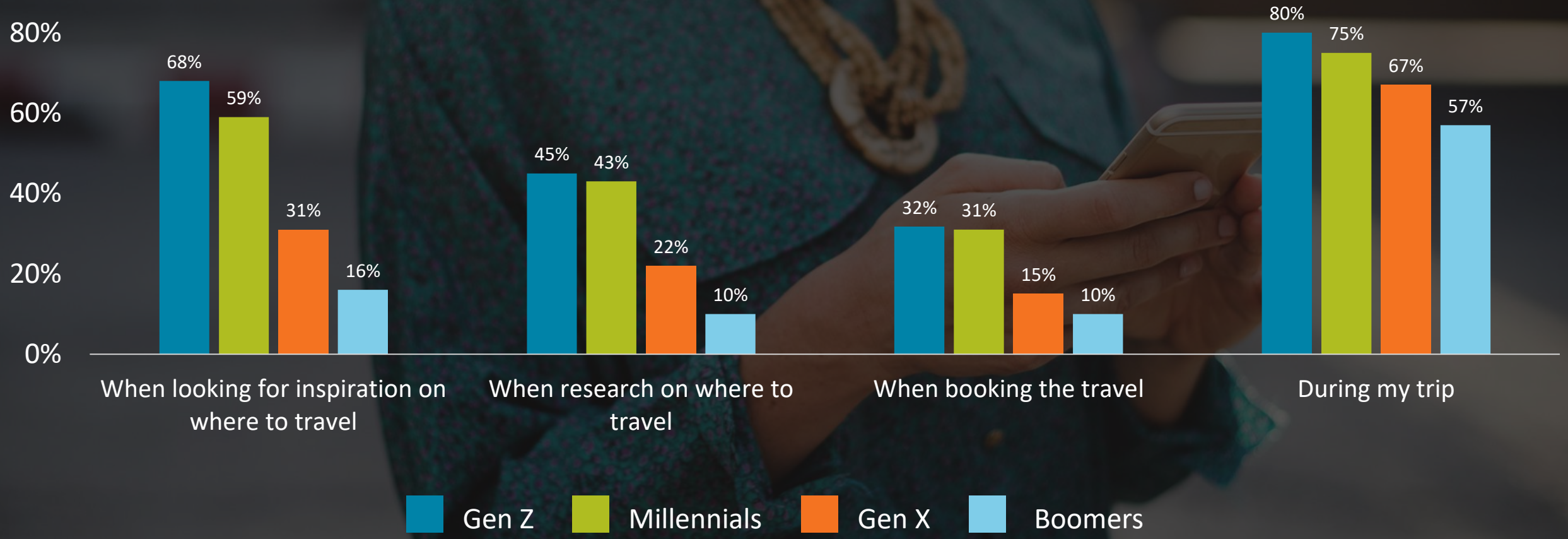
GENERATIONAL INFLUENCE OF SOCIAL MEDIA



Multi-National Travel Trends – Expedia Media Solutions
Northstar Research: Q29. How does social media influence you? Which of the following influence your decision in booking a trip?

MOBILE

YOUNGER AUDIENCES USE SMARPHONES AT EVERY STAGE



Multi-National Travel Trends – Expedia Media Solutions

Northstar Research: Q47. For each of the following statements, which device(s) do you use? Please select all that apply

INSIGHTS
INTO
ACTION

ACTIVITIES &
EXPERIENCES
DRIVE
DESTINATION
DECISIONS

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MOBILE
VITAL
TO ENGAGE
YOUNGER
TRAVELERS

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DISCOVER BRITAIN

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