

**business insights**

with **Google**<sup>™</sup>

travel

March 2013

in partnership with Thai Air Asia

# The 5 Stages of a Thai traveler



# Dreaming

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½ of ALL travelers start thinking about a trip online

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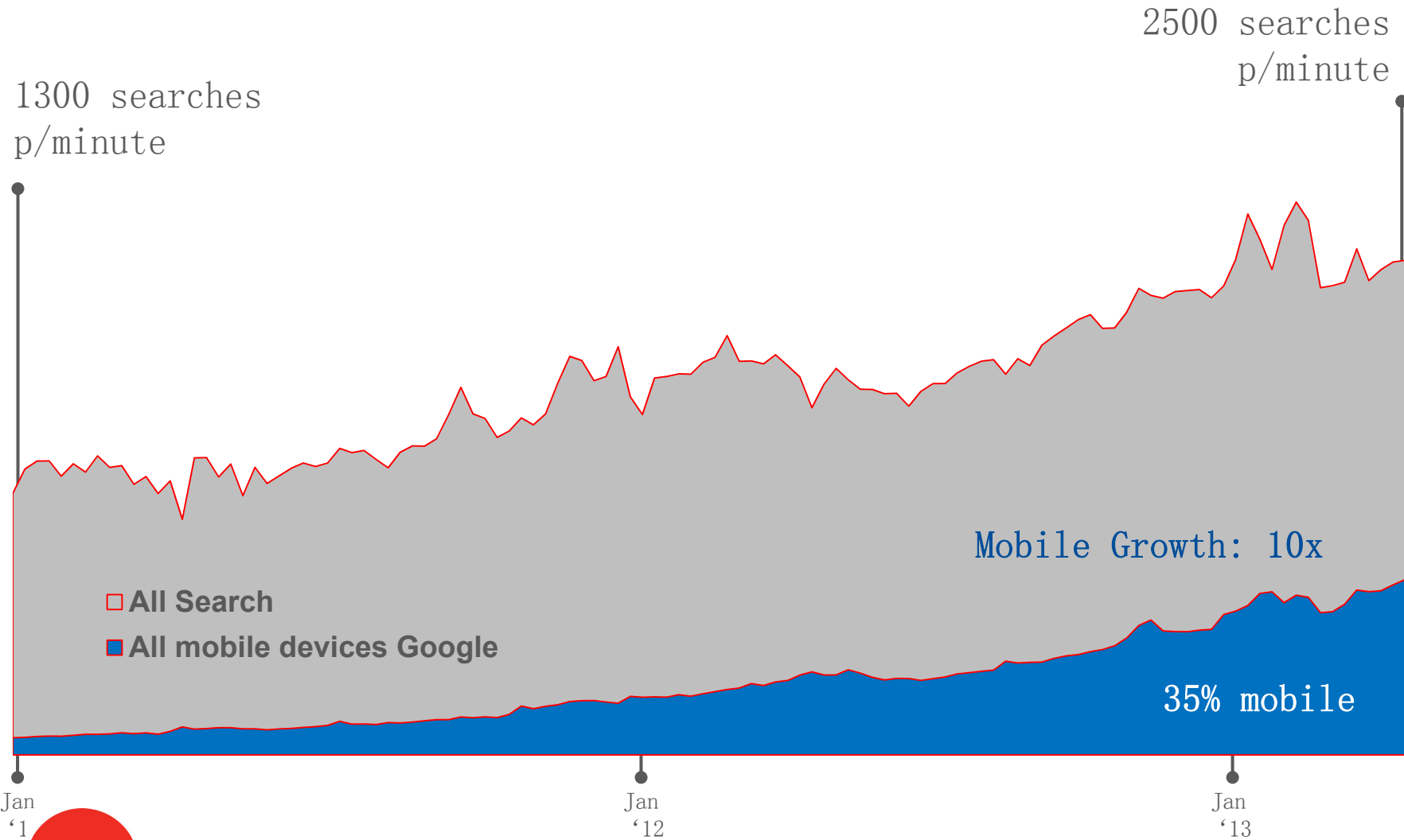
**31 million searches** last week on travel & tourism in Thailand

Google Search

I'm Feeling Lucky



# Thailand travel queries have DOUBLED



# Travelers dream, get inspired and then go online

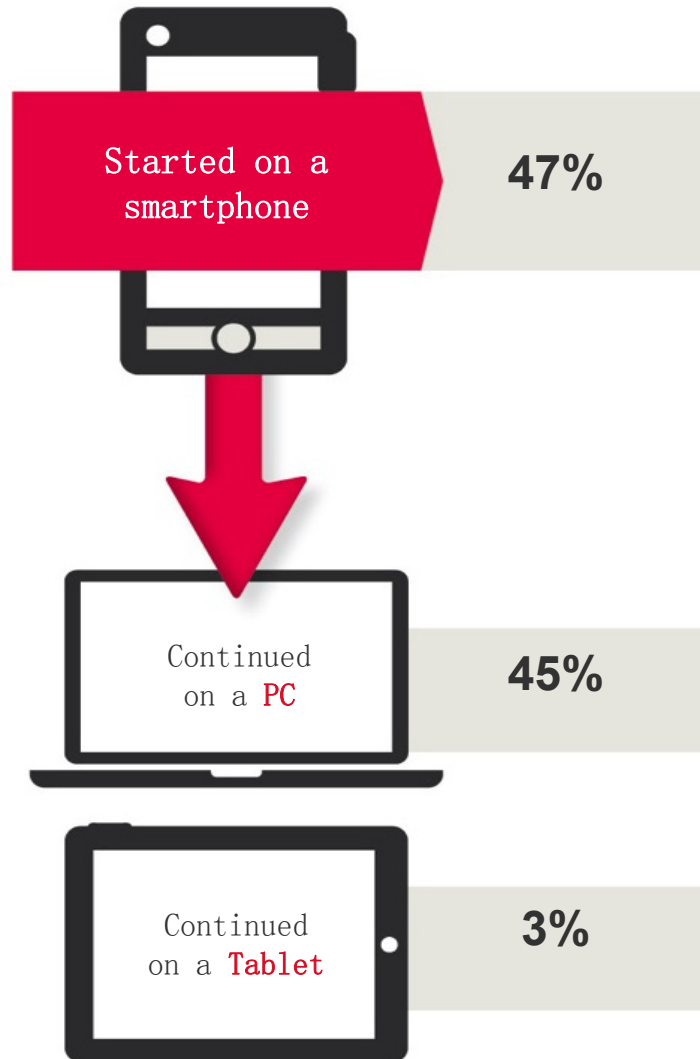
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# Planning

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# Surprise! 85% of Thai travelers use the Internet



Search is the **main gateway** to all online travel research: **7 searches** before making decision

Travel **research** often occur on **mobile device** and the tickets are booked on desktop/laptop

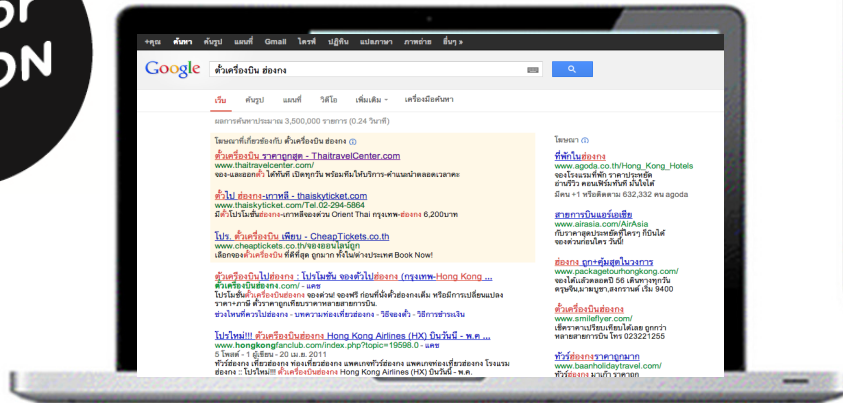




Anywhere, any time, any screen ... we're there!

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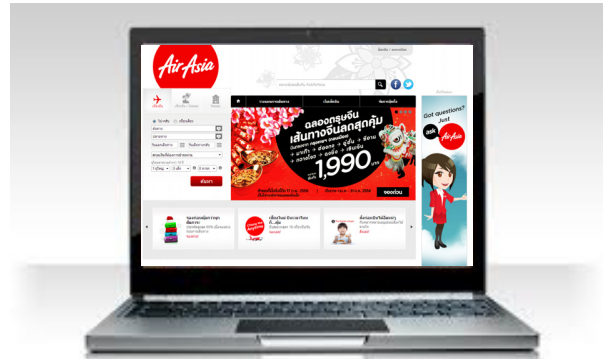
Call for  
ACTION



# Booking

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# 8/10 Thai travelers booked using PC/laptop at home



PC, laptop or netbook at home



Laptop or netbook on the go



Mobile phone or smartphone



Tablet PC



Leisure

82%

10%

5%

4%



Business

82%

7%

7%

4%



# Convert search to sale with fast, secure online service

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AirAsia.com



Mobile Apps



Experiencing

Google

# 9/10 Thai travelers have daily access to the internet



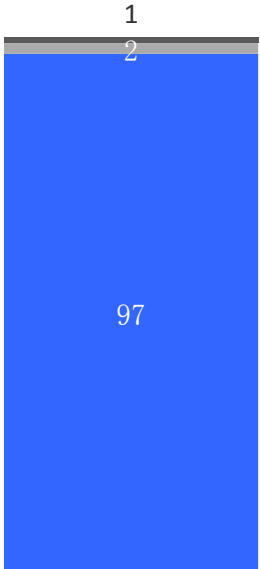
## Leisure



## Business

97% of leisure travellers access the internet via any device **daily**

86% of leisure travellers access the internet via a mobile device **daily**



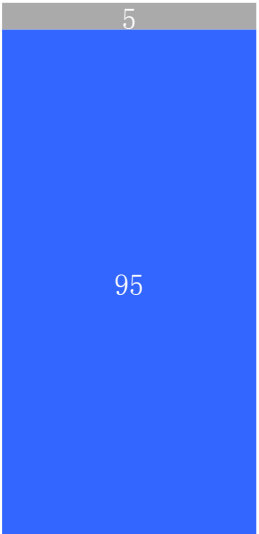
■ Low Users

■ Medium Users

■ High Users

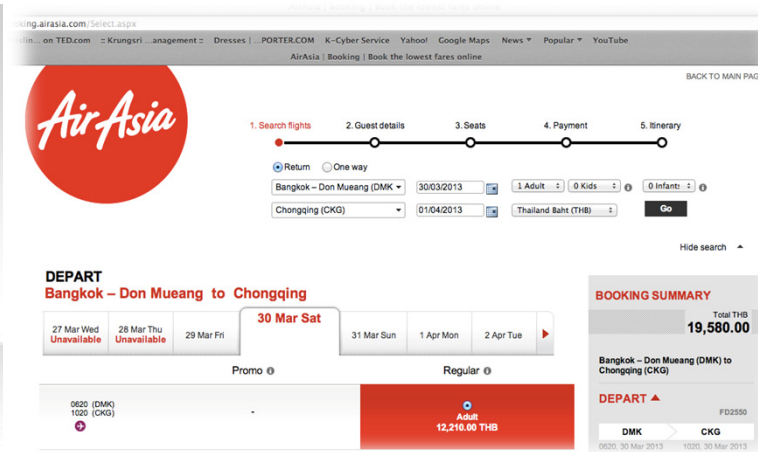
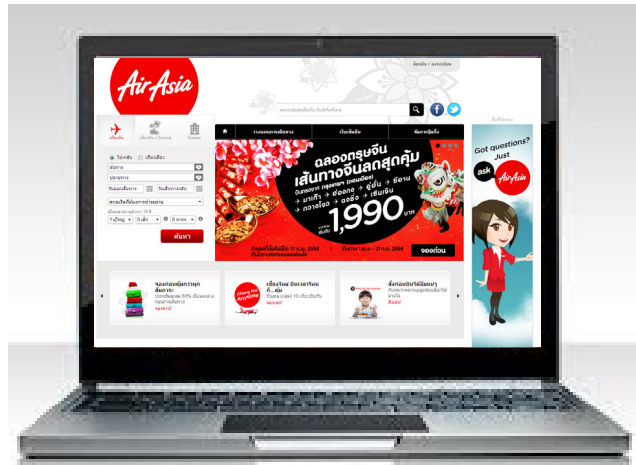
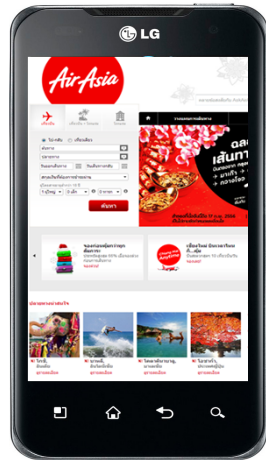
96% of business travellers access the internet via any device **daily**

89% of business travellers access the internet via a mobile device **daily**



# We know who flies us and try to understand them

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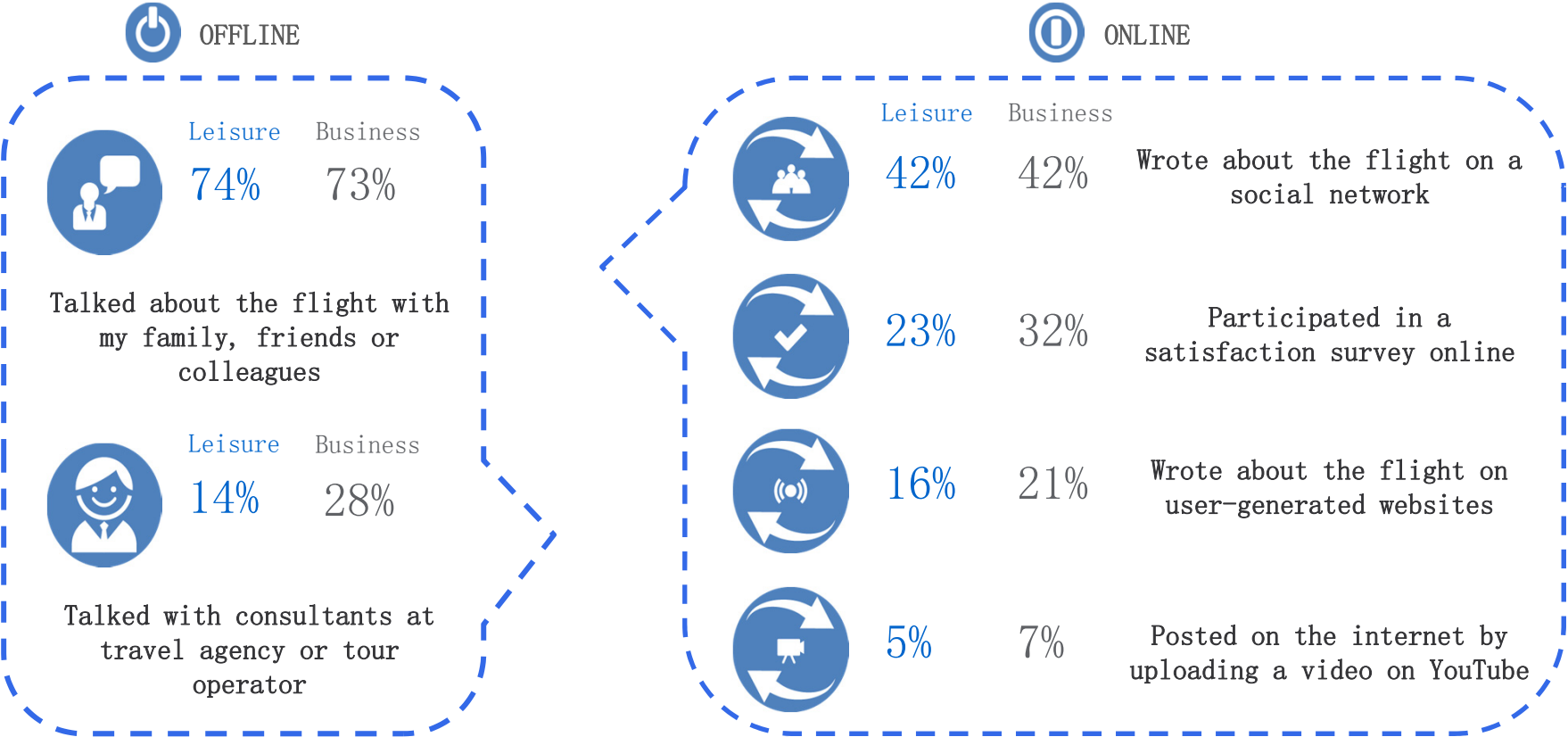


# Sharing

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# 3/4 travelers shared their experience with family



# We help connect travelers with great experiences



Fun travel tips  
via our blog



Helpful and practical  
advice, just Ask



Community comments,  
photos, videos and lots  
more from social network



YouTube



# The 5 Stages of a Thai traveler

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*AirAsia*

- **Travelers online:** Travelers are amongst most active internet users
- **Know what consumers want:** The Internet is the only place, where consumers tell you what they are looking for, without you asking.
- **Reach the right consumers:** Travelers make **7 searches** before making a decision - that's 7 opportunities to connect with potential customers
- **Be where your customers are:** No matter what device, what time day or night or what kind of search, your business can be open 24/7/365 by being online
- **Drive with insights:** Google helps TAA identify demand and seasonality for/from each country and destination - no guesses
- **Its measureable:** Online is TAA's main sales channel, can measure ROI and understand which communication drives conversion
- **Anywhere, any time, any screen:** today's consumers are multi-screen, whichever screen they use to search about travel, TAA is there
- **Mobile is key:** surprisingly, mobile drives bookings, as smartphones become more mainstream, this trend will only increase



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travel