

2017 MMA Marketing Leadership Forum
April, 2017 | Joey Martin

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A choice for every traveler.

CHOICE HOTELS

6,400 properties

11 brands

40 countries









Agenda

- Traveler Landscape
- Location Importance
- Mobile Strategies
- Examples



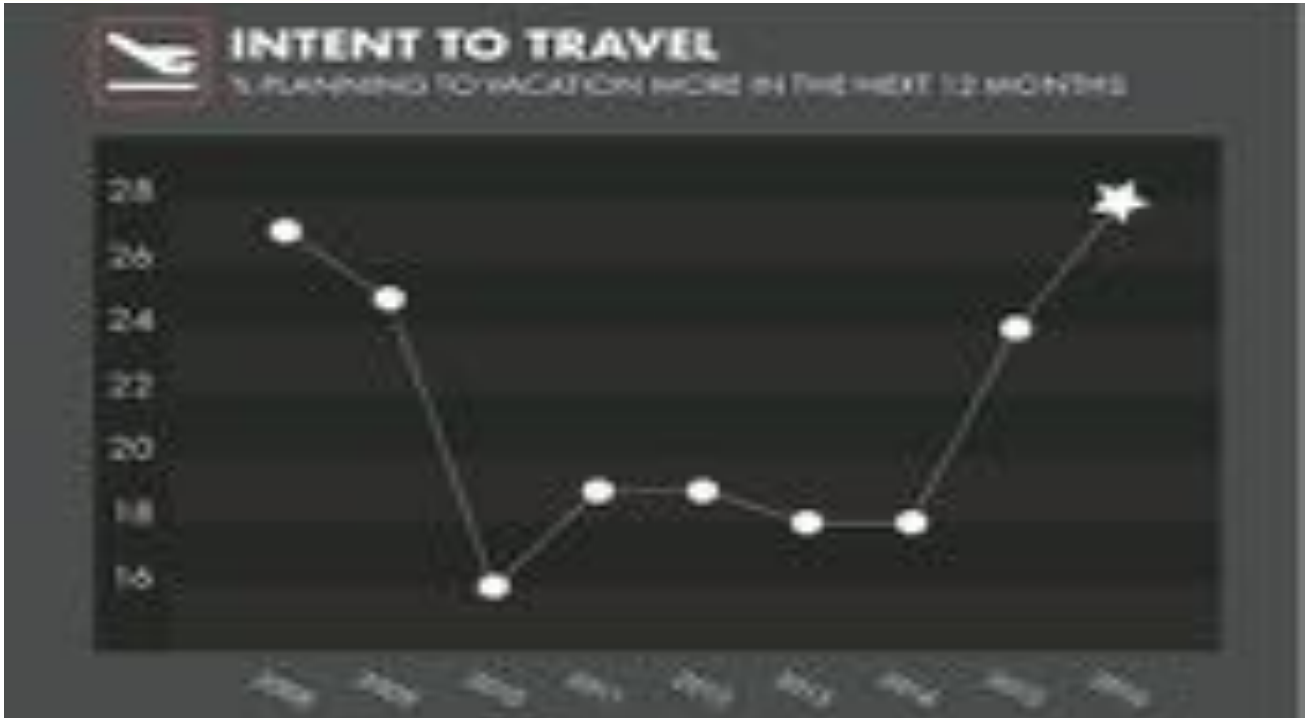





Of all travel were overnight stays

Of those that stayed, 67% were in a Economy or Mid-Level Hotel

Source: 2015 DK Shifflet



Source: 2016 Portrait of American Travelers – MMGY Global

4 Hours

Spent each day on the internet for personal use

Source: 2016 Portrait of American Travelers – MMGY Global

Leisure Travelers

When beginning their planning

1 in 3

Have not decided on a destination

When looking for a hotel

82%

Have no brand preference

Source: GoogleThink 2016

Leisure Travelers

Of those travelers researching on mobile devices,

54%

Prefer using a mobile website for travel research (up 15pts from 2016)

Source: 2017 Portrait of American Travelers – MMGY Global

Leisure Travelers

47%

Of travelers are using multiple devices when planning

2017 Portrait of American Travelers – MMGY Global

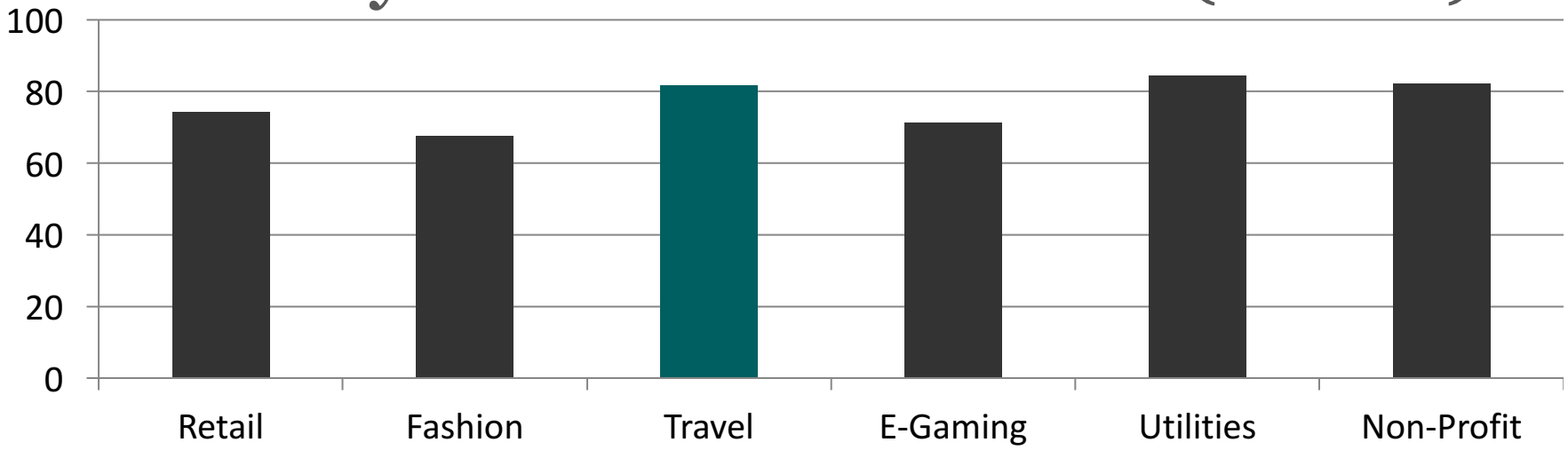
Booking Behavior

TYPICALLY HOW ACCOMMODATIONS ARE BOOKED*	2016
Hotel's website/app	40%
Through OTA's website/app	33%
Hotel, on the phone or in person	17%
Third-party reseller's (such as Kayak)	7%
Traditional travel agent	3%

**Among those who booked hotel/resort accommodations during past 12 months.*

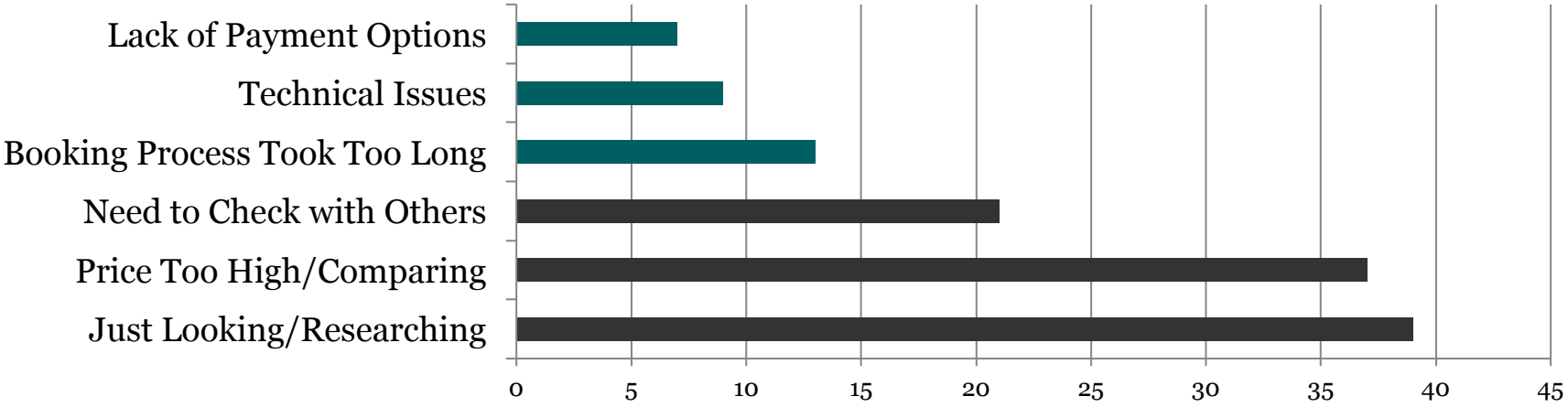
Source: MMGY 2016 Portrait of American Travelers

Industry Abandonment Rate (81.6%)



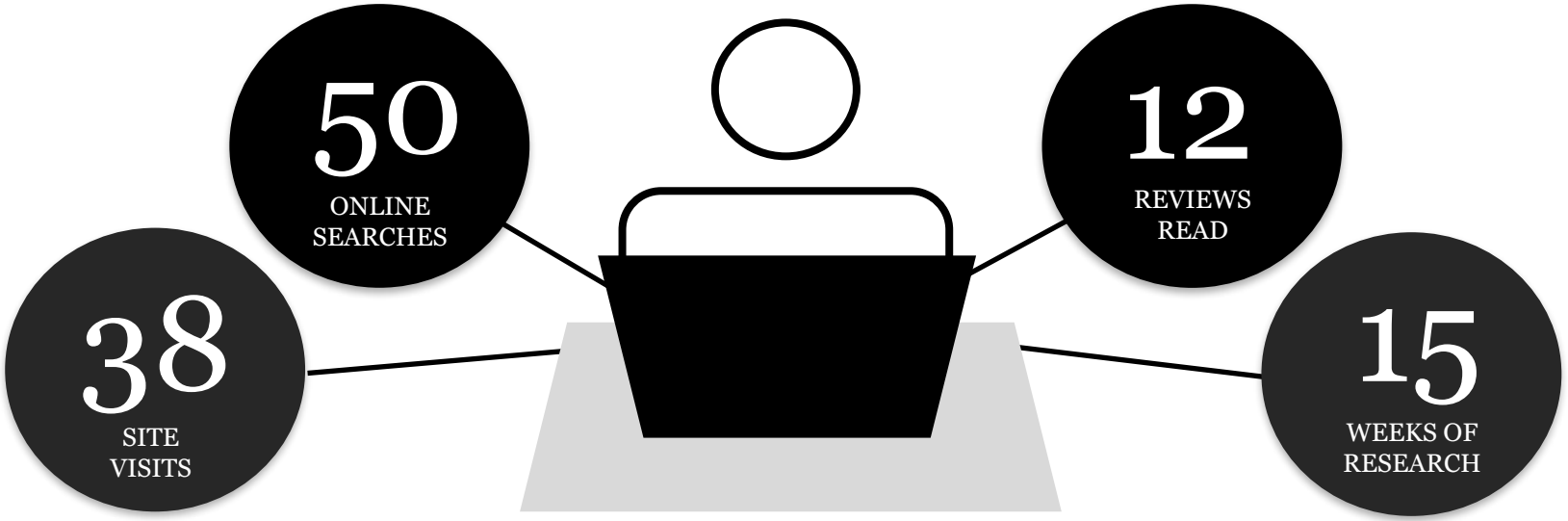
Source: SaleCycle: Average across 100 global clients (Oct., Nov. & Dec. 2016)

Reasons for Abandonment (%)

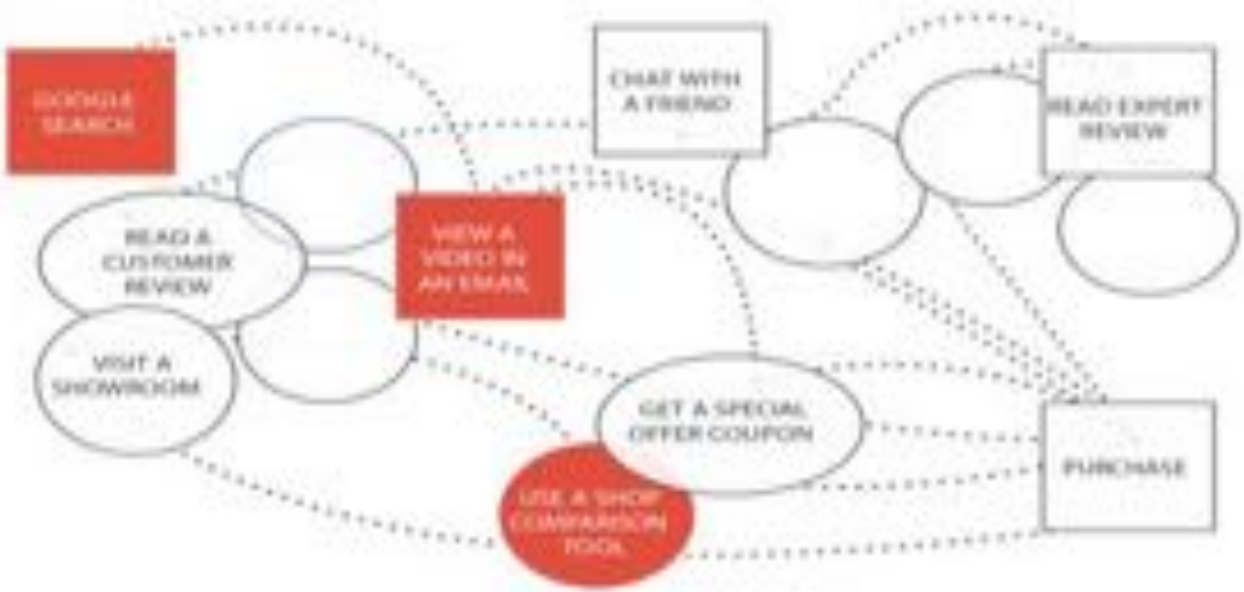


SaleCycle: Average across 100 global clients (Oct., Nov. & Dec. 2016)

Average Traveler Online



Modern Purchase Path



Mobile Behavior

46%

Of Mobile bookings are same day of travel

1 in 3

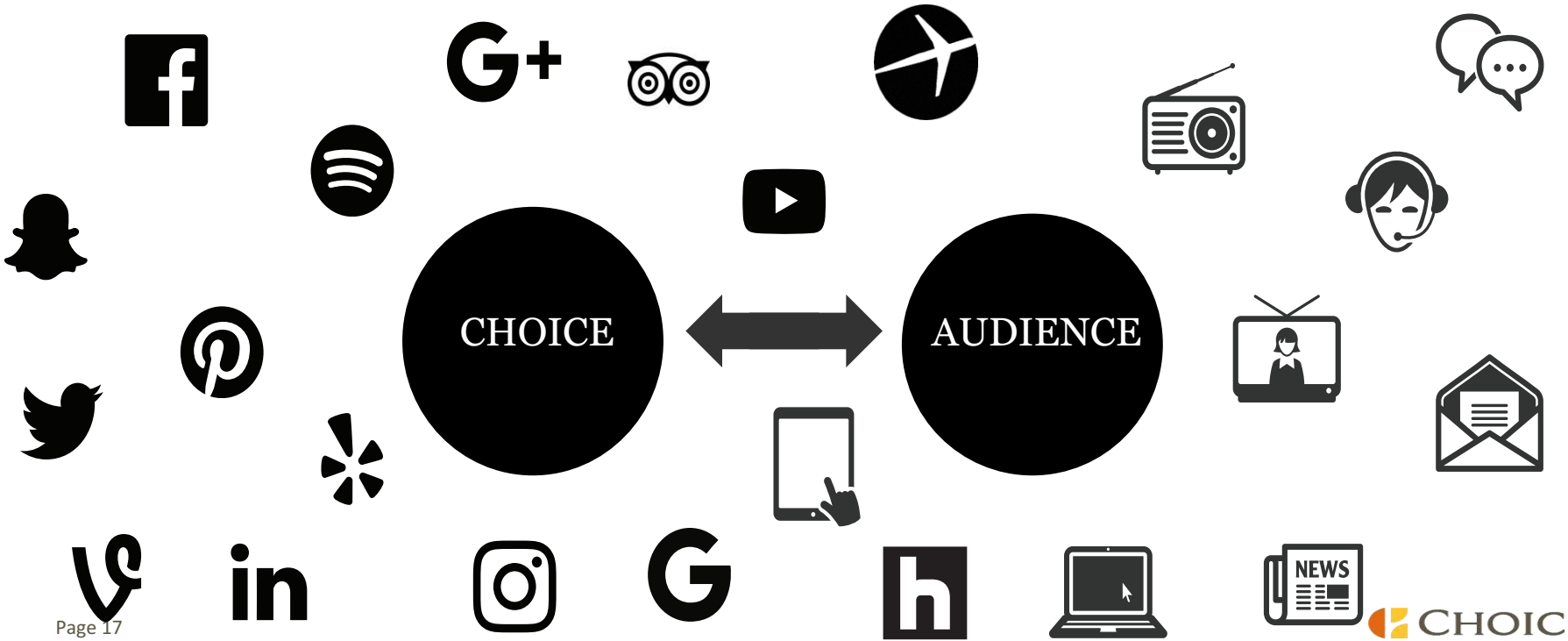
Access the Internet Worldwide

Source: Skift 2016

The Rise of Mobile Booking in Travel

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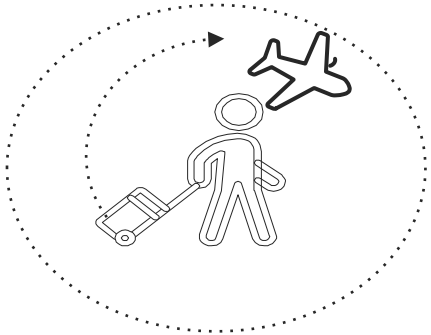
Traveler Behavior



Right Person
Right Moment
Right ‘Context’

Dynamic Creative

IDENTIFY TRAVELER, BEHAVIORAL INTERESTS, FREQUENT TRAVELER



CUSTOMIZE AD: HOTEL, LOCATION, PRICE, WEATHER, TIME OF DAY, AUDIENCE SEGMENTATION



SERVE DYNAMIC AD TO TRAVELER



Why is Mobile Important

66 MM

Digital travel bookings came from a mobile device in 2016

Source: Shareablee, "State of Travel in Social Media/Emarketer

45%

Of consumers booked a travel service through a smartphone app in the last 12 months

Source: 2016 Portrait of American Travelers (MMGY)

So Where Did We Start?

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Mobile Strategy Outline

Drive Incremental Visitors via Mobile

Connect	Conquest	Locate	Identify
Connect our brands with consumers via mobile device based on precise locations visited	Identify potential new guests based on apps used for competitive hotel brands and OTAs as well as websites visited	Be able to find a person with a mobile device and target them on the go. Understand their travel planning or behavior to serve the right message.	Data available, whether first, second or third party data to build our target audience profiles.

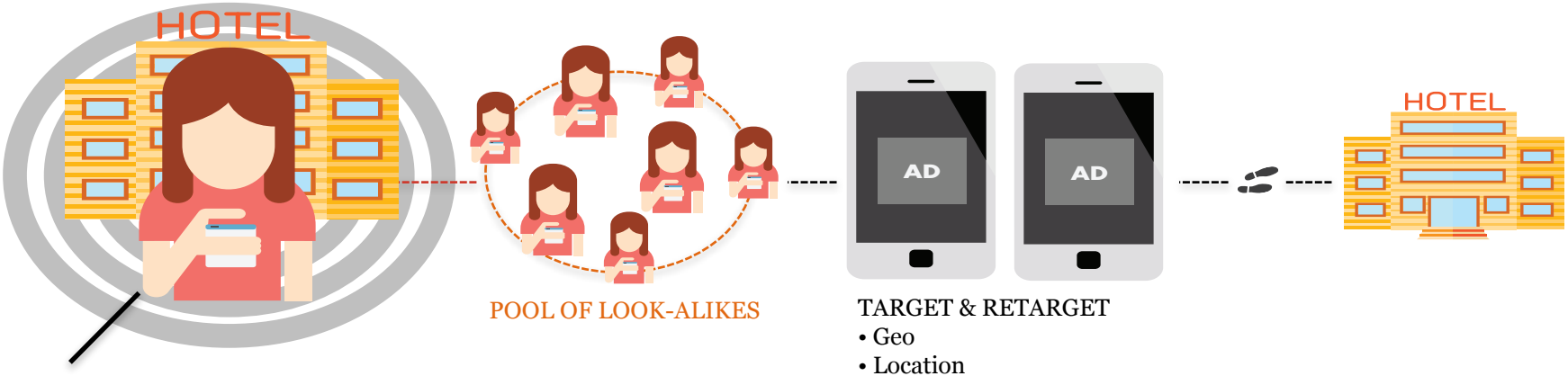
Mobile Components

Intent	Targeting	Pricing	Audience	Messaging
• Near me • Time of day • Geo location • Event	• Behavioral • Contextual • Device • Demo • Day of Week	• Click to Call • Cost per hotel visit • CPC/CPM • Cost per app download	• Mobile booking propensity • Business Travelers • Leisure Travelers	• Average Price • Location • Mapping • Imagery testing

Ways to Implement

- Mindset
  - Right location
  - Contextually aligned
  - Behaviorally aligned
- Day parting
  - Behavior by device
  - Time of day and day of week for relevancy
- Location
  - Latitude/Longitude precision

Mobile Targeting

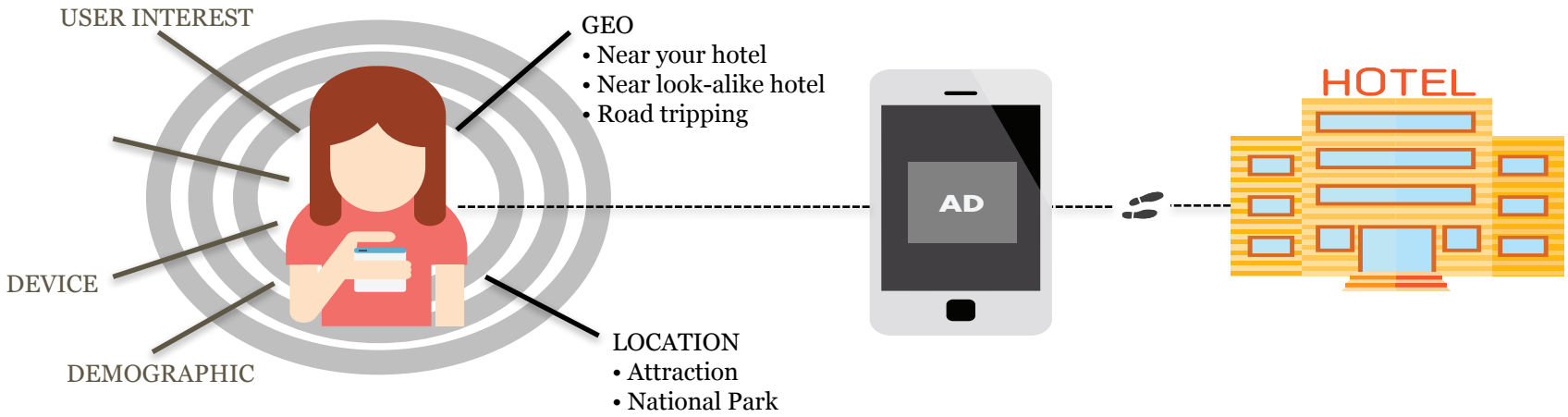


LOCATION
- In your hotel
- In your competitor's hotel

POOL OF LOOK-ALIKES

TARGET & RETARGET
- Geo
- Location

Mobile Targeting



Advanced Targeting

- Social trigger (#roadtrip, #choicehotels, #adeleconcert)
- Cross-device retargeting
- Search retargeting
- Purchasing or credit card behaviors, using partners like Experian or Cardlytics (this can play into the competitive conquesting as well)
- Frequency data
  - User 1- Spends 8 hours a day at a hotel, 5x week- infer they are a Hotel Employee
  - User 2- Spends 48 hours in Hotel, 6x per year- infer they are a moderate traveler
  - User 3- Spends 48 hours in Hotel, 2x per month- infer they are a frequent traveler/hotel chain loyalist

How Did We Do It?

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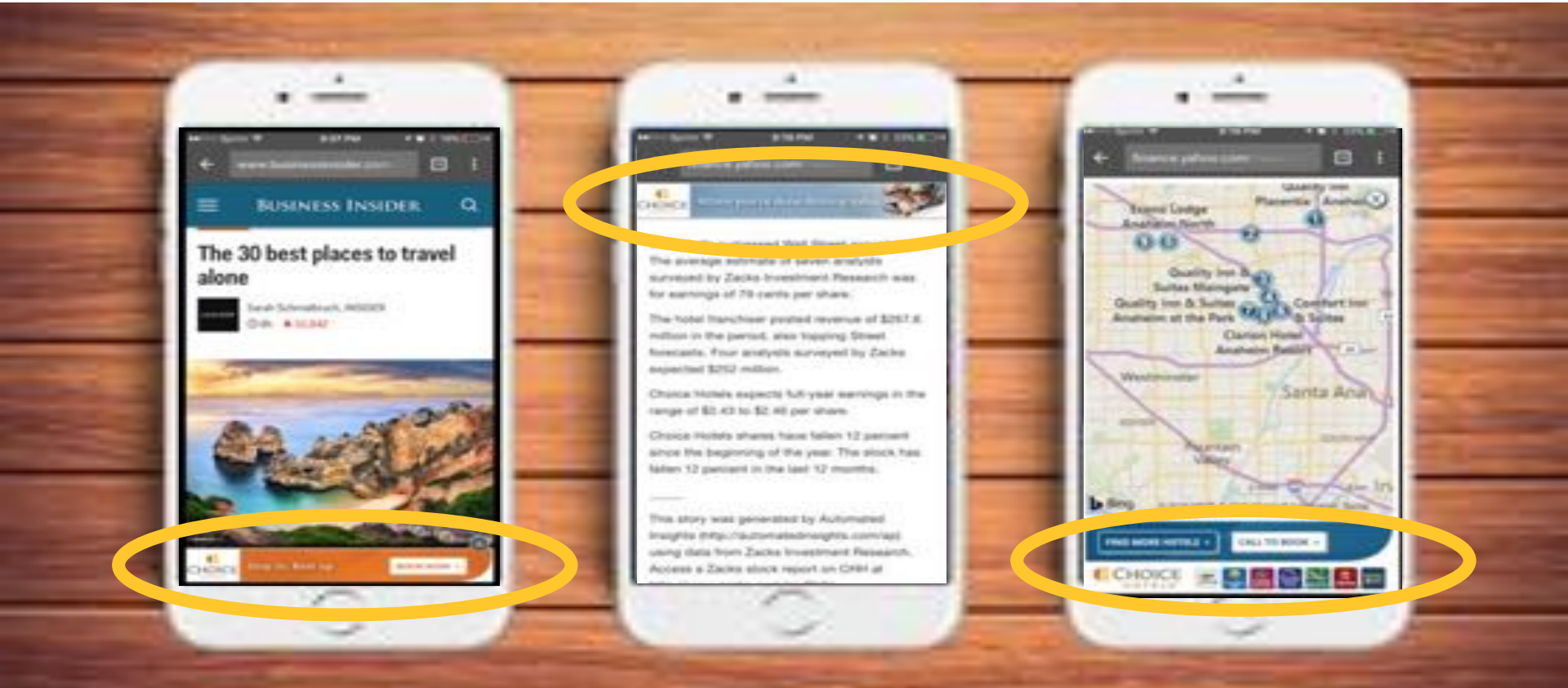
Dynamic Mobile Strategy

- Geo-Targeted ads
- Dynamic creative that expands to a map of nearby Choice properties
- Messaging varies based on time of day
  - Morning: It's never to early to book your stay for tonight.
  - Evening: Getting sleepy? There's a Choice Hotel close by.
- Identify and reach road trippers audience segment during key summer time period





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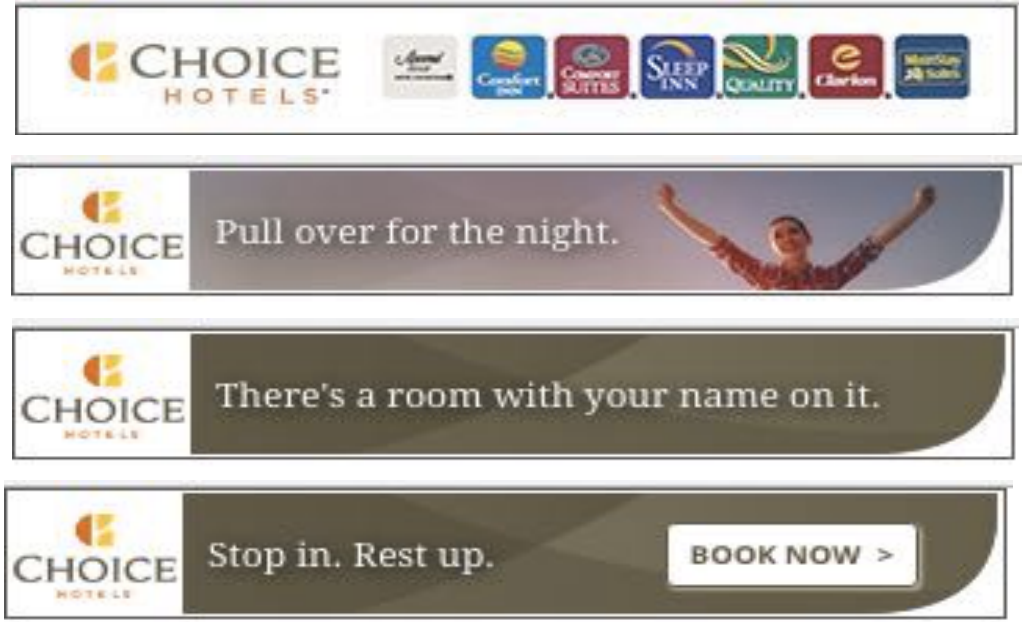
Mobile Advertising - Morning



Mobile Advertising – Mid Day



Mobile Advertising – Night



Mobile Advertising – Mapping





Key Takeaways

- Avoid tendency to generalize consumers into large buckets
- Define micro-segments to drive revenue more efficiently
- Strive for 1:1 marketing whenever possible