



Moray & Speyside

Extending your reach

Rebecca Macgregor & Euan Adams



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Rebecca Macgregor

Associate Market Manager –
Aberdeen, Dundee,
Highlands & Islands



Euan Adams

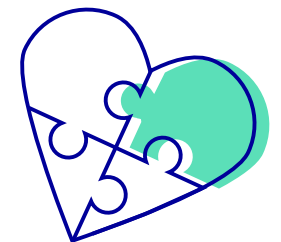
Area Manager – Scotland &
North England

Agenda

- **Expedia Intro**
- **Scotland Focus**
- **What Travellers Want**
- **Moray & Speyside Trends**
- **How to be successful Online**



Expedia Group
is a family of the
world's most-loved
travel brands





We bring travelers
to your door — **from
around the corner or
around the world** —
that you might not
otherwise reach.



Before going anywhere, people first travel to Expedia Group



1.5 billion
monthly site
page views

20+
globally
relevant
brands

112
million

monthly unique
visitors

200+
travel
sites

70+
countries

35
languages

30
currencies

100+
million
loyalty
members



Our platform allows travelers to book multiple travel products such as hotels and car rentals in the same transaction

During the pandemic, Expedia Group supported industry recovery through:



● **\$275M relief fund**

Marketing credits, Media Solutions co-op advertising opportunities and reduced commissions

● **Expedia Group Academy**

Free training and educational program to help furloughed travel workers expand their skillsets

● **Cancellations policies**

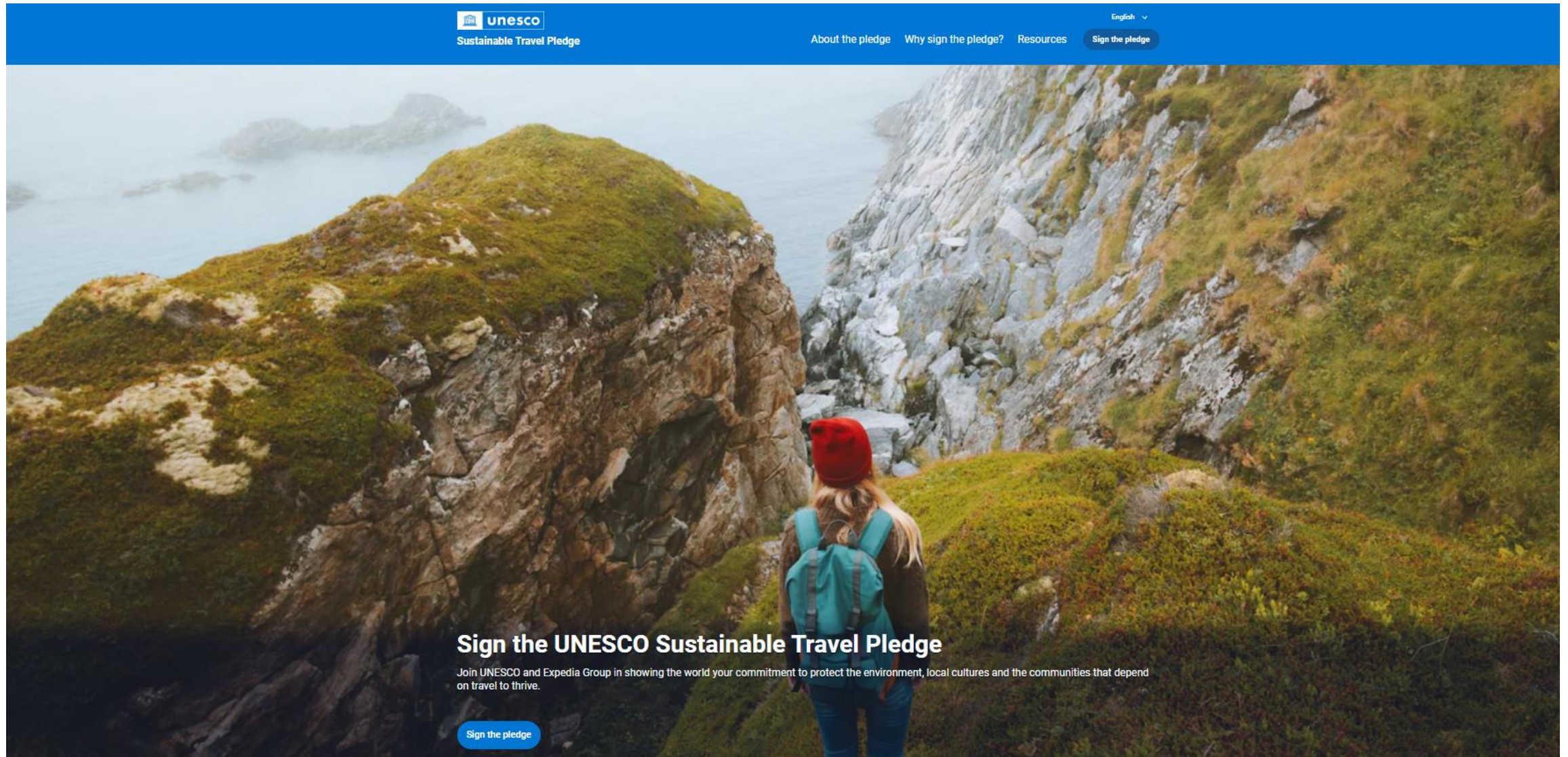
Covid-19 Voucher Program and Global Cancellations Policy

 **Expedia.co.uk**

VISITSCOTLAND.COM

PLAN NOW





unesco
Sustainable Travel Pledge

English ▾

About the pledge Why sign the pledge? Resources [Sign the pledge](#)

Sign the UNESCO Sustainable Travel Pledge

Join UNESCO and Expedia Group in showing the world your commitment to protect the environment, local cultures and the communities that depend on travel to thrive.

[Sign the pledge](#)

What Travellers Want

The background is a dark blue gradient. It features several overlapping circles: a large teal circle on the right, a smaller teal circle at the top, a thin white circle in the center, and a blue circle at the bottom left.

One in four travellers **most value the ability to get a full refund across all travel experiences**



Hotels

24%



Holiday rentals

26%



Air travel

26%



Car hire

23%



Cruise travel

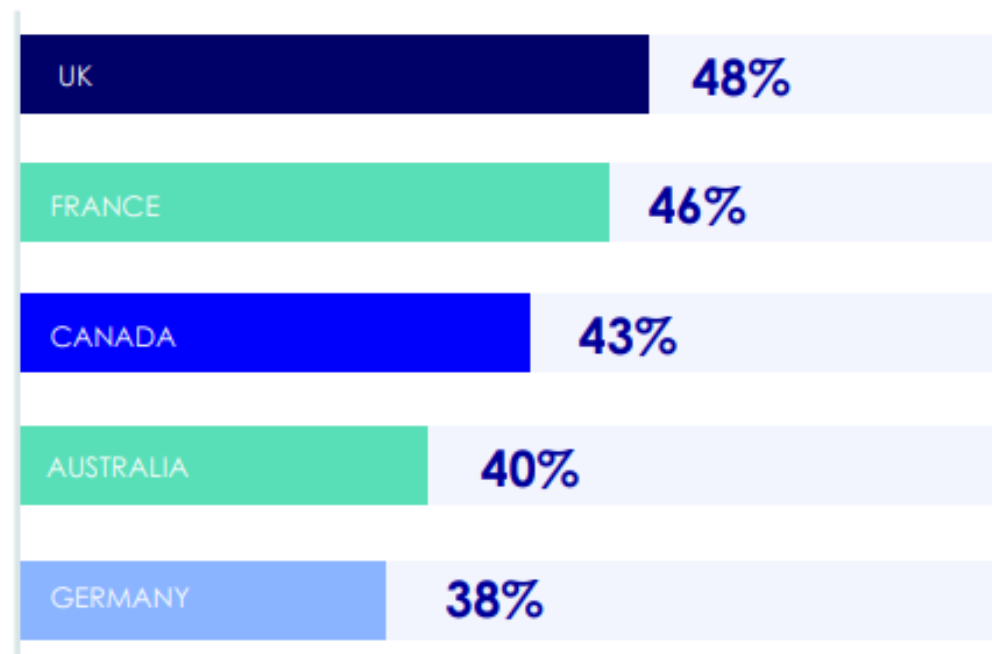
24%



Traveller

International travel will start to make a comeback.

People who live in the following countries will travel the most internationally in the next six months:



Nearly half of millennials and Gen Z say they're likely to travel internationally.



Travellers will look for ways to get away with more frequent, shorter trips

Reinforcing personal values



Travel goes green

59% are willing to spend more to make their trip more sustainable.



Identity and inclusion

65% are more likely to book with travel providers that identify their practices as inclusive.

Types of trips



41%

Quick getaways

41% want to maximize their weekend adventure through more frequent, shorter trips.



60%

Close to home, for now

60% will opt for domestic travel for the short-term, though 27% of travelers are considering an international trip in the next 12 months.



75%

New places

75% are likely to select a destination they've never been to before, and 22% are seeking once-in-a-lifetime experiences on their next trip.

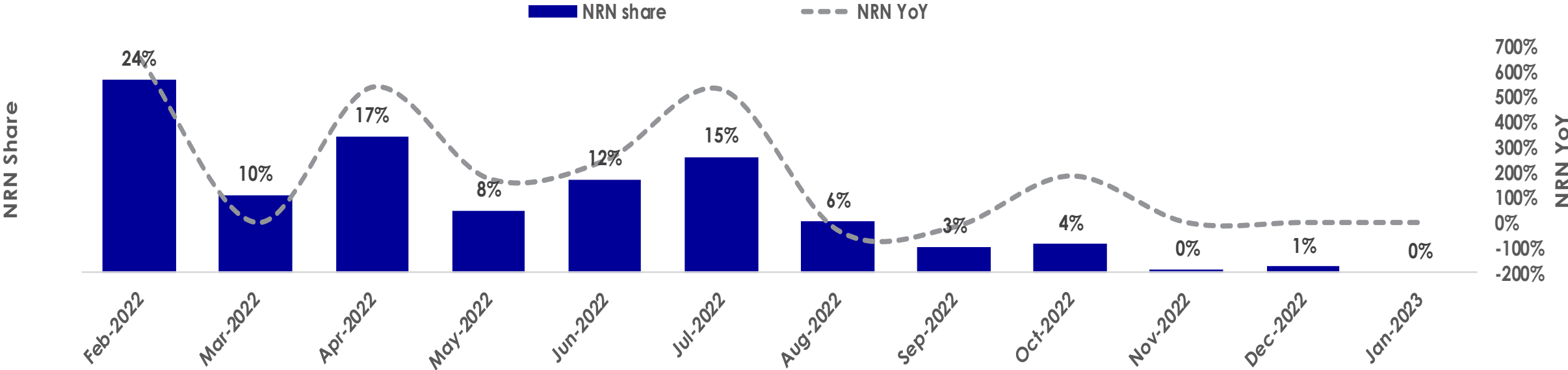
Booking Trends

Moray and Speyside

Production Trends



Next 12 Months Stay

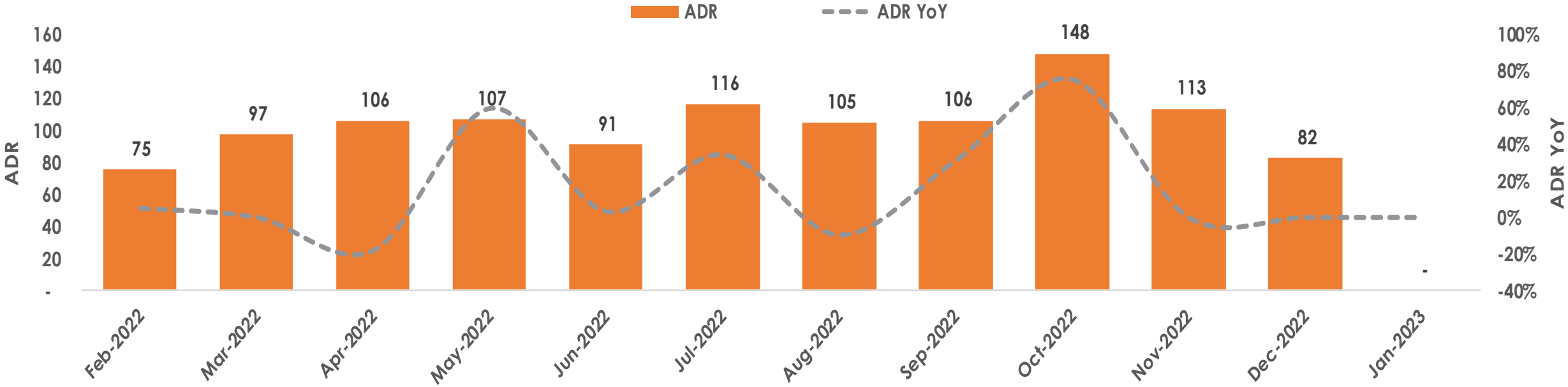


Data L28D booked (03-Jan-2022 to 30-Jan-2022)

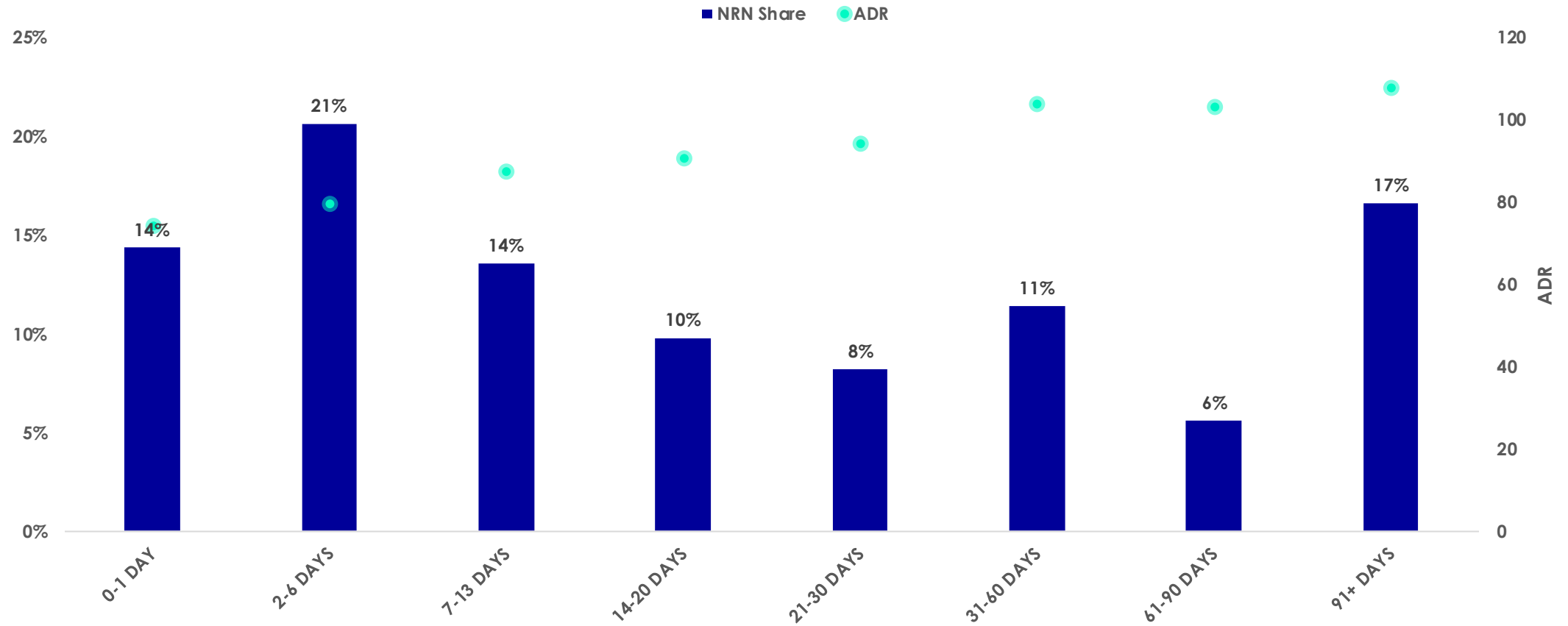
Production Trends



Next 12 months

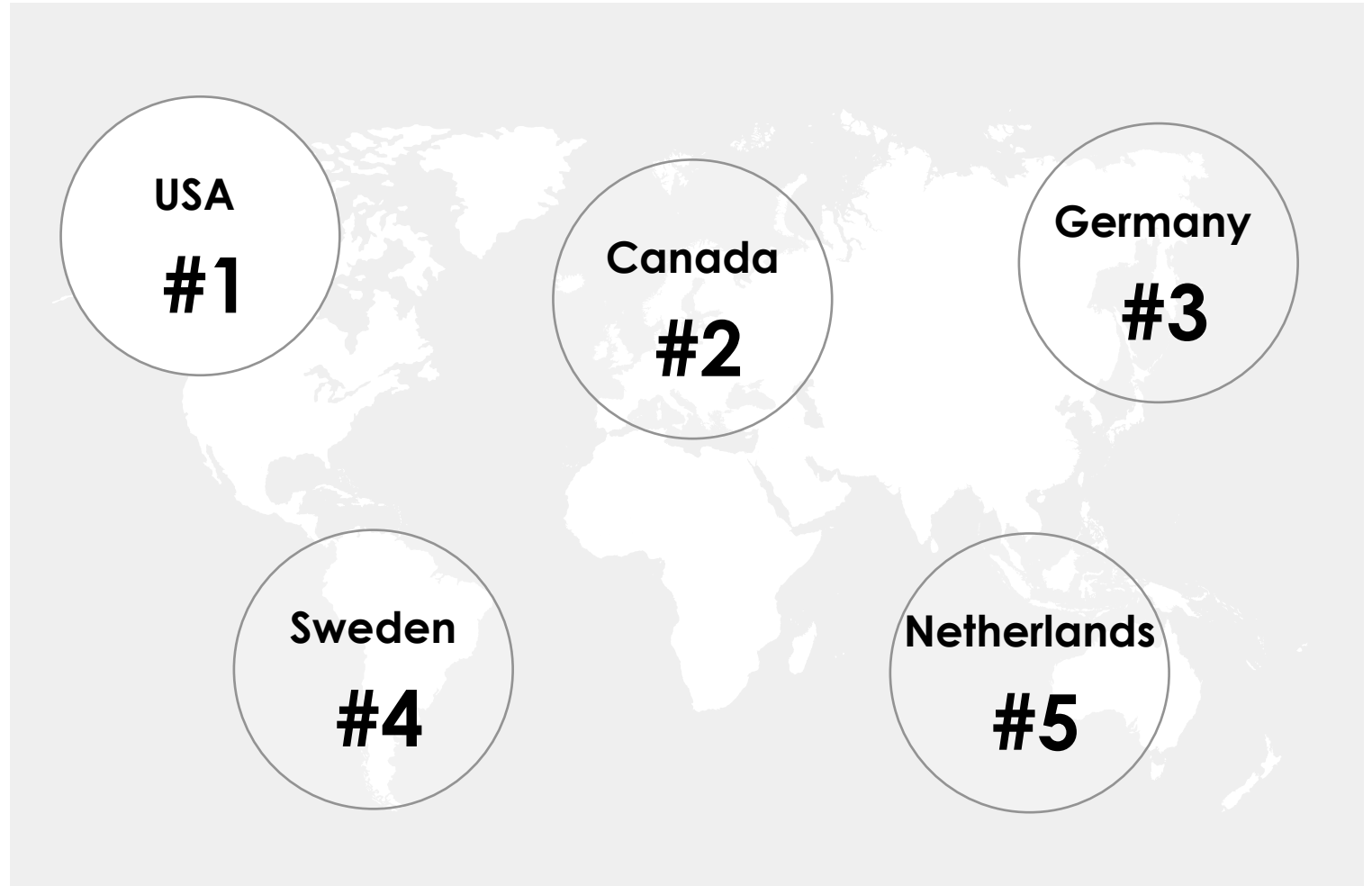


Production Trend by Booking Window



INTERNATIONAL
**INBOUND
DEMAND**

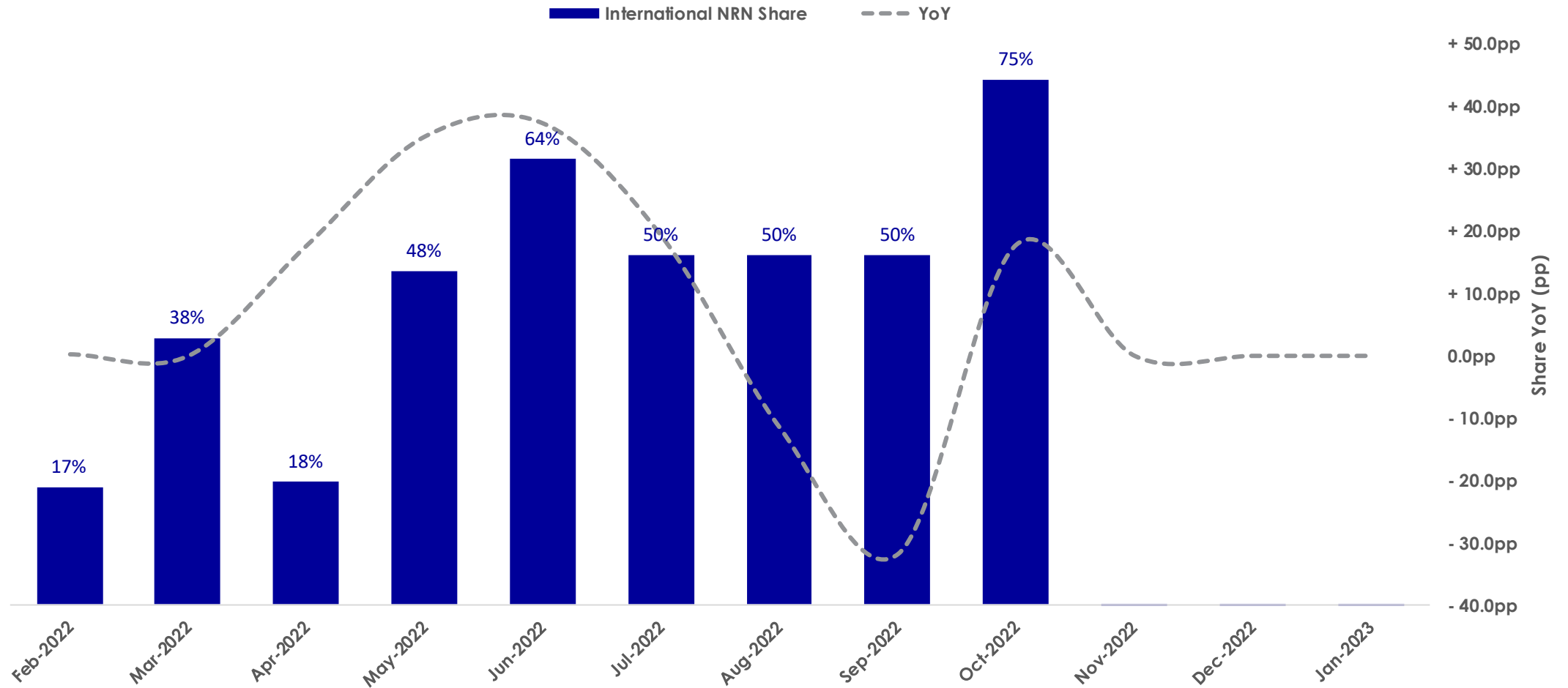
Key Markets



International Share

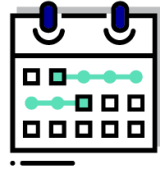


Next 12 Months Stay



Data L28D booked (03-Jan-2022 to 30-Jan-2022)

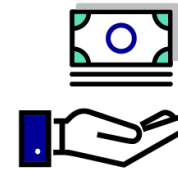
Benefits of a strong international mix



Average Length of Stay



Average Booking window



Average Daily Rate



Average Cancel Rate



Share of Total Room Nights

International

3.5 days

106.5 days

104

17%

29.5%

Domestic

2.3 days

47.8 days

77

10%

70.4%



Common Themes

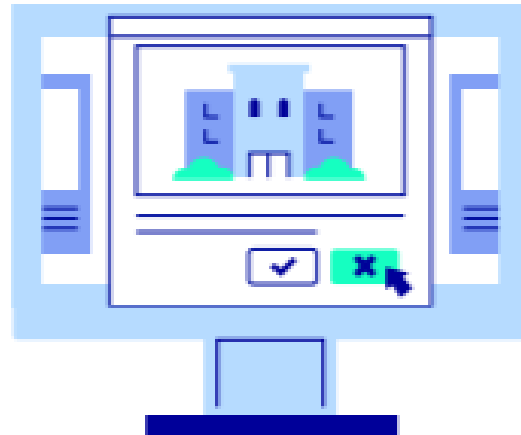
- 99% of reservations in the region are bookings on **flexible rates**
- Spike in searches for **Cleanliness Assurance**
- 38.5% of reservations are made on **mobile devices**

How to be successful online

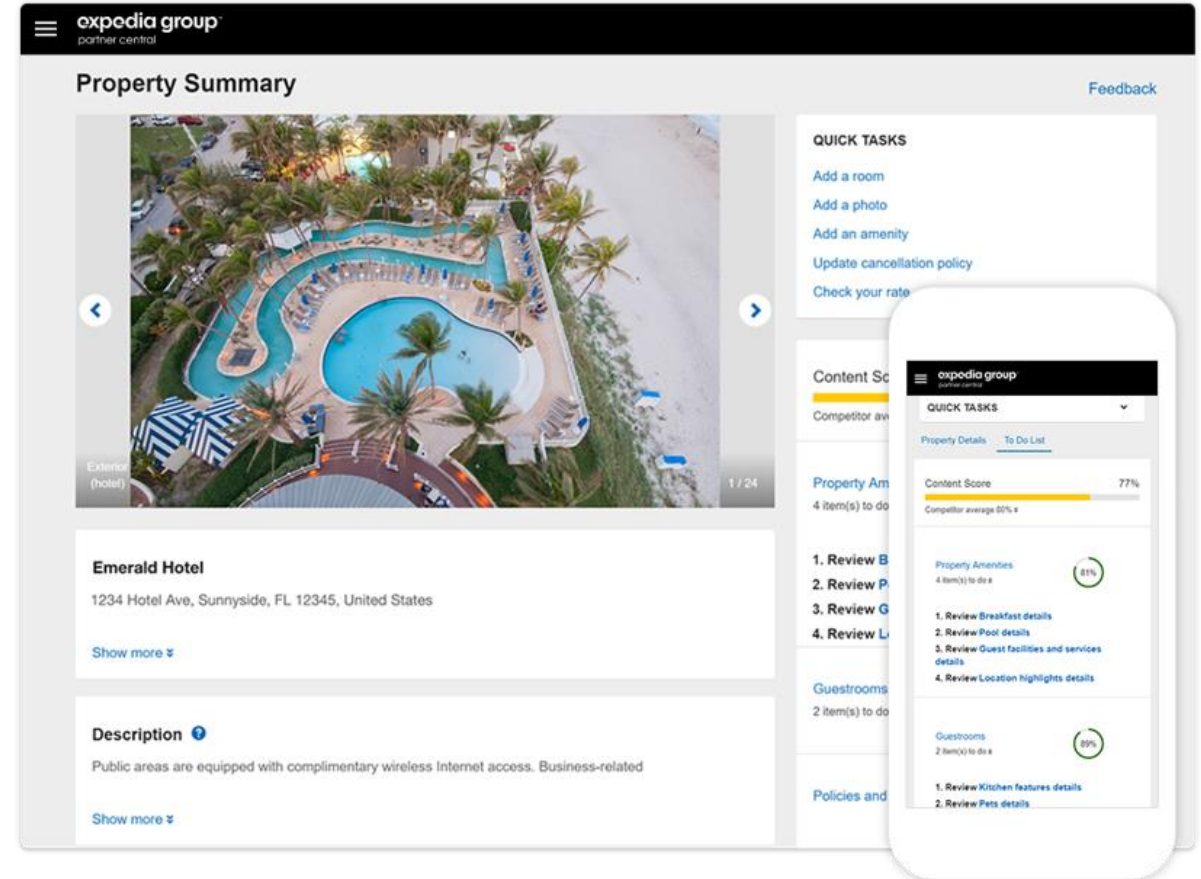
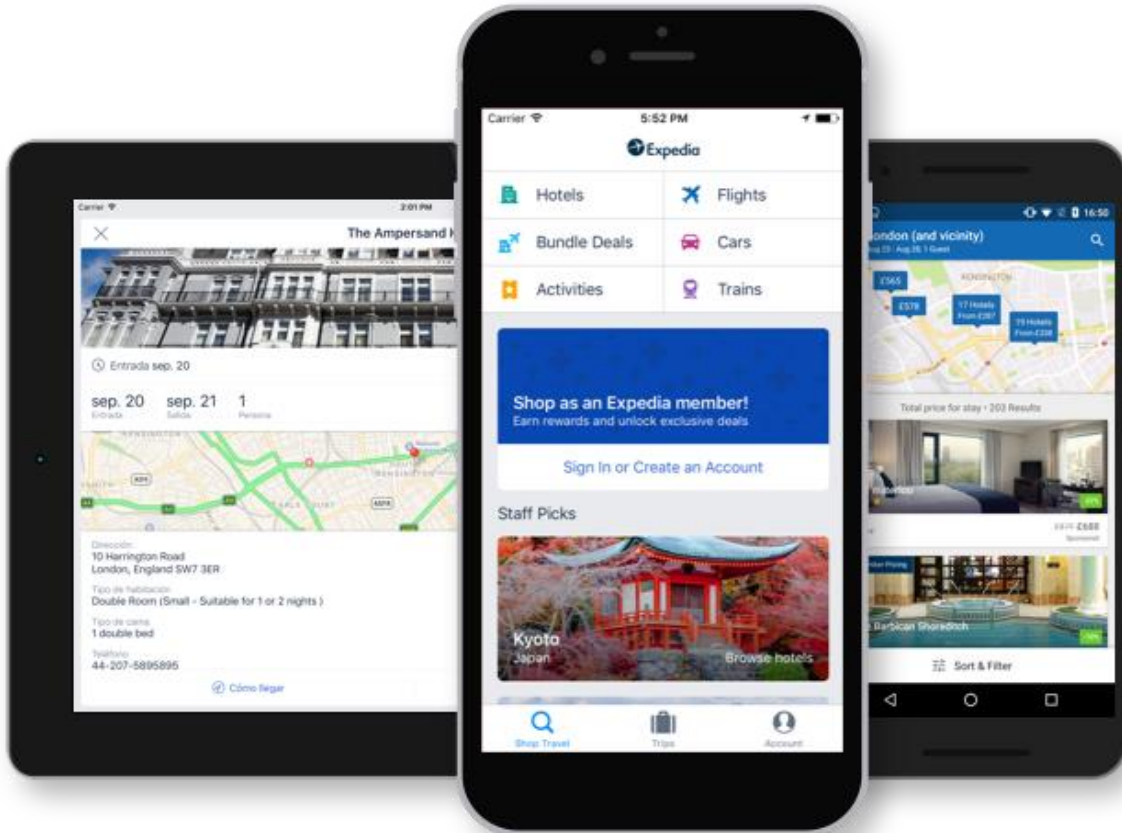
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Quality content increases confidence to book

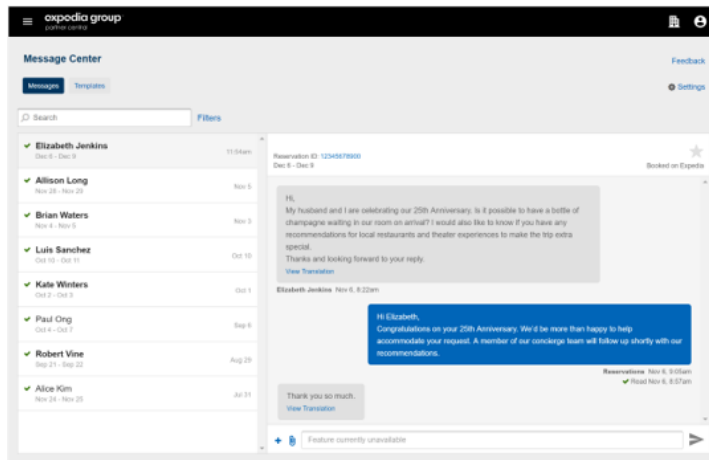
Top reasons that
travellers **rule out a
property:**



1. Bad photos
2. Poor amenity descriptions
3. Negative reviews

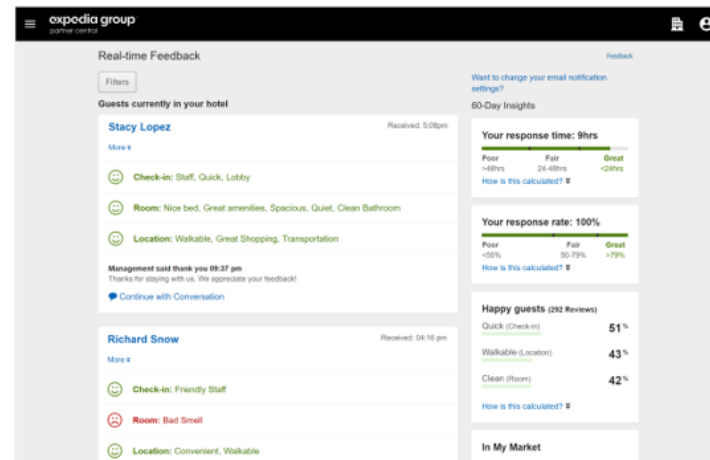


Improving the Guest Experience



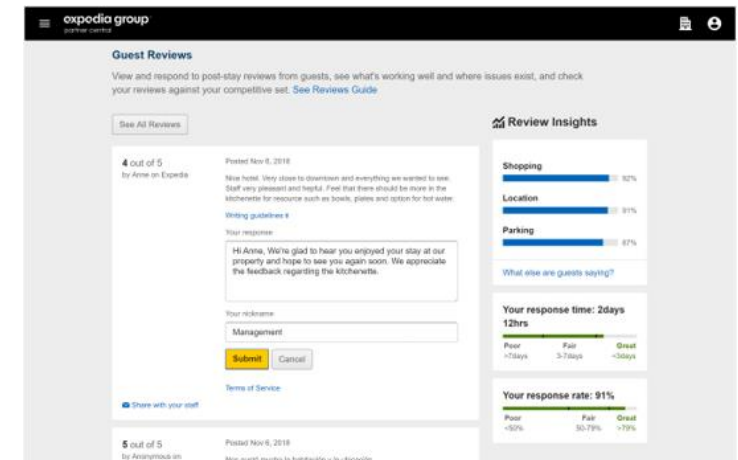
Before their stay

Open the lines of communication with guests once they have booked and prepare for their arrival.



During their stay

Discover potential issues while guests are in-house and you are in the optimal position to turn their experience around.



After their stay

Close the loop once guests leave and get actionable insights to enhance guest experience at your property.



TM

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