



## Search Plays a Key Role in Travel Research

Easy Search Advertising is the perfect way to interact with travel consumers right where they perform their research.

### Who are we?

ineedhits.com are a leading search engine marketing company responsible for managing thousands of clients worldwide. We have over 10 years experience in online advertising to ensure your business success.

### What You Need to Know

- 35 Million consumers used search engines to research travel in April 2005.
- Online buyers made an average of 1.8 transactions for a total of 15.7 million transactions during an 8 week period.
- 92% of searchers view search as a relevant tool for planning travel
- Among all internet using travel planners, 83% intend to use search in future trip planning
- 56% of travel consumers say search helped them find a new site and 27% said search led them to a new brand.

### The Facts

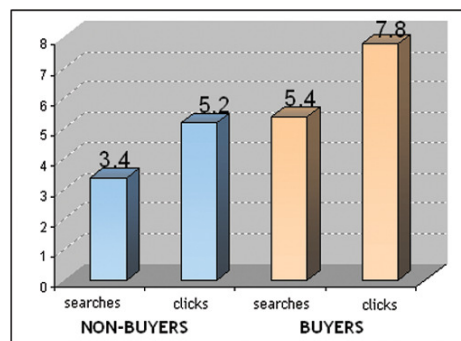
More and more people are turning to search to help them book their next holiday:

- Over 35 Million consumers used search engines to research travel in April 2005.
- 90% of searchers view search as an important step for planning travel.
- When planning travel, users rate search as more important (88%) than any offline resources including travel agents (63%) and family/friends (78%).
- They have a solid income—41% have a household income of \$50k or more.

### The Opportunity

Search engines play a key role in travel research and the buying process.

- 32% of consumers who performed a travel search went on to purchase a travel related service within 8 weeks.
- 80% of these sales were made online driving \$6.6 billion in travel sales.



Travel consumers are active online users making over 50% more searches than a non travel buyer.

Buyers perform an average of 5 different searches and click on almost 8 listings per search.

Search also has a lasting impression offline, with 20% of searchers making an offline purchase after conducting their initial research online.

### Positive Return on Investment

Here's an example using industry averages for travel related companies:

Click Package: \$5.00 /day

New Visitors: 357 /month

Even with a low conversion rate of only 2%, Easy Search Advertising could deliver:

- An extra 7 sales per month
- \$1,400 in monthly revenue (based on average order value of \$200)
- Over 500% ROI (return on investment)

### Ready to Get Started?

Call now to see how Easy Search Advertising can work for you.

There are a range of packages available to suit your business and with click prices starting from only \$3 per day, it's easy to generate positive ROI from your campaign.

### Call Us Now

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