Trivago Research Summary

Company Overview

Trivago currently has 75 million monthly visitors (before summer 2014 this was 50 million monthly visitors and so gives some idea of the speed at which the business is growing). They process over 2 million requests a day and are live across 47 platforms worldwide and in more than 25 languages. This includes all of mainland Europe, the US, Australia & New Zealand, South Africa, Japan, China, Korea, India and the UAE, to list some of the key markets. Trivago compare rates from over 700,000 hotels worldwide taken from nearly 200 booking sites/OTA's. Current research shows that 2 out of 3 Europeans know trivago. They generated **106,786** hotel bookings for Dublin alone in 2014. Our user-ship is broad but the majority are both men and women aged between 20 and 45 years old.

Statistics for Ireland

Figure 1: Winter versus summer 2014. Most popular destinations and percentage of traffic for each one. This is taken from all searches worldwide.

Jan – March 2014	%	June - August	%
City		**City**	
Dublin	55,43%	Dublin	41,94%
Galway	8,47%	Galway	10,18%
Cork	4,96%	Killarney	6,22%
Killarney	4,77%	Cork	5,79%
Kilkenny	2,48%	Kilkenny	2,59%
Limerick City	2,12%	Limerick City	2,16%
Sligo Town	1,61%	Sligo Town	2,05%
Waterford	1,35%	Waterford	1,97%
Westport	1,21%	Westport	1,90%
Wexford	1,14%	Wexford	1,84%

Figure 2: The below table lists the average hotel rating and price listed for top destinations 2014.

City	Avg. Rating	Avg. Price in 2014
Cork	82	€88,06
Dublin	80	€106,02
Galway	83	€91,63
Kilkenny	83	€82,02
Killarney	85	€91,79
Limerick City	82	€84,31
Sligo Town	79	€85,22
Waterford	80	€80,90
Westport	85	€85,42
Wexford	84	€84,51

Figure 3: The below graph shows the development of prices for key destinations from January to August in 2014.
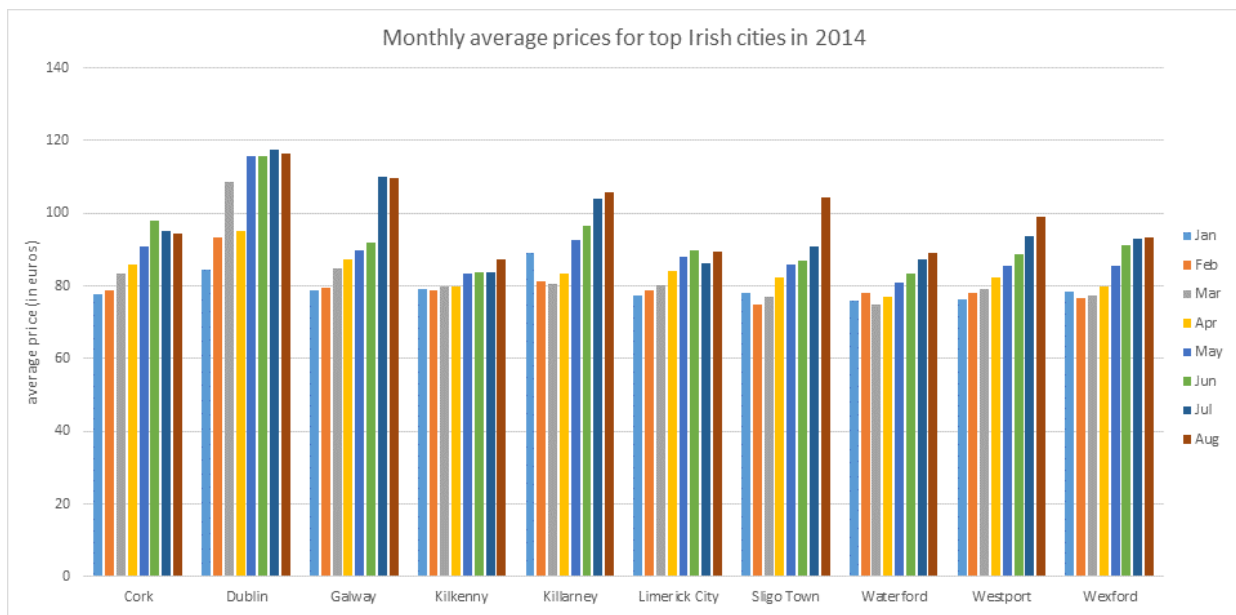
Figure 4: Taking Irelands key markets for inbound tourism, the below graph charts the percentage of their searches for each of the top ten destinations in Ireland.
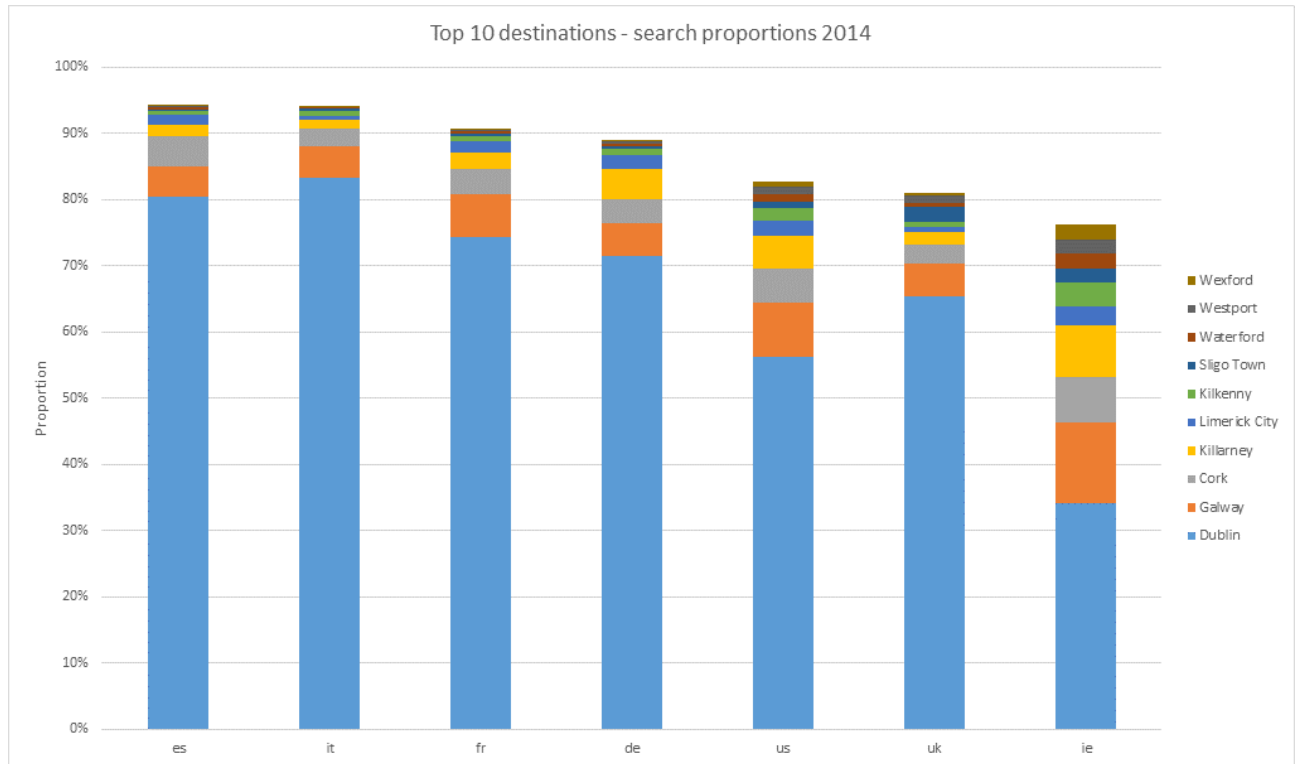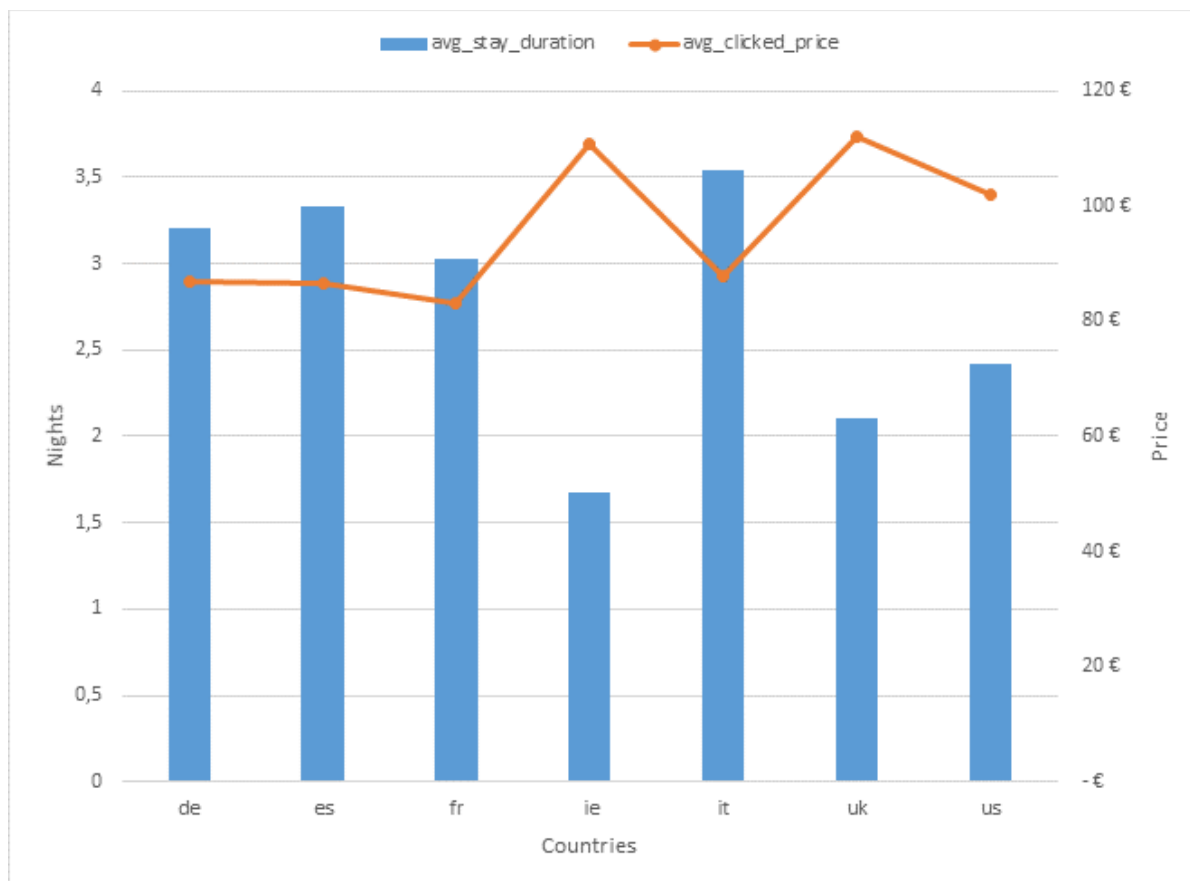

Top 10 destinations - search proportions 2014

Legend: Wexford, Westport, Waterford, Sligo Town, Kilkenny, Limerick City, Killarney, Cork, Galway, Dublin

Figure 5: The below graph displays the average price each of these key destinations are looking to spend and the average duration of their stay.

This information can be found in Trivago's press section each month -see here for more info. http://www.trivago.ie/hotelprices

Research Highlights

There are a number of ways Irish hotels can leverage Trivago to grow their business. One of the key ways you can do this is to improve the quality of your hotel profile on your website. Once the content is of high quality then this influences the Trivago algorithm which determines where in the search results a hotel will appear. In order for a hotel profile to be considered high quality Trivago must have **15 high quality images** (2000px width) uploaded by the hotelier, a **unique** description translated into **3 other languages** (for Ireland Trivago recommend Italian, Spanish and French). The majority of Trivago users use filters to refine their search and so another way hotels can ensure they are visible is by **having the correct facilities and amenities selected**. (E.g. If a user selects the pet friendly filter, and the hotel

hasn't selected this then they won't appear in the results). Finally, Trivago also recommend that the hotel be listed with multiple OTA's. This is because not all OTAs are live across all platforms. Therefore if they are working with just one OTA and it is not live on say Trivago Russia, then this hotel won't appear in any search results for that platform.

The Trivago Hotel Manager is a tool which hoteliers can use to manage/control their profile on Trivago. Using this tool, hoteliers can update the current images, descriptions and information and also have the opportunity to add new content. The tool also has an analytics section which shows the hotelier the number of views, clickouts and bookings they have generated via trivago each month. The tool is completely free and hoteliers can register at www.trivago.ie/hotelmanager

Trivago does offer the opportunity for hotels to list their own rates directly on the website, providing the user the opportunity to book directly on the hotels own website. For larger chains, 50+ hotels, Trivago have built a connection directly with the hotels own booking engine. For smaller chains and independent hotels Trivago will set up a technical partnership with the CRS provider (e.g. Netaffinity, etc.) and hotels can use them to power their booking engine and have the opportunity to display their rates directly. In this case the business model is effectively switched over to the hotel and so they are charged for the traffic sent to them on a CPC basis.

Here's a link to a webinar by Trivago explaining their product: http://bit.ly/105cNFe