

Yandex

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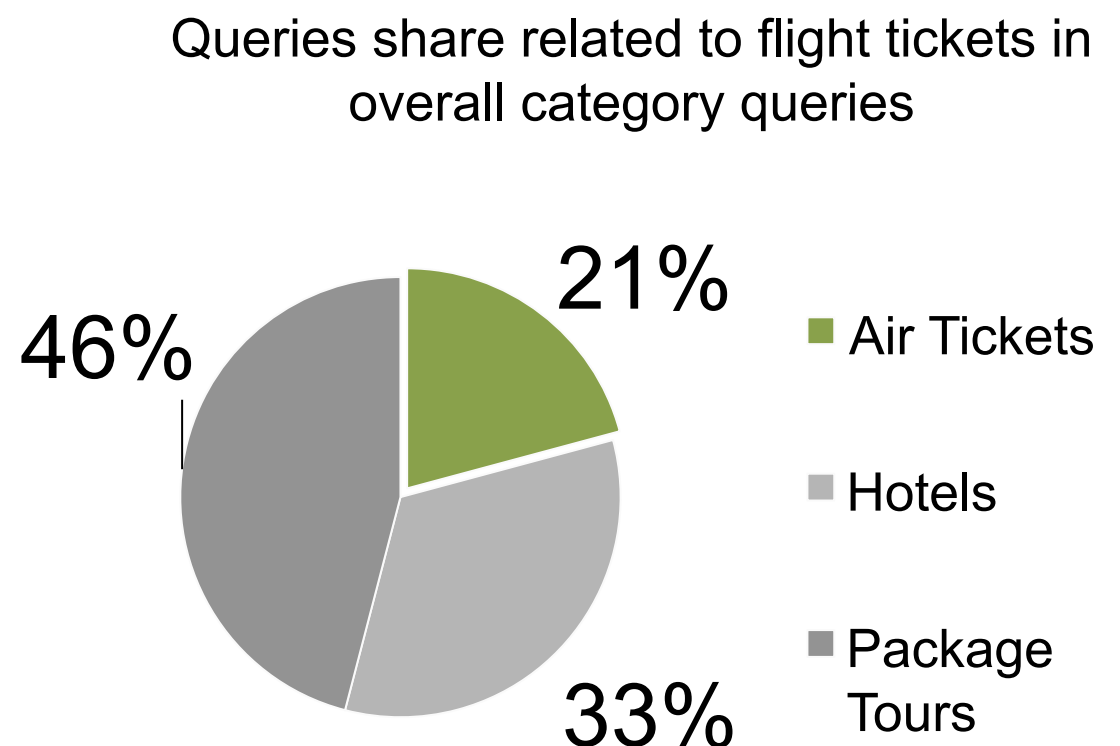
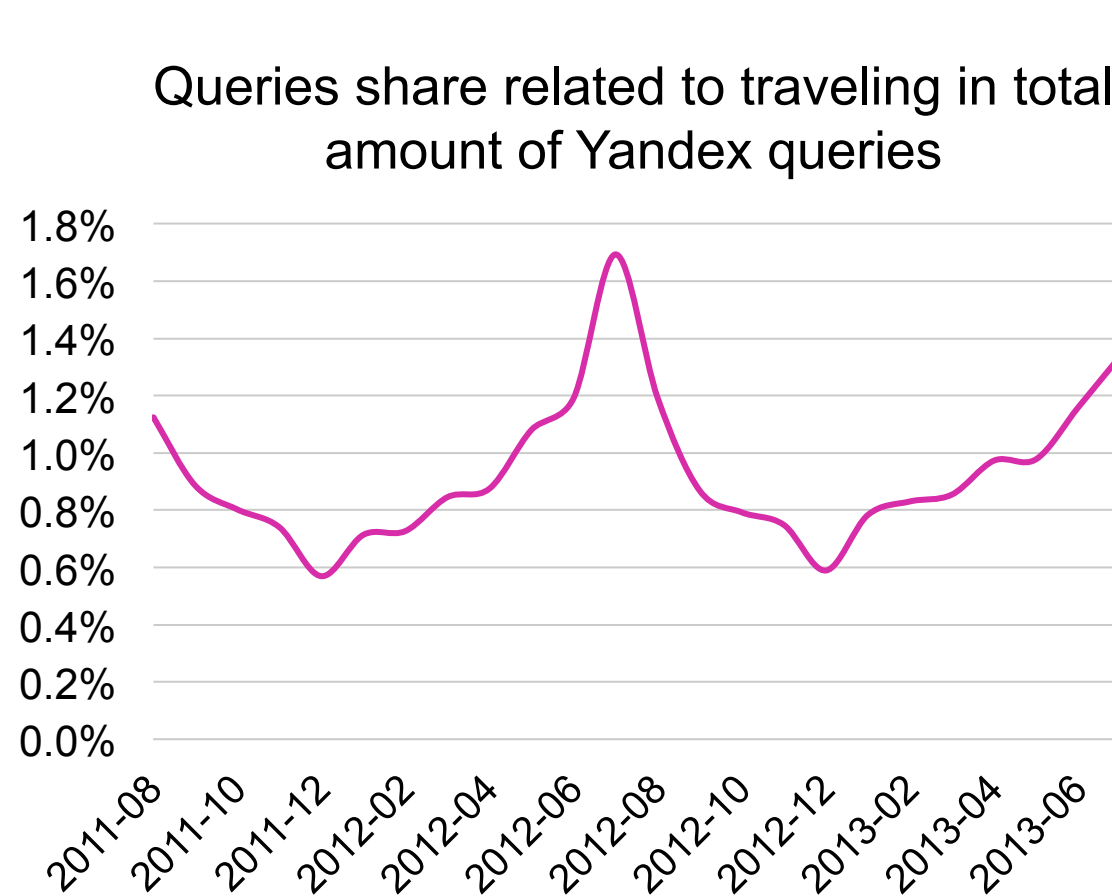
Market overview  
“Travel services  
(airplane tickets)”  
category

# User interest in category

- Query dynamics
- User interest growth in flight tickets
- User interest on air tickets in regions
- Search volume forecast
- Conversions growth in category

# User interest in category

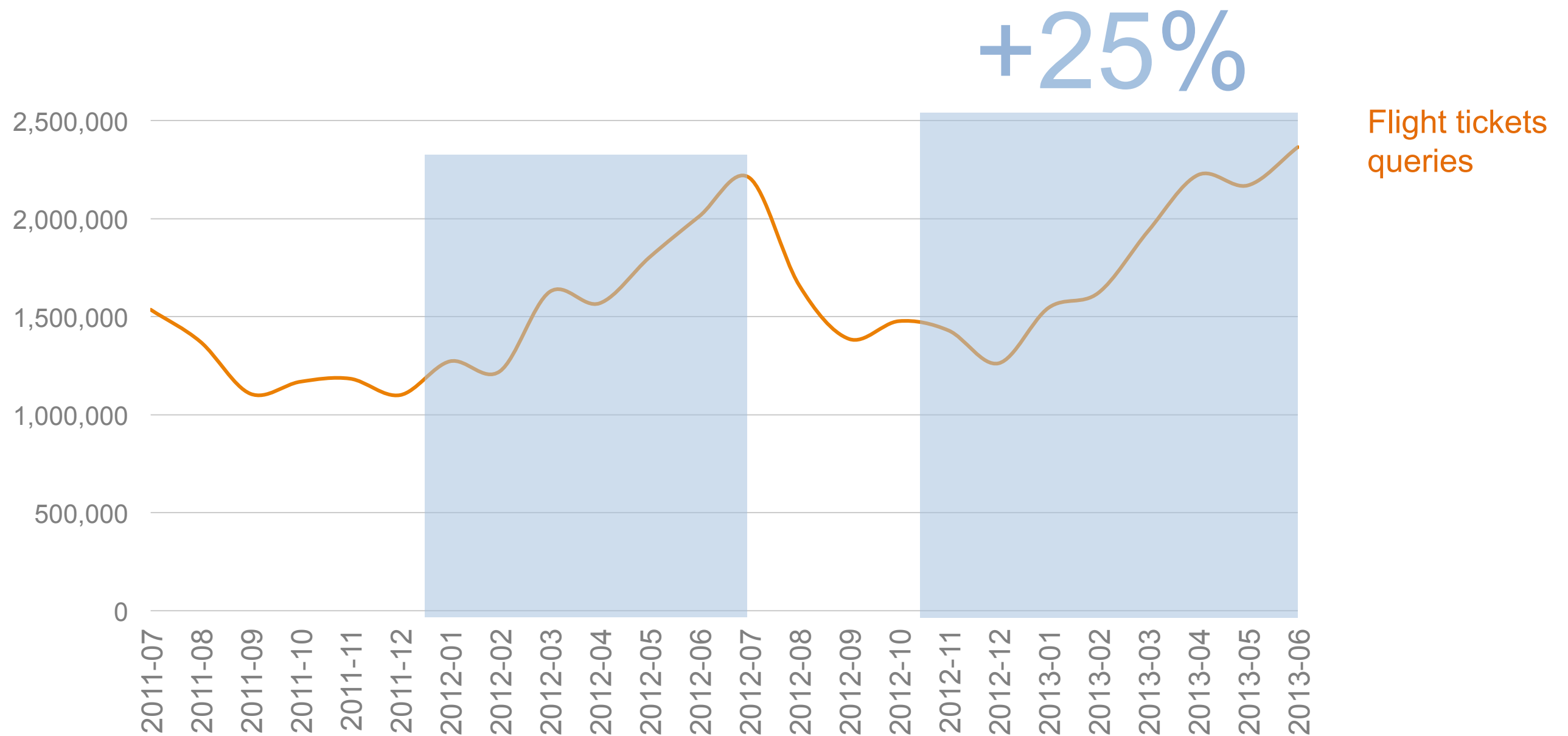
Queries related to traveling vary from 1 to 1,7% of total Yandex queries. In July, during holiday season, “traveling” queries share increases significantly: user activity drops, while interest in category rises.



Queries on flight tickets made approximately 21% of total amount of queries related to traveling in 2013.

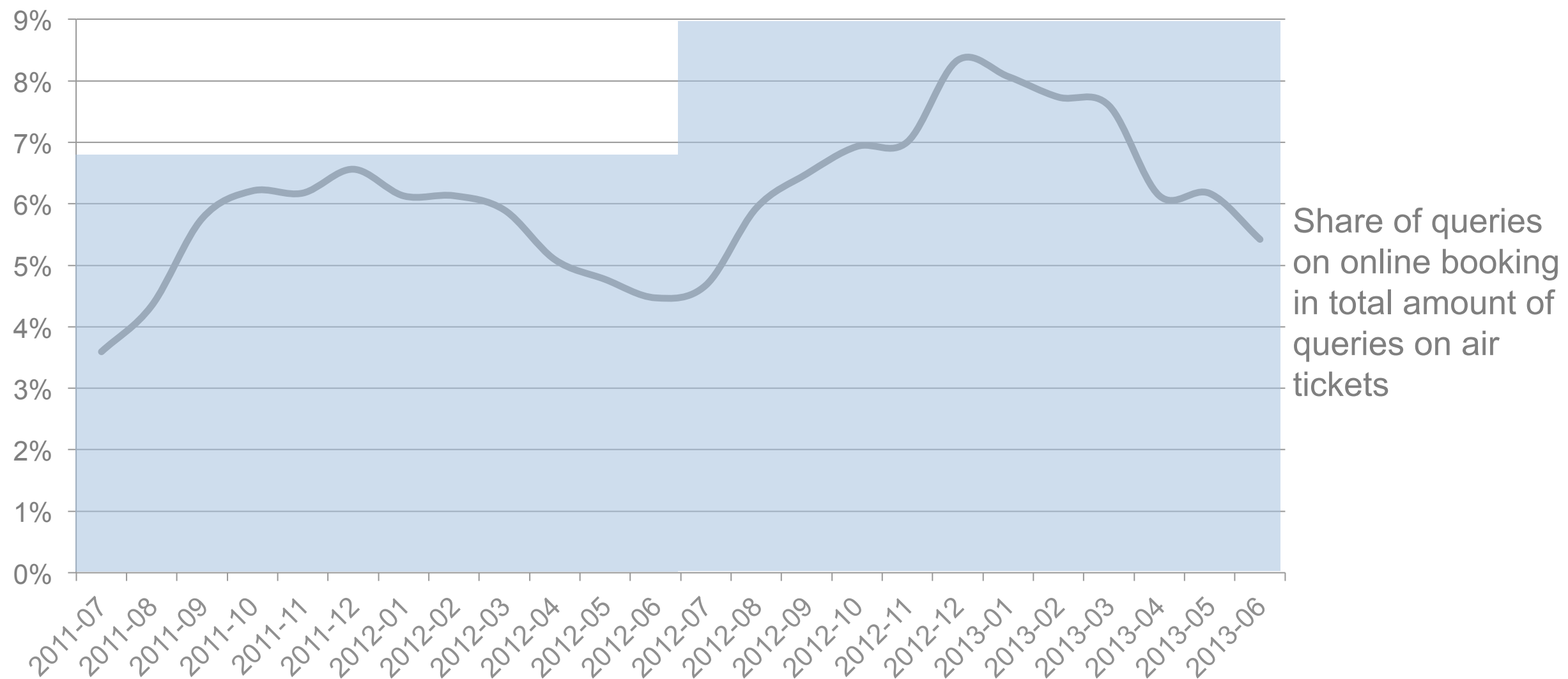
# In 2013 user interest in category increased by 25%

In 2013 user interest in flight tickets went up by 25% (based on statistics from January to July).



# User interest shifted towards online booking

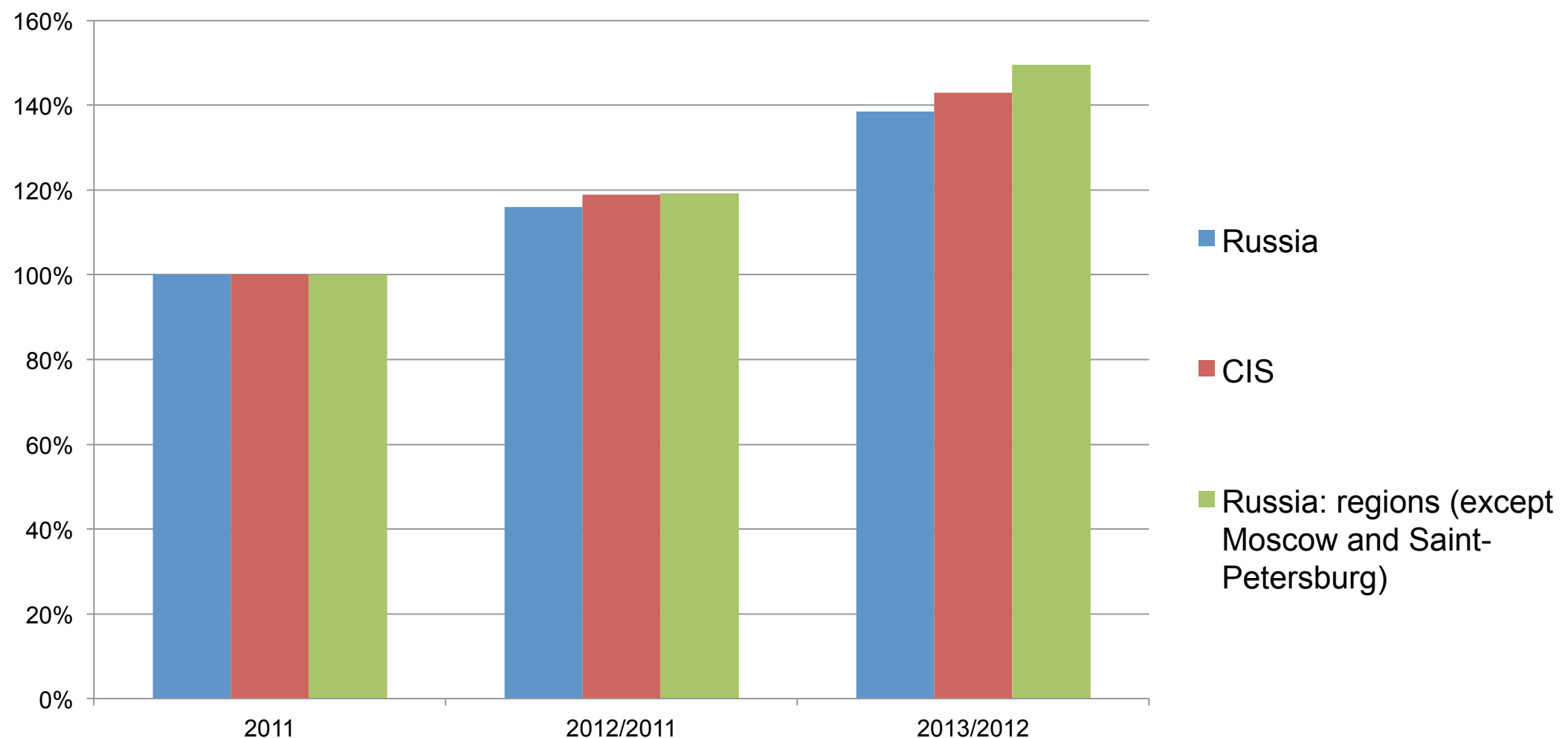
Share of users, who directly indicated their willingness to book flight ticket online, increased from 3% to 5% and continues to grow. However, share of these users reduces during holiday season (in summer).



# Dynamics of user interest growth in category

In 2013 interest growth in category has accelerated (compared to 2012). The number of queries has increased steadily by  $\approx +19\text{-}25\%$  (depending on group requests) annually.

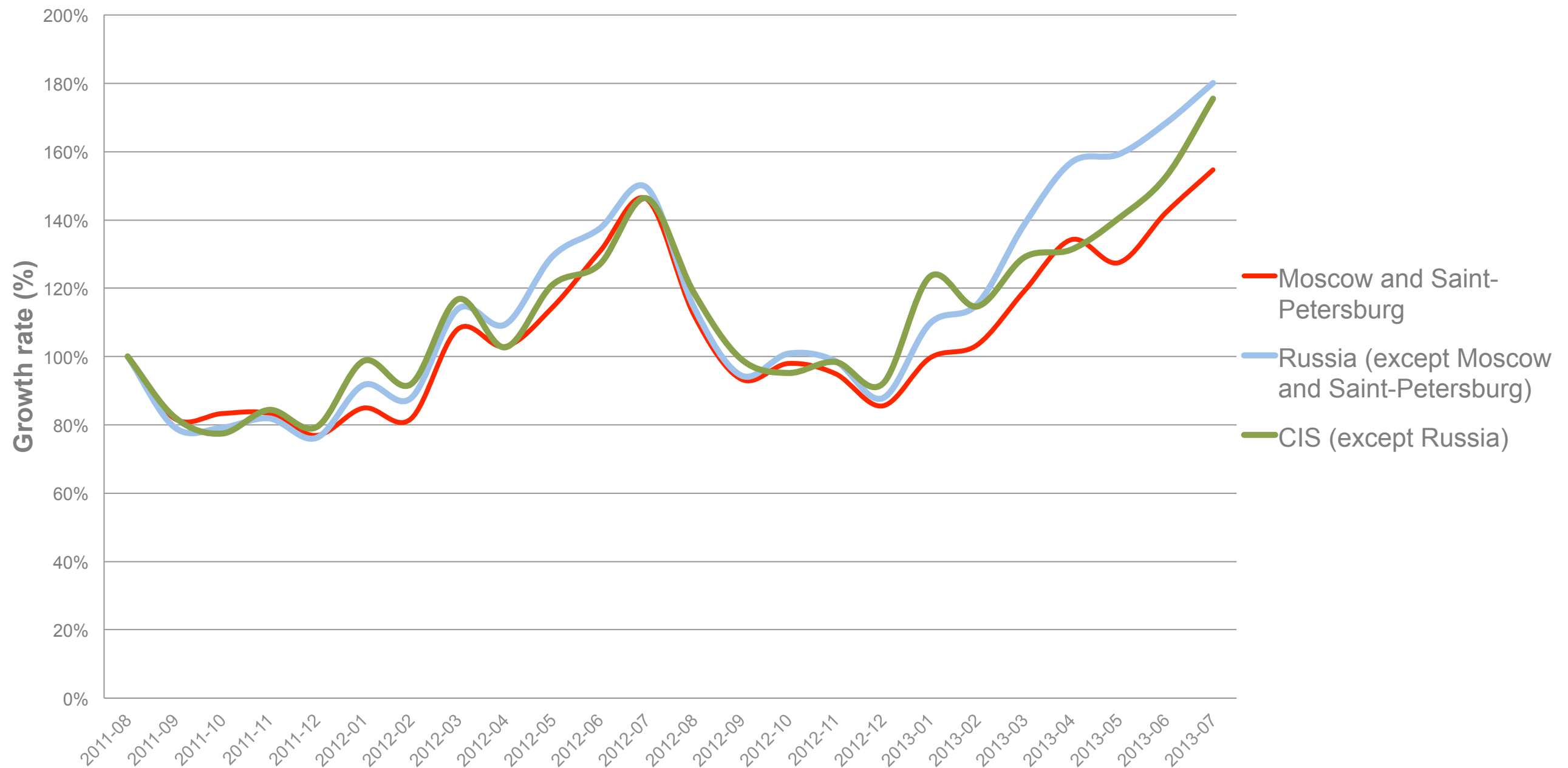
The growth rate of the amount of queries in category (in comparison to 2011)



# Interest towards category in regions: CIS, Russia

In 2013 the number of queries on flight tickets most actively increased in Russian regions (+26%) and CIS (+20%)\*.

The slowest growth rate was in the central regions of Russia (+16%).

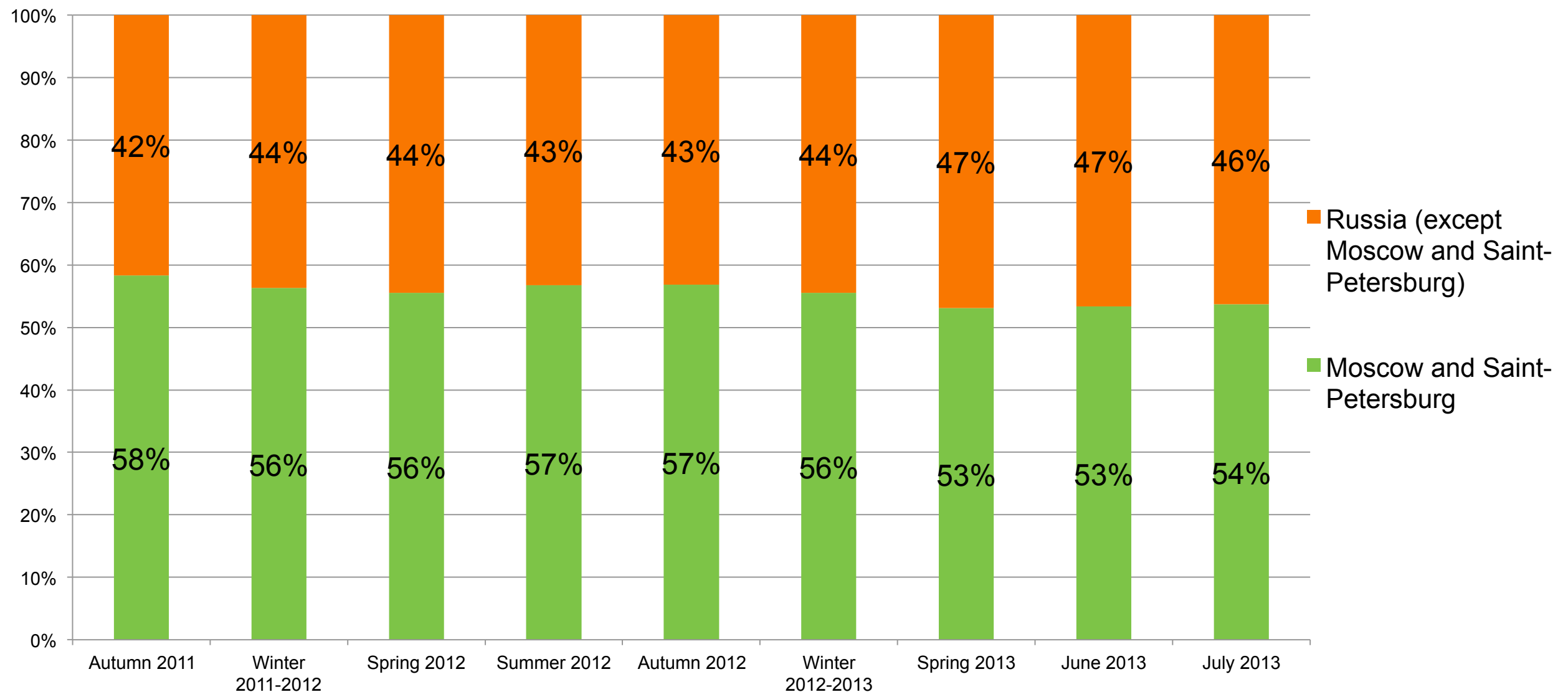


\* (in comparison to 2012)



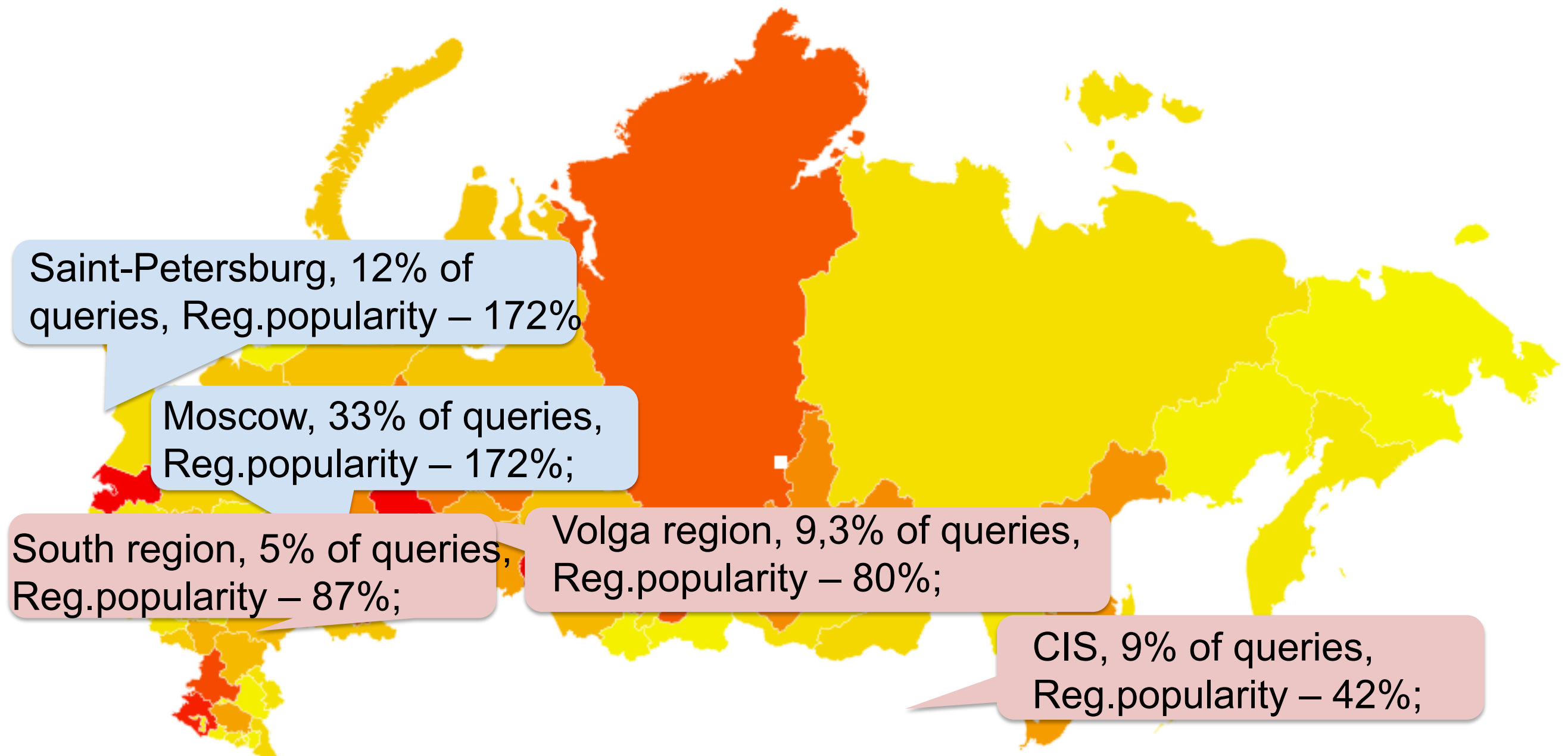
# Interest towards category in Russian regions

Share of queries from users of the regions with the highest internet penetration (Moscow and St. Petersburg) is gradually reducing.  
The audience is gradually being reallocated in favor to the regions.



The total share of Moscow and St. Petersburg has dropped from 58% to 53%.

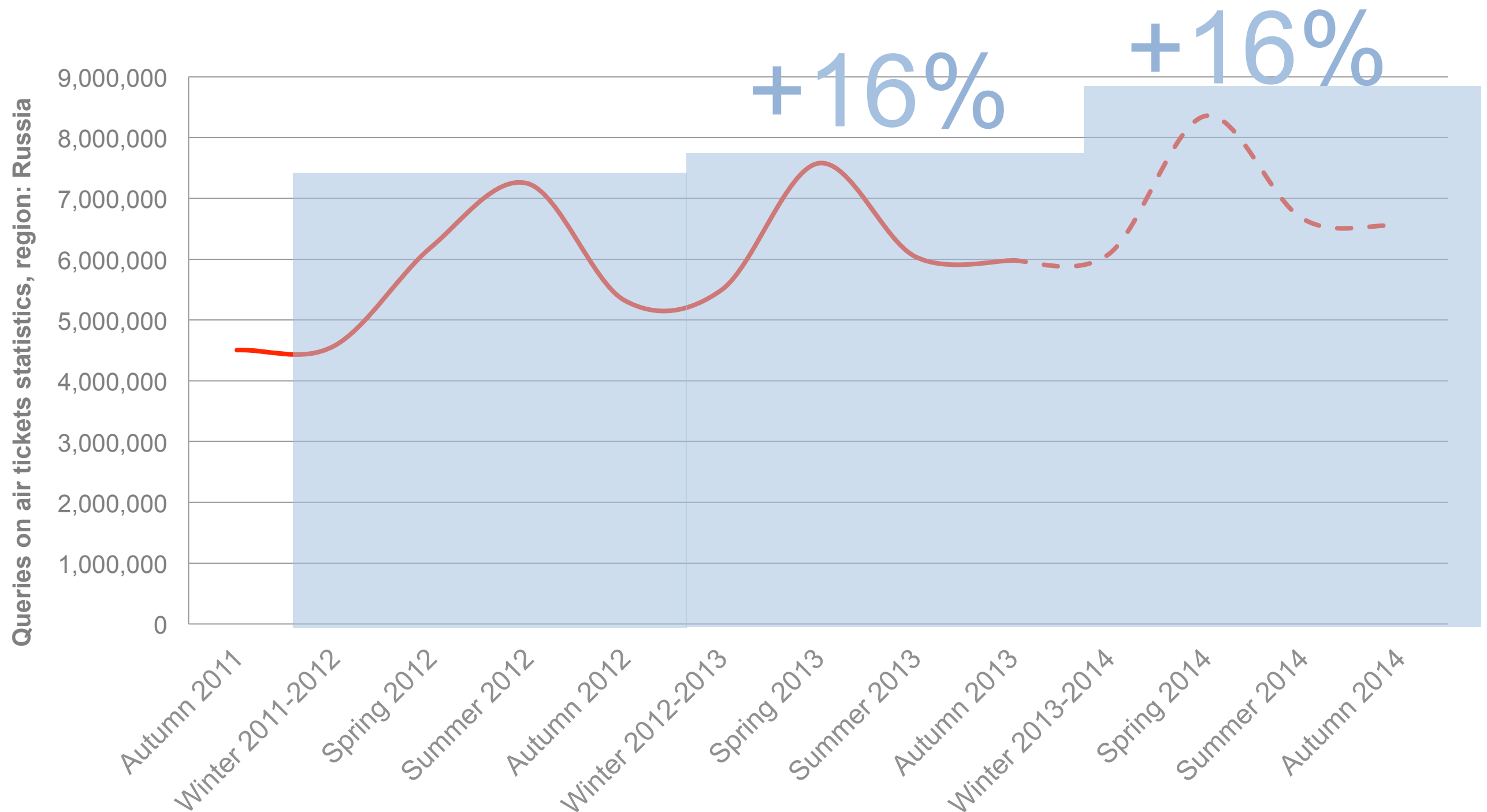
# Regional popularity



There is a fairly large margin of growth in regions. In Moscow and Saint-Petersburg the regional popularity of keywords on air tickets is 172% and 173%. In it the largest regions it varies mainly at the level of <99%.

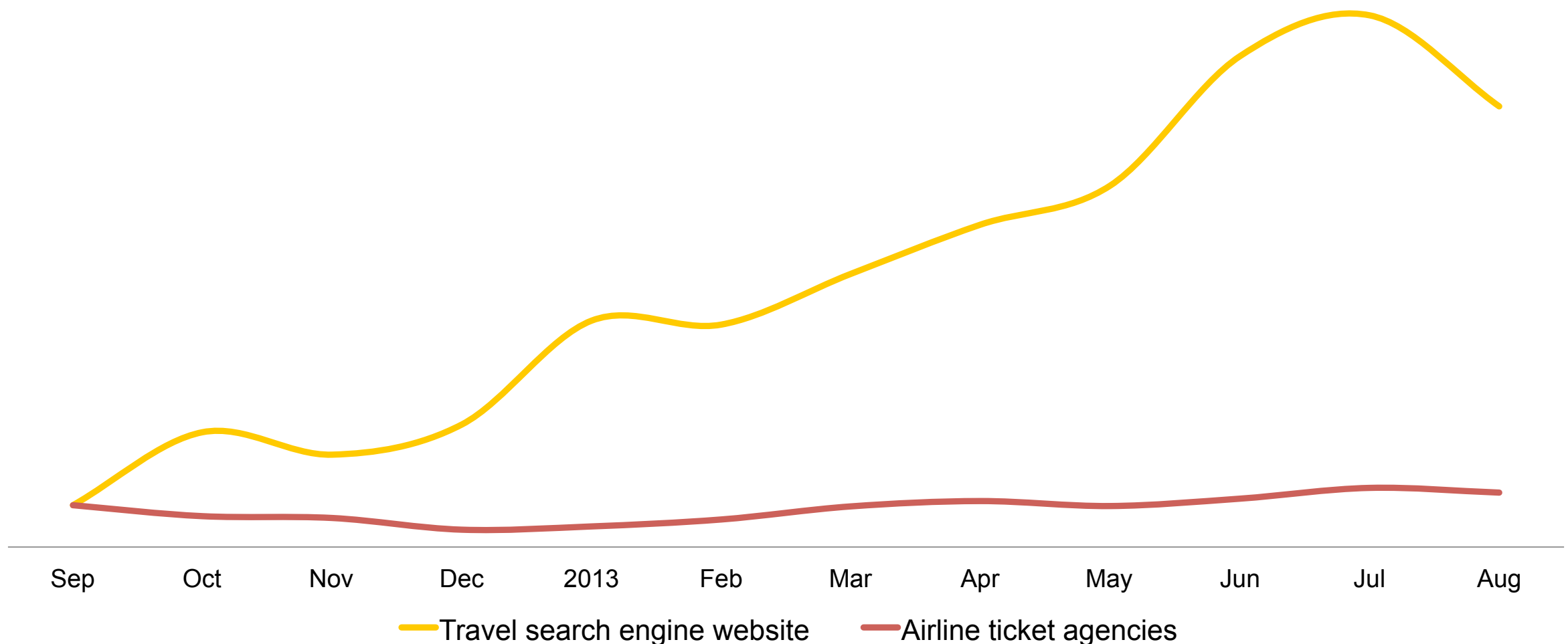
# Forecast of interest growth in category

In 2014 the interest growth in category will remain on the same level.  
The number of queries will increase by  $\approx 16\%$  (compared to 2013).



# In 2013 the total amount of conversions in category has increased by almost 8.5 times

Conversions from Direct by travel search engine websites\* (redirecting to partner websites), has gone up by 9 times. Growth of other flight tickets booking services has increased by 12%.

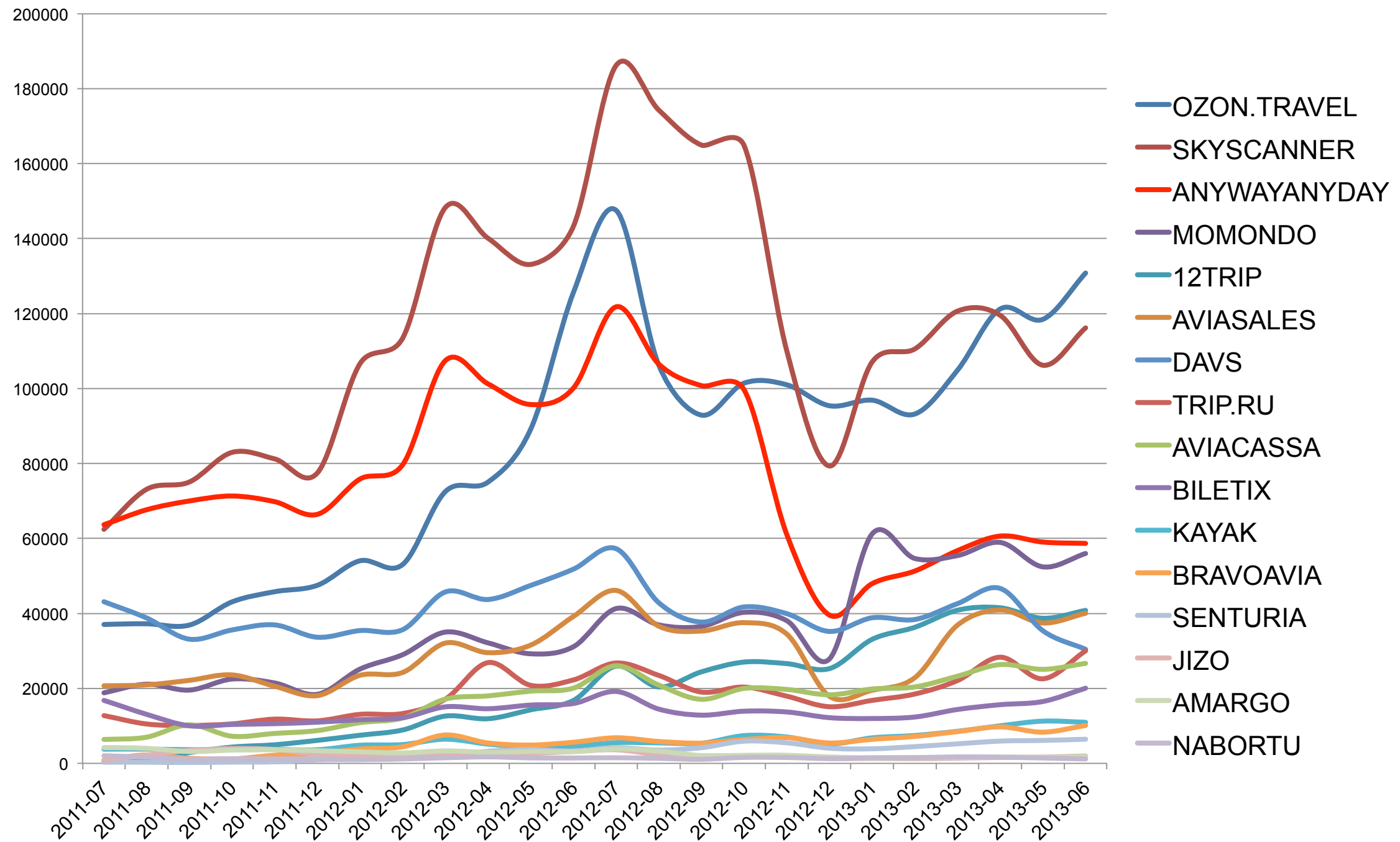


\* Do not sell flights directly; instead, can be used to find the cheapest deal for a desired route after which users are automatically transferred to the airline or travel supplier's website to make their booking directly

# Brand popularity dynamics

- Queries dynamics
- Variation of interest in brands
- Brand searching context

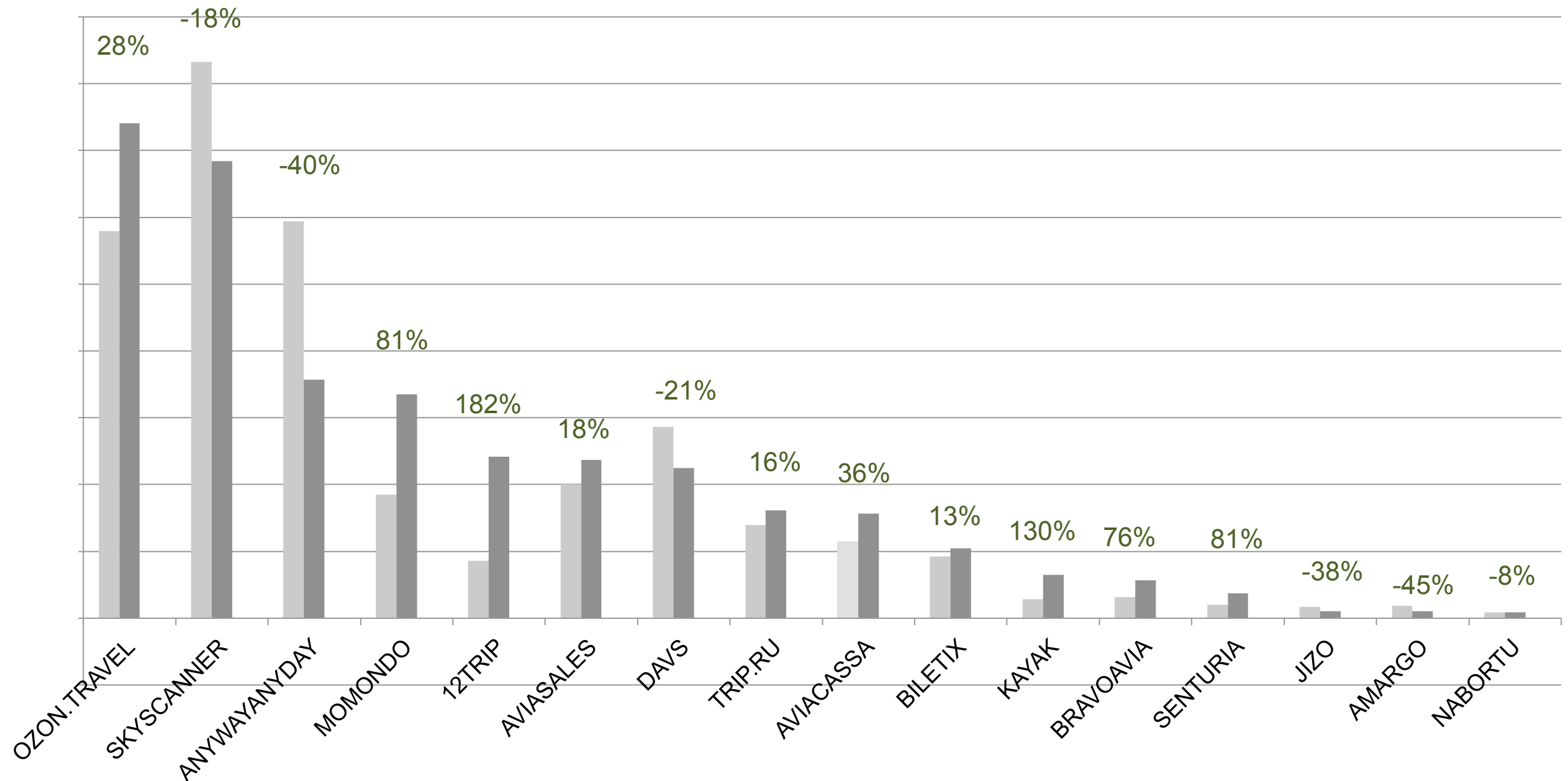
# Brand popularity dynamics



In June 2013 Ozon.Travel became a leader and took the 1<sup>st</sup> place. Skyscanner moved to the 2<sup>nd</sup> place. Anywayanyday continued to keep the 3<sup>d</sup> place.

# Variation in user interest in brands

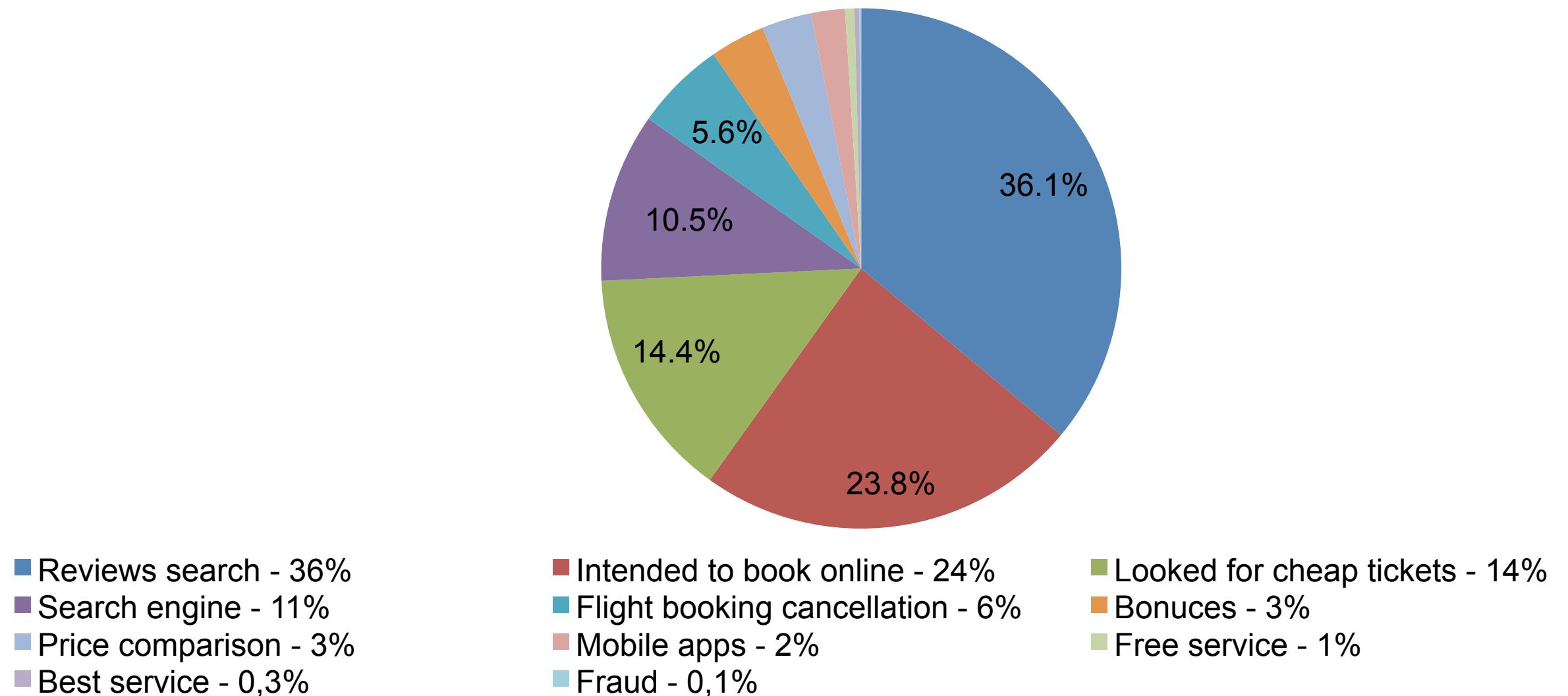
■ Q2 2012 ■ Q2 2013



# Biggest brands search context

(based on enclosed query statistics)

In 5% of navigation queries (for example, «озон тревел ру») users specify the context in which they were looking for the brand.



The main share of the search queries was connected to reviews search. Less likely users checked their concerns about fraud services and looked for actions from aggregators.



# Biggest brands search context

(based on enclosed query statistics)

Best	Cheap	Booking cancellation	Fraud	Reviews search	Obvious intention to buy	Actions, discounts	Choice by price	Software for mobile phone	Free of charge
Kayak	Skyscanner	Anywaysanyday	Trip.ru	Trip.ru	Skyscanner	Kayak	Skyscanner	Aviacassa.ru	Kayak
Ozon.Travel	Momondo	Ozon.Travel	Momondo	Biletix	Kayak	Trip.ru	Kayak	Kayak	Trip.ru
Trip.ru	Anywaysanyday	Skyscanner	Ozon.Travel	Momondo	Anywaysanyday	Anywaysanyday	Biletix	Skyscanner	Ozon.Travel
Biletix	Kayak	Aviacassa.ru		Ozon.Travel	Ozon.Travel	Ozon.Travel	Anywaysanyday	Momondo	Momondo
Momondo	Ozon.Travel	Trip.ru		Aviacassa.ru	Aviacassa.ru	Skyscanner	Ozon.Travel	Anywaysanyday	Biletix
Aviacassa.ru	Biletix	Biletix		Anywaysanyday	Momondo	Aviacassa.ru	Aviacassa.ru	Ozon.Travel	Aviacassa.ru
Anywaysanyday	Aviacassa.ru	Momondo		Kayak	Biletix	Biletix	Trip.ru	Trip.ru	Anywaysanyday
Skyscanner	Trip.ru	Kayak		Skyscanner	Trip.ru	Momondo	Momondo	Biletix	Skyscanner

The least users trust has Trip.ru and Momondo – the share of searches for reviews of their work (including – obviously negative) is higher, than on average in category.

Price criteria is the most important for users of SkyScanner.

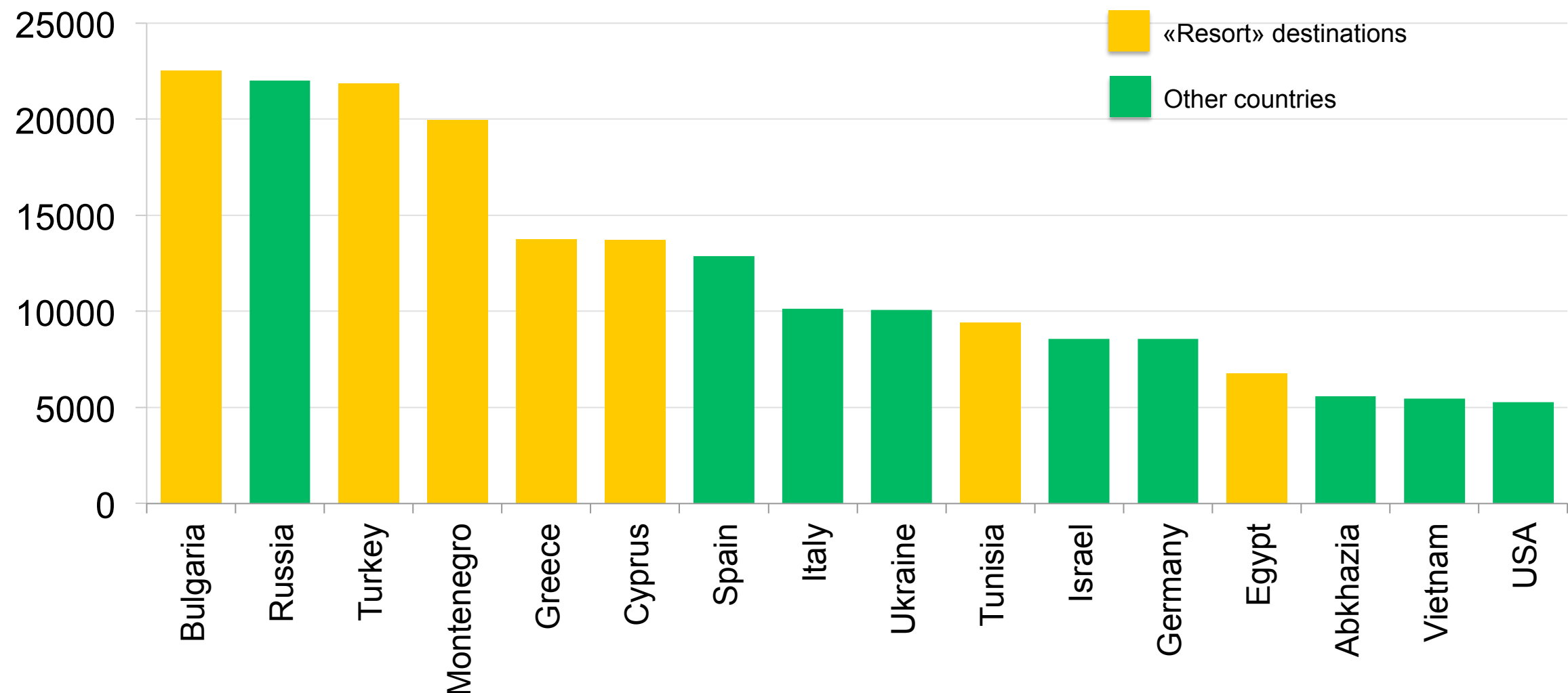
# Destination popularity

- Destination rating
- Seasonal variations
- Seasonal fluctuations structure
- Leading destinations
- International and domestic flights

# Most popular countries-destinations

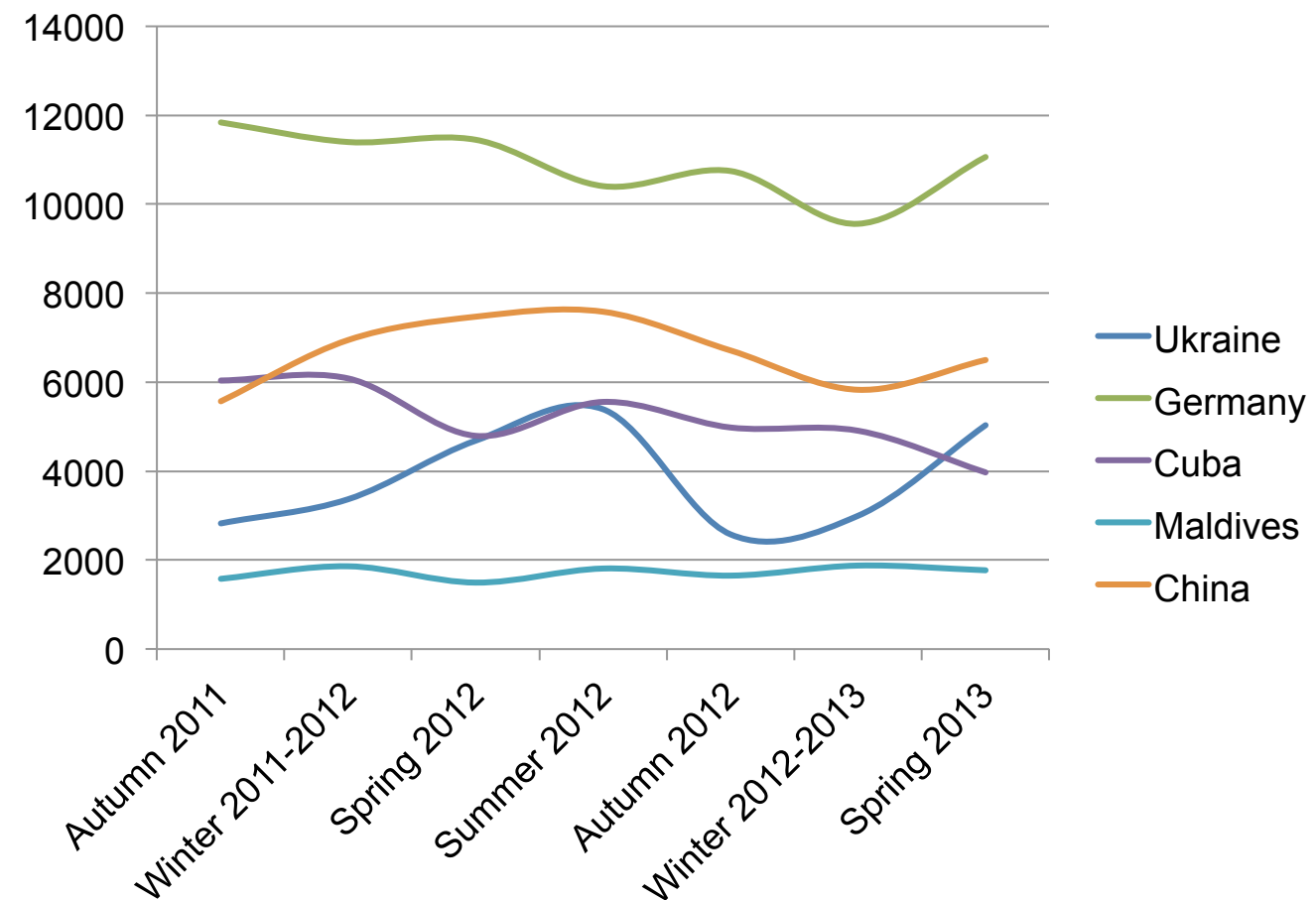
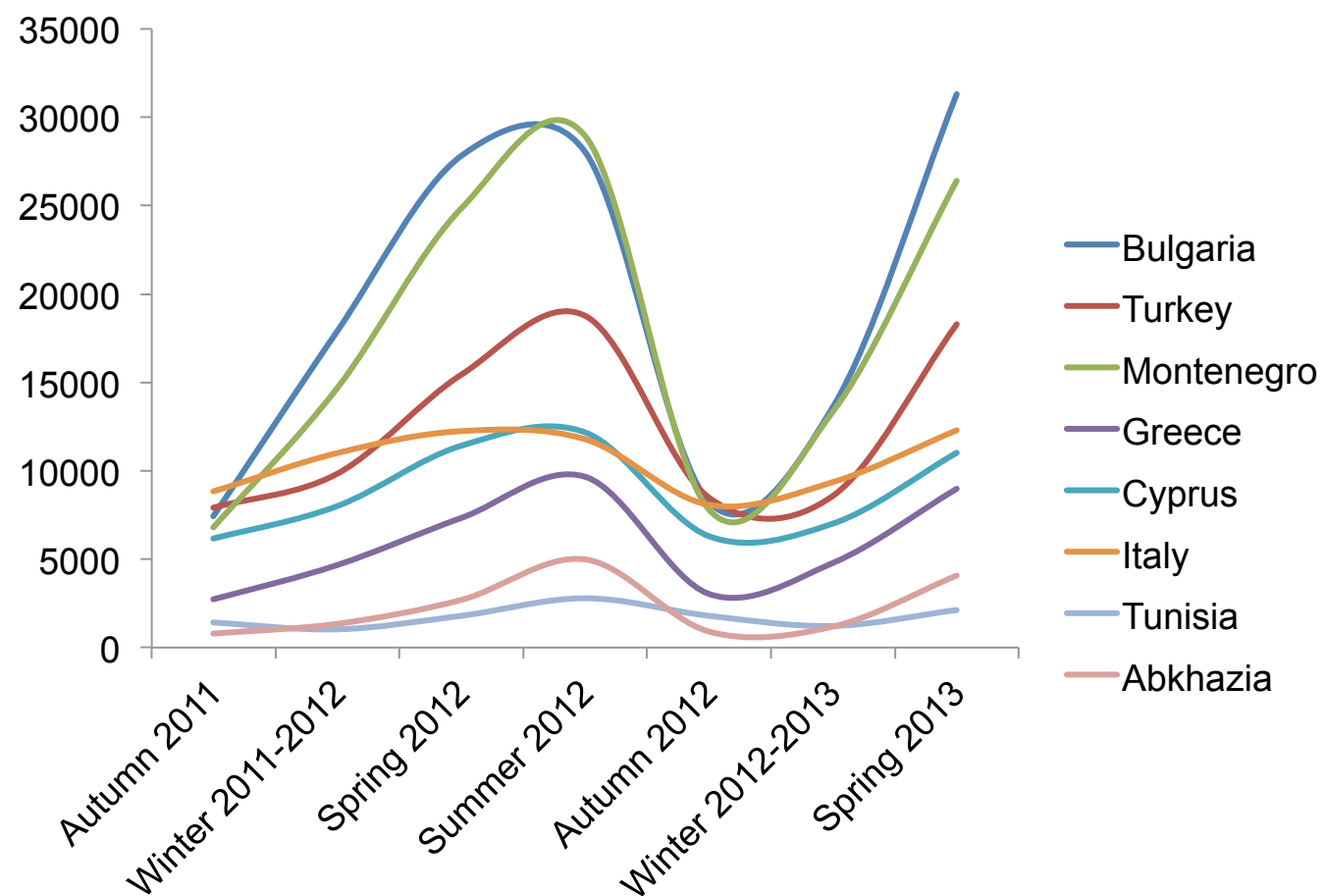


(Top-20, throughout the year)



The most demanded flight directions are the "resort" countries (interest in them is mainly connected to package tours, instead of independent tourism): queries on them make up to 45% of all "country" queries.

# Seasonal popularity of destinations



User interest in category undergoes significant seasonal changes. In winter overall interest in category not only drops by 40% (in comparison with summer months), but its structure also changes. In autumn the number of queries falls by 2,5 times (compared to the summer months) on directions related to resort types of rest. Interest in some destinations (some European and CIS countries) has no seasonal fluctuations.

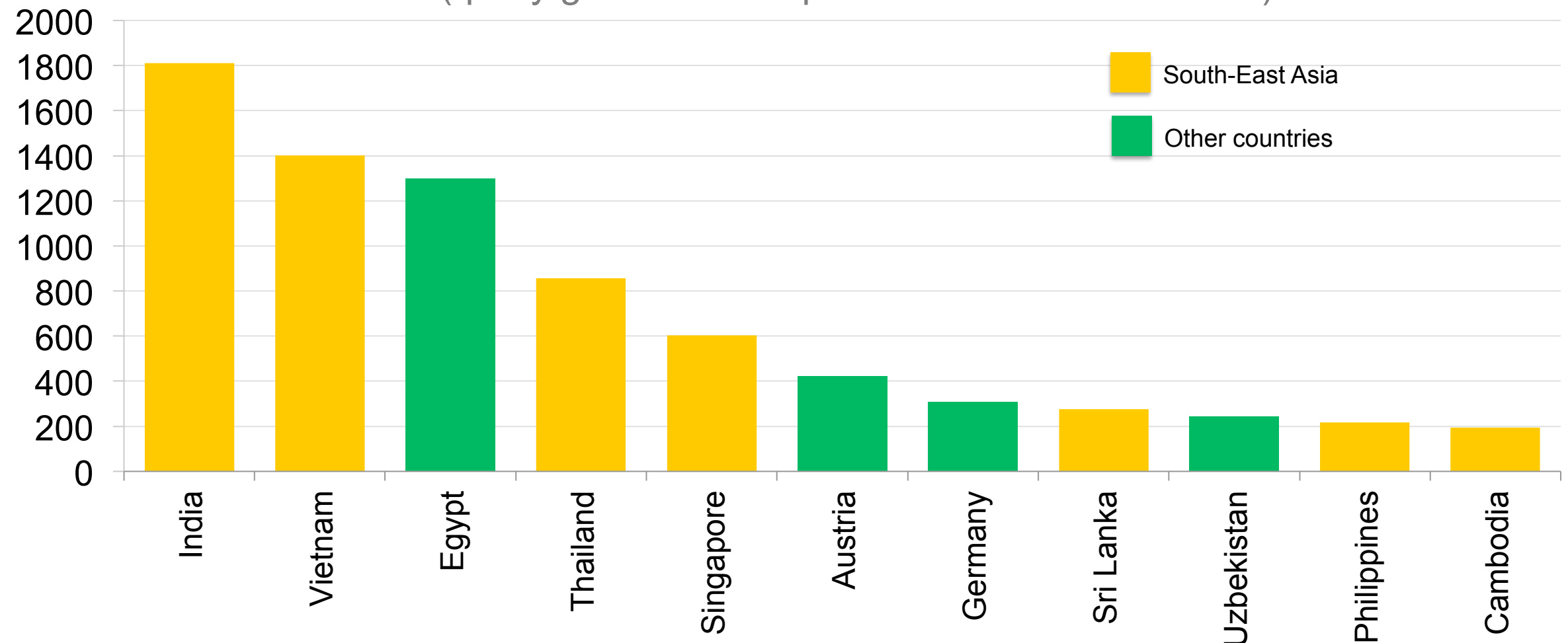
# Seasonal popularity of destinations

Autumn 2012	Winter 2012-2013	Spring 2013	Summer 2013
Russia	Russia	Russia	Russia
Israel	Bulgaria	Bulgaria	Bulgaria
Germany	Montenegro	Montenegro	Montenegro
Finland	Israel	Turkey	Turkey
Turkey	Spain	Spain	Spain
Bulgaria	Germany	Israel	Cyprus
Italy	Italy	Italy	Italy
Montenegro	Turkey	Germany	Israel
Spain	Finland	Cyprus	Greece
China	Cyprus	Greece	Germany
Uzbekistan	Vietnam	Finland	Abkhazia
Cyprus	China	China	Uzbekistan
Egypt	USA	Armenia	Finland
USA	Uzbekistan	Uzbekistan	Ukraine
Vietnam	Armenia	USA	USA
Cuba	Egypt	Egypt	Armenia
Armenia	Cuba	Ukraine	China
India	Greece	Vietnam	Tajikistan
Tajikistan	India	Croatia	Vietnam
Thailand	Tajikistan	Abkhazia	Cuba

# Flight tickets interest in autumn

## Interest growth in South-East Asia

The directions with the greatest interest increase in fall  
(query growth in comparison to summer months)

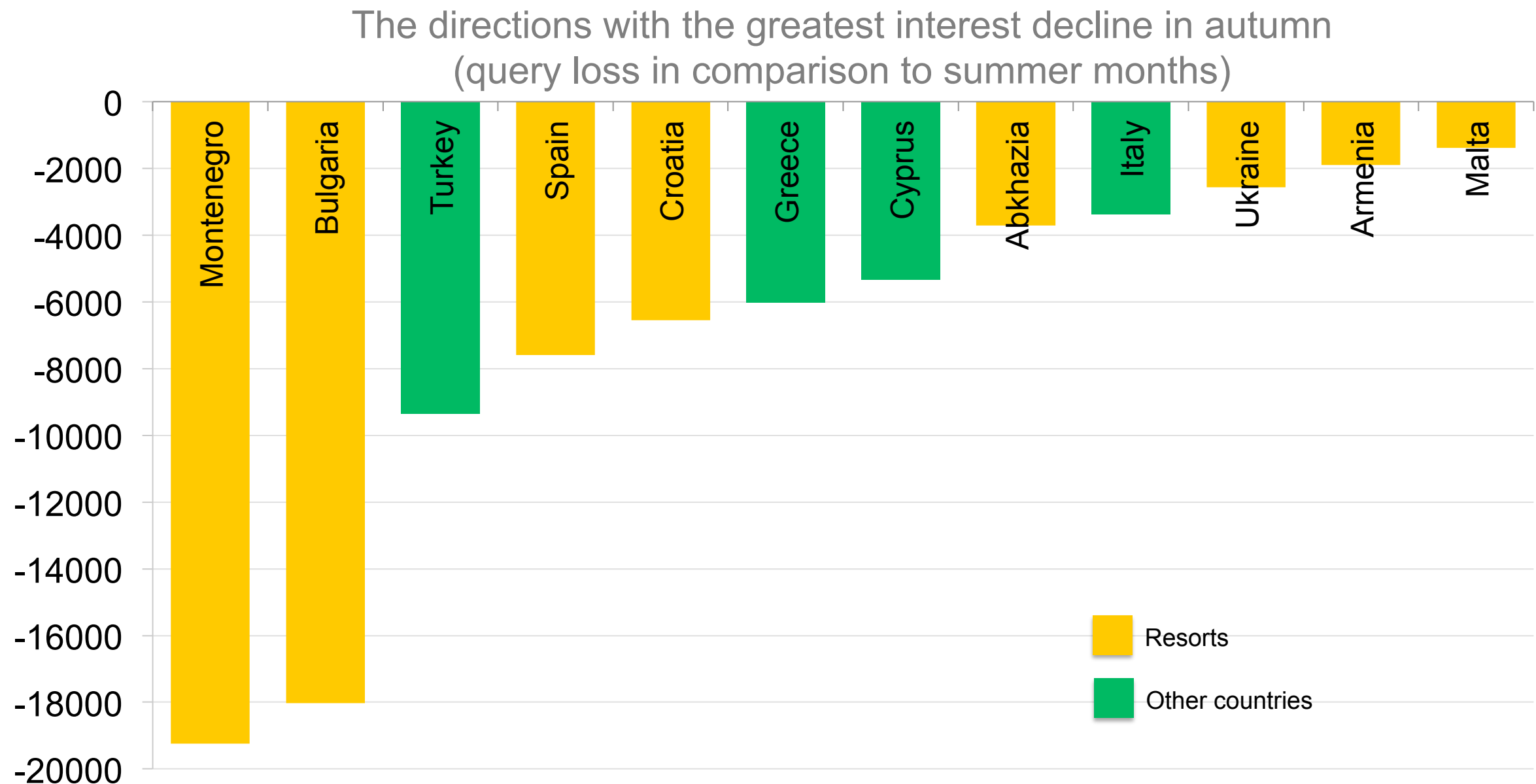


Autumn is the season of user interest decrease in flight tickets (both in tourism category and air tickets segment).

The number of queries increases only on 16 of the 60 major destinations. The main growth is accounted for India and South-East Asia countries.

# Flight tickets interest in autumn

## Interest decline in resort areas

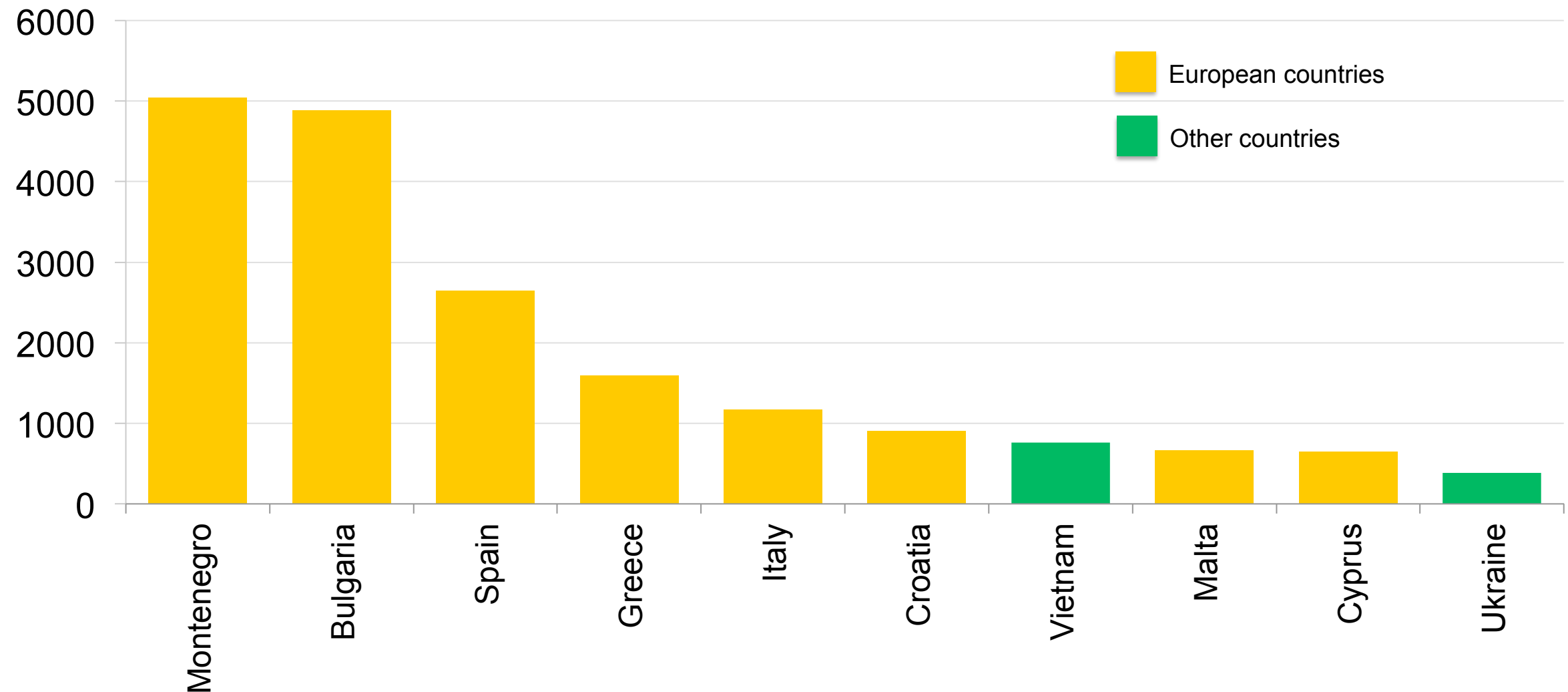


Most of all the number of queries on flight tickets to resorts decreases in fall.

# Flight tickets interest in winter

## Interest growth in European resorts

The directions with the greatest interest increase in winter  
(query growth in comparison to autumn months)



In winter the main growth is accounted for flights to European resorts. The query statistics on flight tickets in countries such as the UAE, Egypt, Turkey, Tunisia continues to fall.



# Flight tickets interest in winter

The directions with the greatest interest decline in winter  
(query loss in comparison to autumn months)

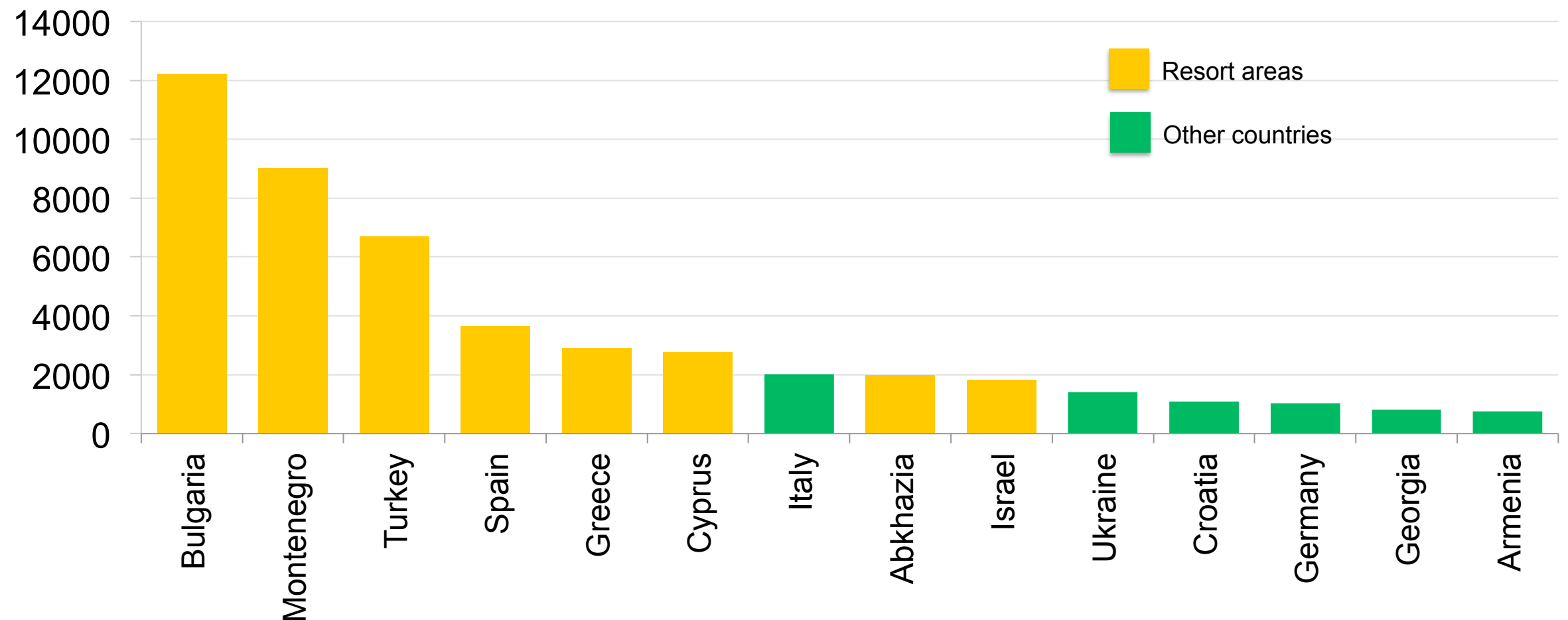


With the general interest growth of tourism in Finland and Austria in winter months, the query statistics on flight tickets there decreases.

# Flight tickets interest in spring

## Interest growth in resort areas (including the Middle East)

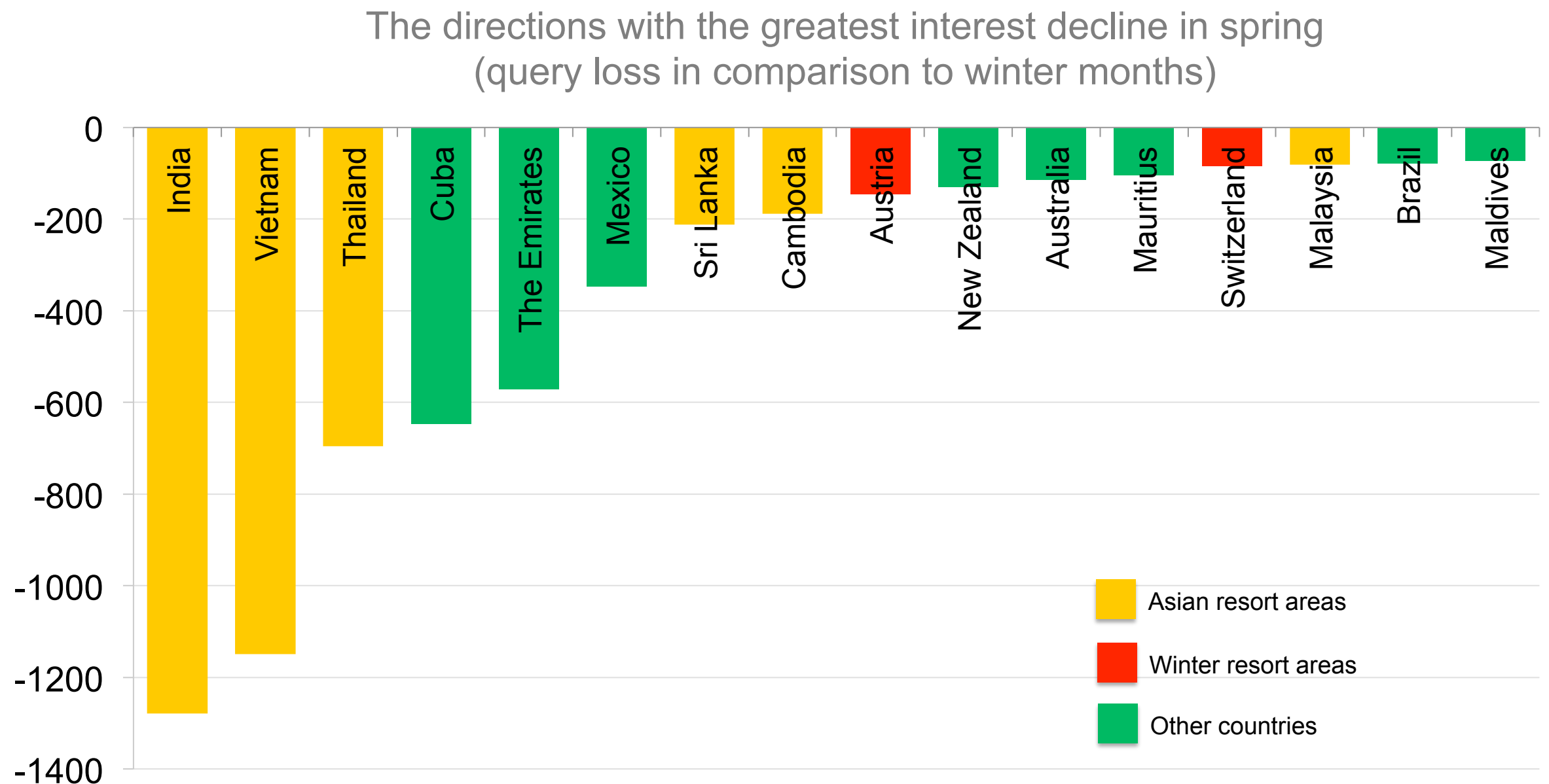
The directions with the greatest interest increase in spring  
(query growth in comparison to winter months)



In spring interest in main summer directions (European and Middle Eastern resorts) starts to grow.

# Flight tickets interest in spring

## Interest decline in South-East Asia and winter resort countries

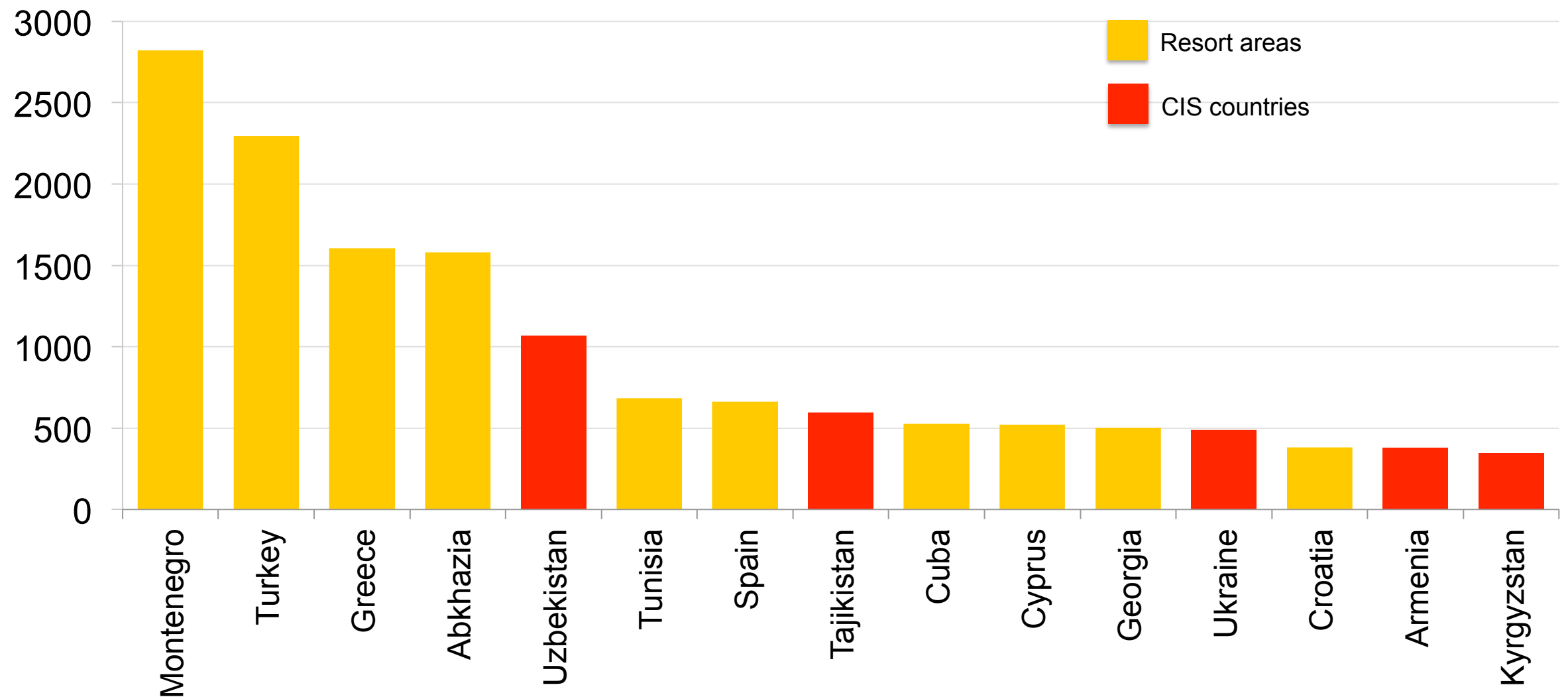


The number of queries on flight tickets in the countries which are popular in autumn (after the end of the season in South-East Asia) and winter resort countries reduces most of all.

# Flight tickets interest in summer

## Interest growth in resorts and CIS countries

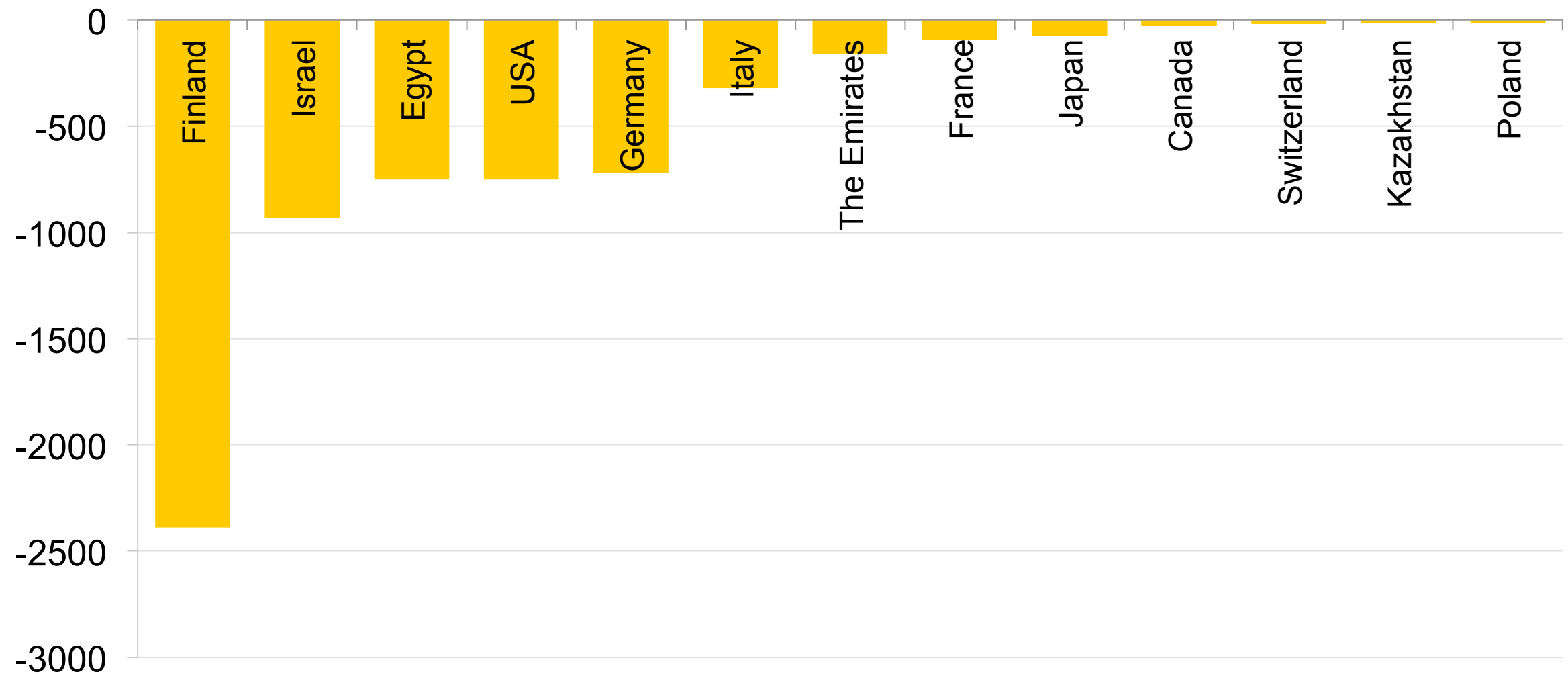
The directions with the greatest interest increase in summer  
(query growth in comparison to spring months)



In summer search statistics on flight tickets to resorts and CIS countries grows.

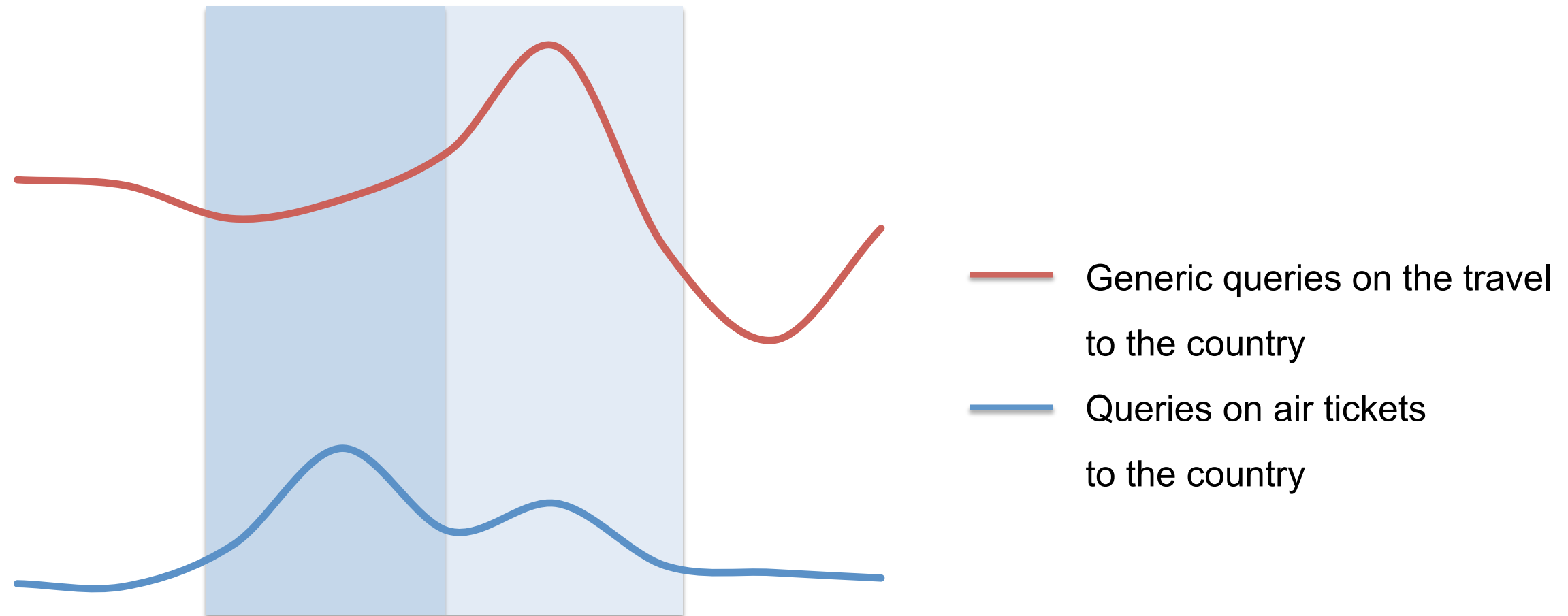
# Flight tickets interest in summer

The directions with the greatest interest decline in summer  
(queries loss in comparison with spring months)



In summer query statistics on the most destinations grows. Only in relation to 20% of countries impression statistics has reduced (compared to spring).

# Seasonal interest growth structure



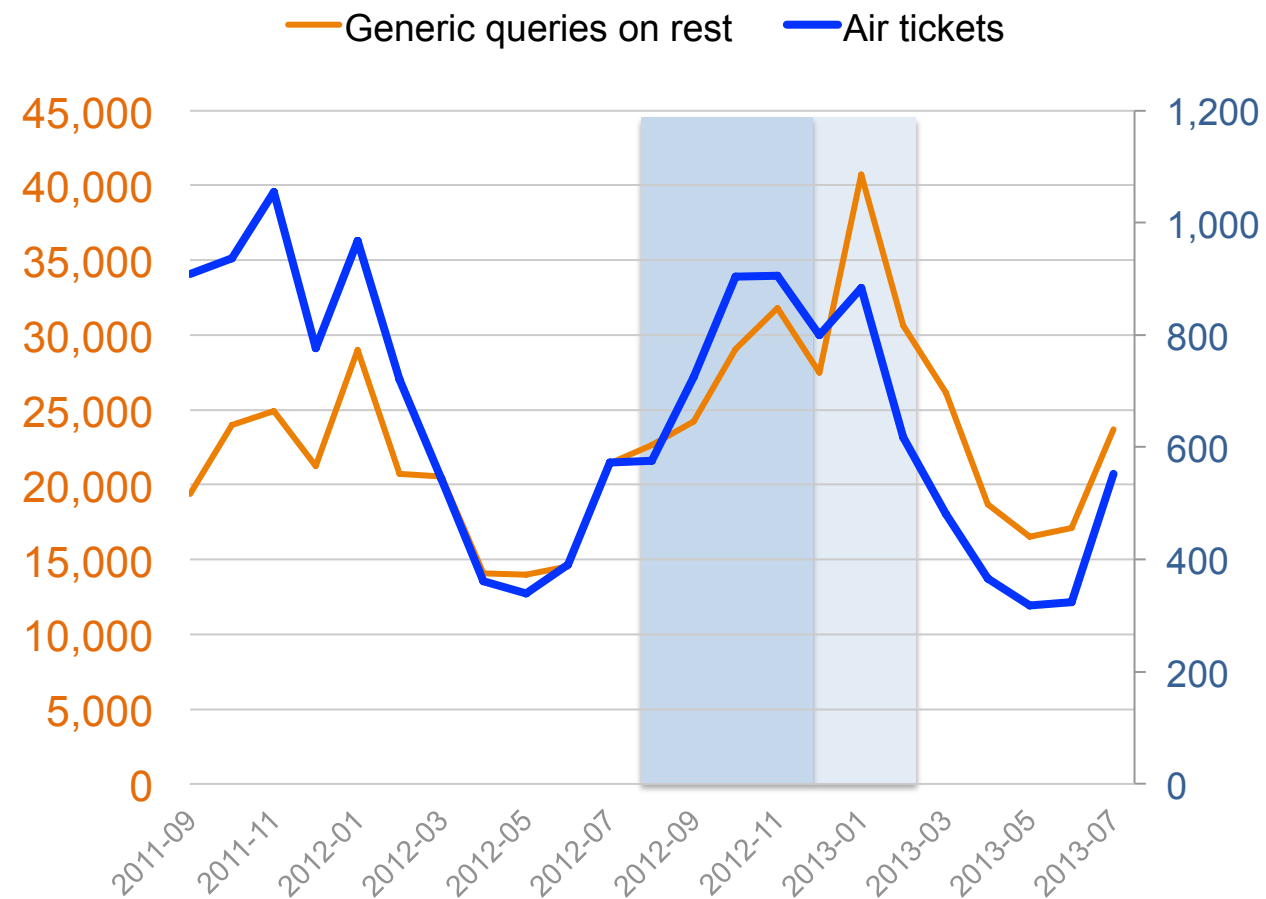
Interest growth in destination typically consists of 2 waves:

- the **main wave** that precedes tourist season and general interest in the country by 1-2 months;
- the **second wave** (usually less) coincides with a peak of interest in tourism in the country.

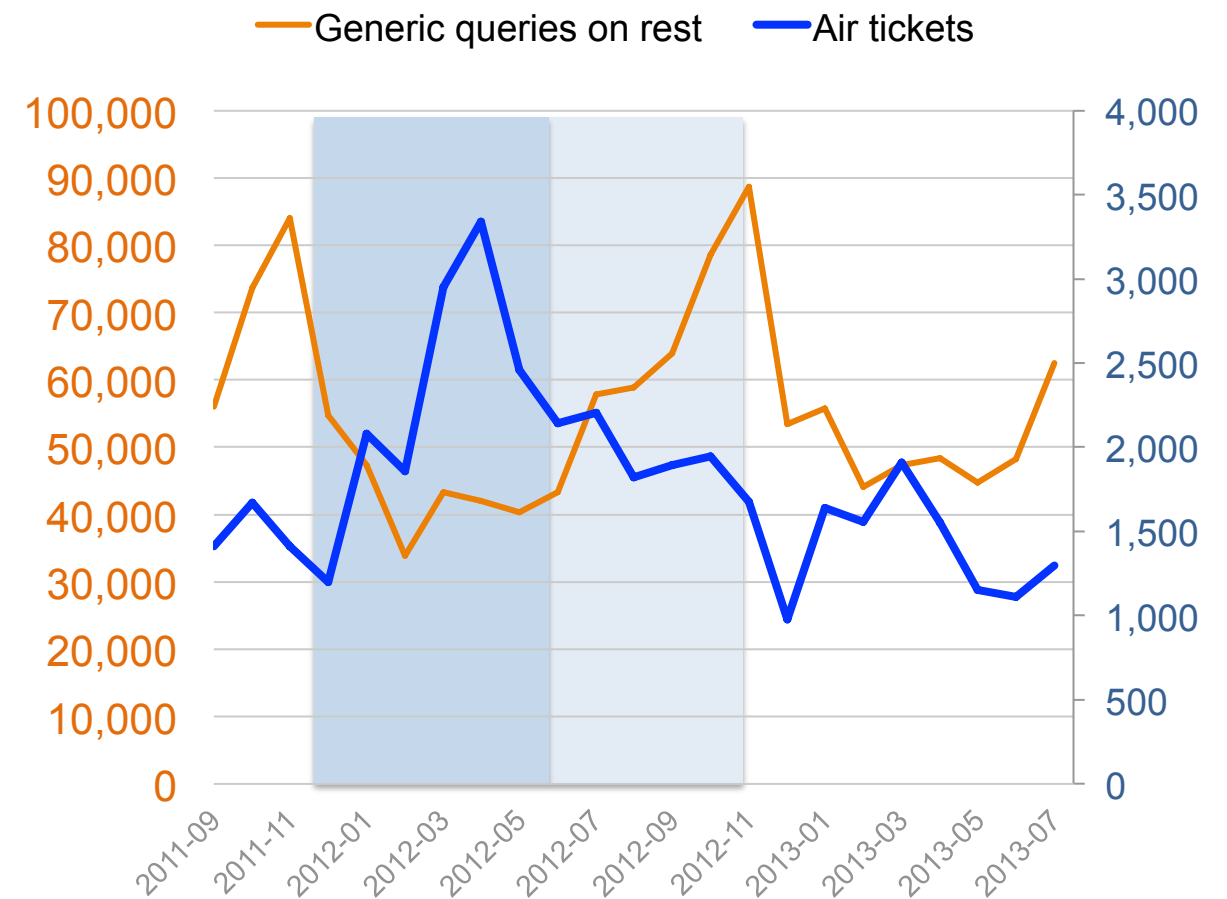
# Seasonal interest growth structure

## Examples

India



Finland



# Main directions causing seasonal growth

Autumn	Winter	Spring	Summer
India	Montenegro	Bulgaria	Montenegro
Vietnam	Bulgaria	Montenegro	Turkey
Egypt	Spain	Turkey	Greece
Thailand	Greece	Spain	Abkhazia
Singapore	Italy	Greece	Uzbekistan
Austria	Croatia	Cyprus	Tunisia
Germany	Vietnam	Italy	Spain
Sri Lanka	Malta	Abkhazia	Tajikistan
Uzbekistan	Cyprus	Israel	Cuba
Philippines	Ukraine	Ukraine	Cyprus
Cambodia	Abkhazia	Croatia	Georgia
Mexico	Japan	Germany	Ukraine
Malaysia	Maldives	Georgia	Croatia
New Zealand	Jamaica	Armenia	Armenia

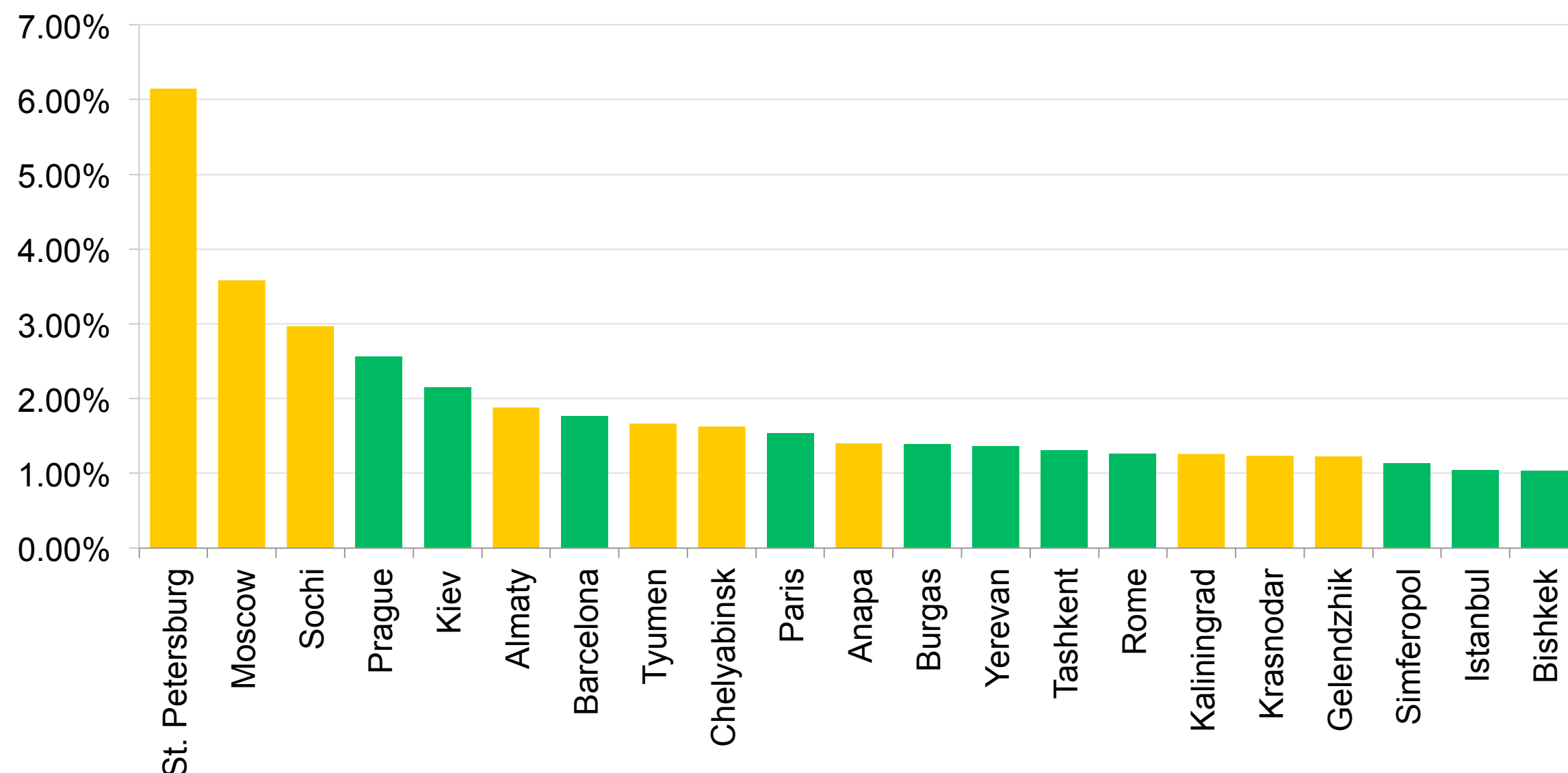
 CIS-countries

 European resort countries

 South-East Asian countries



# Domestic flights rate is growing

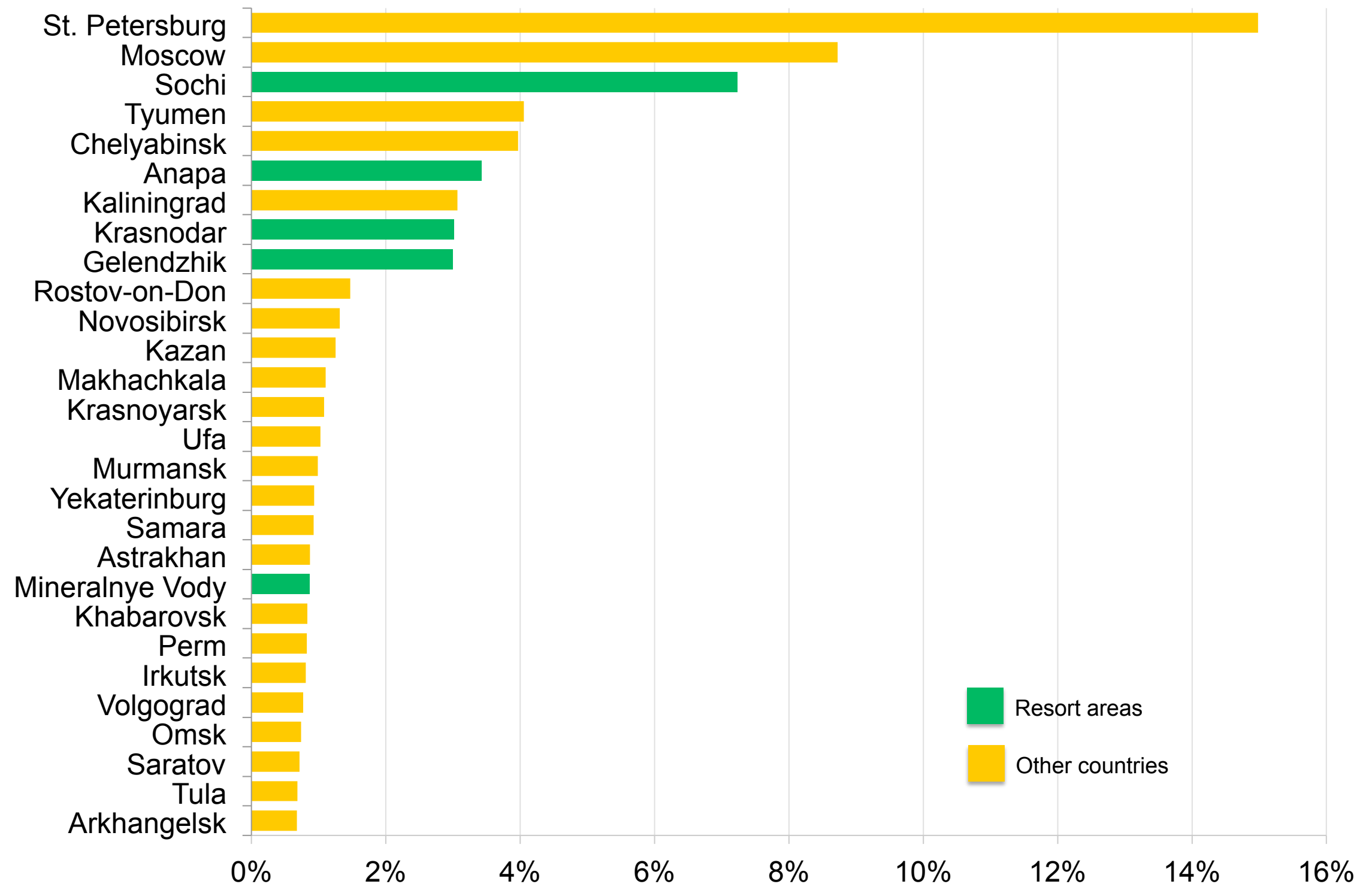


Domestic tourism in Russia is gradually reaching the level of western countries. Up to 42% of queries are accounted for flights within the country. For reference, in the United States domestic flight tickets are looked for by 85% of internet users, and in Germany – 63%.

# Main domestic destinations



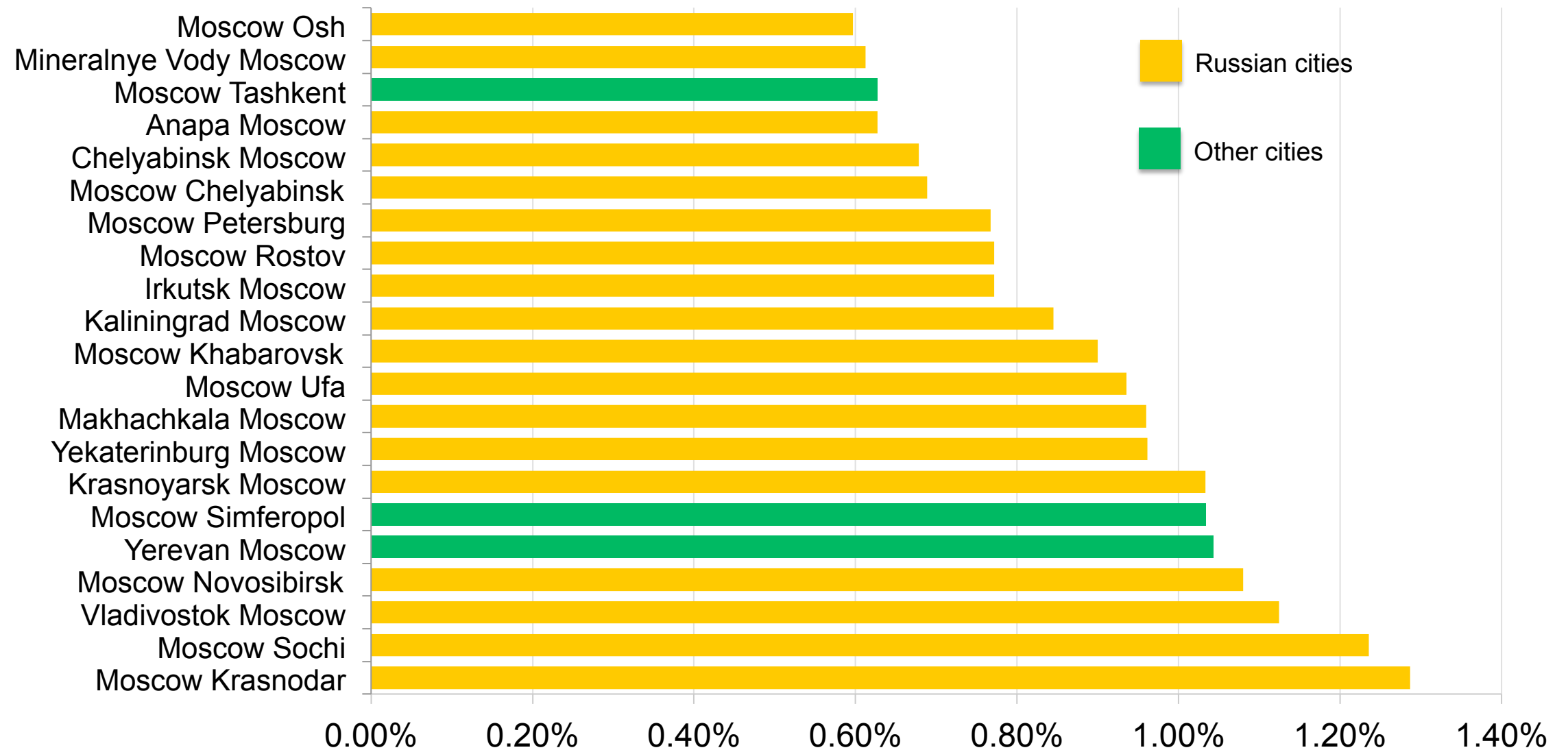
Query share by the largest cities  
(of total query statistics on flight tickets to Russian cities)



# Most popular city-pairs



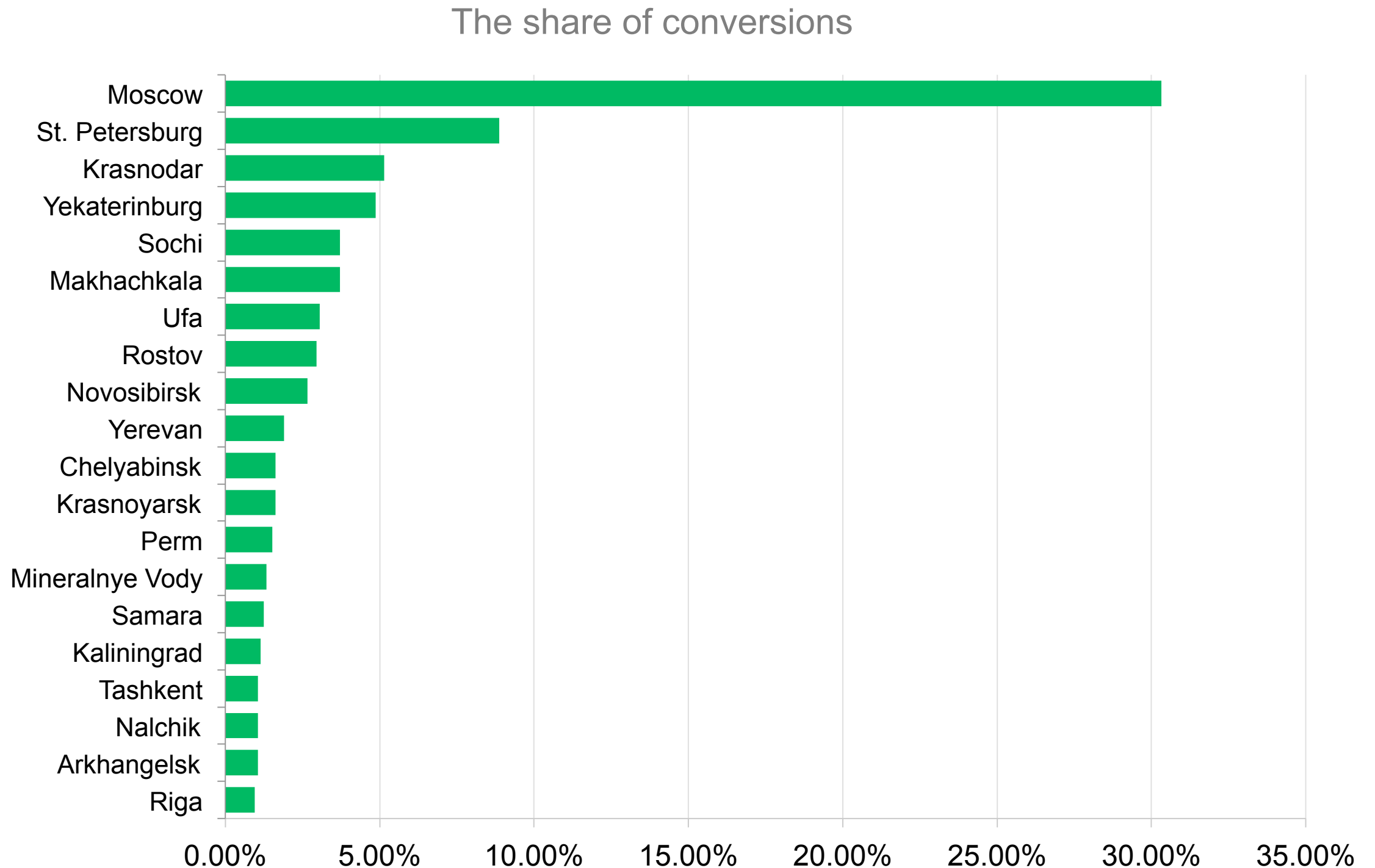
By the share of queries on city-pairs  
(of total query statistics on flight tickets to Russian cities)



Most of users, who include city-pairs into their queries generally are looking for domestic flights (or flights within CIS).

# Top destinations (by the number of conversions)

(TOP-20, throughout the year)



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**Thank you!**