



Agenda

- About FINN reise
- Meta search
- Business travel at FINN reise?
- Blurring the lines with «Bleisure»
- Focus going forward



About FINN reise

- Norway's biggest metasearch
- Part of FINN.no and a part of Schibsted
- We are celebrating our 10th anniversary this year
- One-stop shop with six verticals; flights, hotels, prepackage, vacation rentals, last minute offers and rental cars
- Almost 800 000 visits/week
- More than 50% of our traffic come from mobile and tablets

Half of our traffic from flights

- ~ 1 million flight seats sold through FINN reise last year
- We have more than 25 directly integrated OTAs and airlines
- Conversion in the flight search ranges from 6% to 20%
- In general, the directly integrated airlines convert better than the OTAs
- But most of the volume goes to the OTAs





Some stats from our hotel search

- More than 500 000 searches per month
- The four biggest Norwegian cities are all a part of our top 10 list for hotels
- Avg length of stay is almost three nights, shorter for the Norwegian and Swedish destinations than the rest
- We have seen a slight decrease of lengths of stay
 - Could indicate an increase in business travel
 - But could also be an effect of the weak Norwegian krone at the moment



Early in the funnel

- When researching a trip, consumers first look for information and compare prices — and that's where robust content can help a company stand out (Expedia, Phocuswright 2015)
- Metasearch delivers the ability to compare in a single screen the various offerings from different brand.coms and OTAs.
- The consumers get a fast and comprehensive view of product choice and almost instantaneous purchasing options, by directing the buyer to the site providing the option/price he has chosen



Lengthy path to purchase

- No matter how they end up booking a trip, consumers are spending more time visiting websites to plan their getaways than before - 38, on average (Expedia, Phocuswright 2015)
- They also confirmed that many people browse OTAs and meta search sites even if they ultimately end up booking with a supplier or another booking source
- According to Oliver Heckmann of Google, “travel planning is more than just searching for a flight and a hotel; it’s a long process,” using the term “travel snacking” to describe the way consumers dip into various websites as they move to the final purchase.
- These micro moments are mostly on mobile, fitting the travel planning into small time slots when possible



The future of meta

- A move from price comparison to product comparison?
- Unbundling of product into paid-for ancilliary products
 - The need for better structured data
- The consolidation in the travel space could also lead to less variation in price, making it even more important to helping the user differentiate between the different offerings
- New, fancy ways of booking a ticket are emerging (eg. HelloHipmunk, HelloGbye), but it still only covers the needs of those travelers who know when and where they are traveling



Unmanaged business travel?

- The data from our hotel search show that stays are shortening, and on flights we see all the largest Norwegian cities represented in the top 10.
- This could indicate that some of the volume in our meta search, both in flights, hotels and rental cars, is corporate travel.



«Bleisure» - fun into business trips?

- Mixing business and pleasure – these travelers spend more money per trip than those who like to keep their travel strictly professional
- They often bring family or significant other along
- Metasearch offers the flexibility to make these kinds of arrangements



What will FINN reise focus on?

- Making the best products for the user – across all channels
 - Giving the user all the relevant information, so that the user knows what's included before he leaves us
 - Leveraging user data in a whole new way than we do today
- Figure out why users still are hesitant to booking on mobile and solving the problems
 - Assisted booking
 - Mobile app



Thanks!

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