



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



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

