

Eight online travel trends you should know.

More than 64 million U.S. travelers used the Internet in 2003 to get information on destinations or to check prices or schedules.

Travel Industry Association of America (TIA), April 2004

42.2 million Americans booked their travel arrangements online in 2003.

Travel Industry Association of America (TIA), April 2004

The Internet is expected to generate nearly \$53 billion in leisure travel bookings in 2004 — nearly 22 percent of the travel industry's revenues.

Forrester Research Online Leisure Travel Forecast, March 2004

Over 81% of travel agents use the Internet to compare online prices to those found in their GDS.

ASTA Survey, Aug 2003

The Web is the preferred media source for travel information, favored 17:1 over TV and 6:1 over Newspapers and Magazines.

Forrester Research, 2002 Survey

60% of Internet consumers use a search engine in the research and buying process for travel.

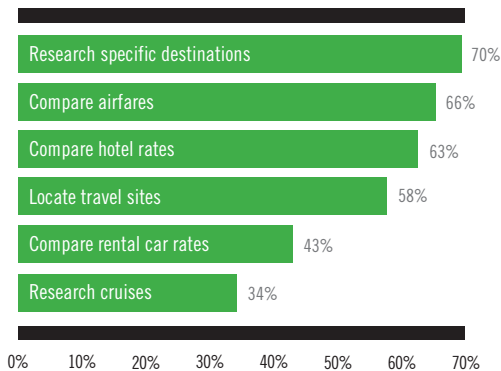
InsightExpress, July 2003

70% of consumers who traveled in the past year found search engines important in the decision-making process.

InsightExpress, July 2003

How travelers use search.

InsightExpress, July 2003



Google and travel.

Google is the #1 search engine for researching travel –
65% of online travel researchers use Google to find
travel sites and information online.

InsightExpress, July 2003

There are over 15,000 travel-related companies finding
new customers and generating sales via Google AdWords.

Google Internal Data

The Google Network - which includes pages on partners such
as AOL, Mapquest, Weather.com, USA Today, Washington Post
and One Travel, reaches over 80% of U.S. Internet users.

comScore Media Metrix, unduplicated audience, April 2004

Google lets you reach prospects globally (in 180
countries and 15 languages) and locally (in a specific
city or an advertiser-defined area).

Google Internal Data

At 80%, Google.com refers more traffic to hotel/lodging
sites than all other search engines combined.

StatMarket, September 2004

Google.com refers more traffic (42%) to
airline sites than any other search engine.

StatMarket, September 2004

Google Advertising is 100% accountable.

You determine your costs based on your objectives.

Set your own budget, and pay only when people click
on your ad. You get real-time ROI with conversion tracking
data, and can modify or cancel your campaign at any time.



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