



**FIRST.**

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## Searching for Accommodation Online

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**Which websites are maximising their market share?**



## Calculating share of search

- Rankings Based Reach (RBR)\* provides a simple way to compare a website's search engine rankings with its competitors.
- RBR is an estimate of the percentage of available search traffic a website will receive for a set of phrases – this gives the sites share of search or reach.
- It is weighted based on the popularity of each search phrase and the relative click through rate (CTR) of each ranking position.

## Selected sites

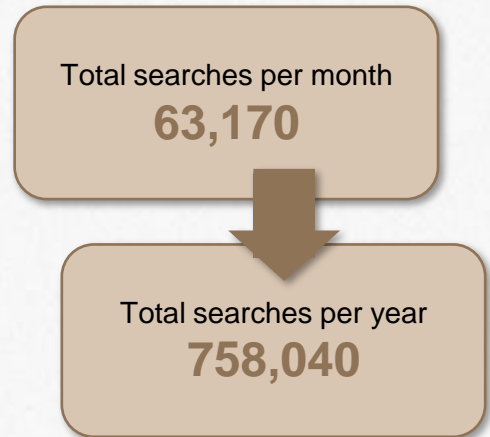
Leading New Zealand accommodation providers were selected for Ranking Based Reach (RBR) performance analysis.

Sites	
aatravel.co.nz	holidayhouses.co.nz
agoda.com	jasons.co.nz
bookabach.co.nz	lastminute.co.nz
booking.com	nz.hotels.com
expedia.co.nz	travelbug.co.nz
graboneescapes.co.nz	tripadvisor.co.nz
heritagehotels.co.nz	trivago.co.nz
holidayguide.co.nz	wotif.co.nz

# What are people in NZ searching for?

In order to investigate which websites are leading in search we researched frequently used “accommodation” - related phrases.

Search Phrase	Searches per month in NZ	Search Phrase	Searches per month in NZ
queenstown accommodation	6600	christchurch accommodation	2400
taupo accommodation	5400	kaikoura accommodation	1900
accommodation auckland	5400	waiheke island accommodation	1900
rotorua accommodation	4400	cheap accommodation	1600
wellington accommodation	3600	cheap accommodation auckland	1600
auckland accommodation	3600	tauranga accommodation	1600
accommodation wellington	2900	hamilton accommodation	1300
waiheke accommodation	2900	accommodation tauranga	1000
accommodation christchurch	2400	accommodation hamilton	880
dunedin accommodation	2400	accommodation nelson	880
hanmer springs accommodation	2400	cheap accommodation wellington	720
ohakune accommodation	2400	cheap accommodation christchurch	590
napier accommodation	2400		

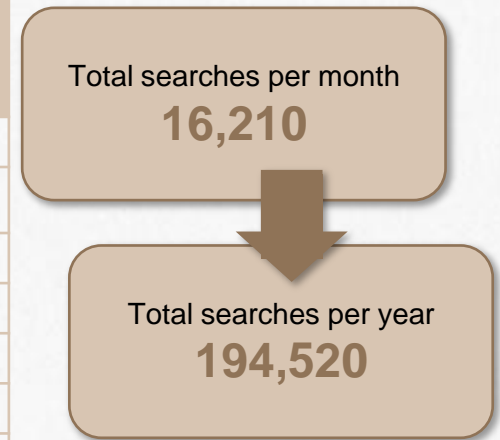


Source: Google Keyword Planner, New Zealand, Oct 2014

# What are people in Australia searching for?

In order to investigate which websites are leading in search we researched frequently used accommodation - related phrases made by Australians who wish to book accommodation in New Zealand.

Search Phrase	Searches per month in NZ	Search Phrase	Searches per month in NZ
queenstown accommodation	5400	accommodation auckland city	260
auckland accommodation	1600	queenstown new zealand accommodation	260
christchurch accommodation	1300	accommodation rotorua	260
accommodation auckland	880	kaikoura accommodation	210
rotorua accommodation	880	accommodation wellington	210
new zealand accommodation	720	lake taupo accommodation	210
wellington accommodation	590	queenstown accommodation nz	170
accommodation christchurch	590	accommodation christchurch nz	170
waiheke island accommodation	480	tauranga accommodation	140
taupo accommodation	390	cheap accommodation auckland	140
dunedin accommodation	390	wellington accommodation nz	140
accommodation new zealand	390	accommodation nelson nz	110
accommodation wellington nz	320		



Source: Google Keyword Planner, Australia, Oct 2014

# Google: Search engine results page 1 (NZ)

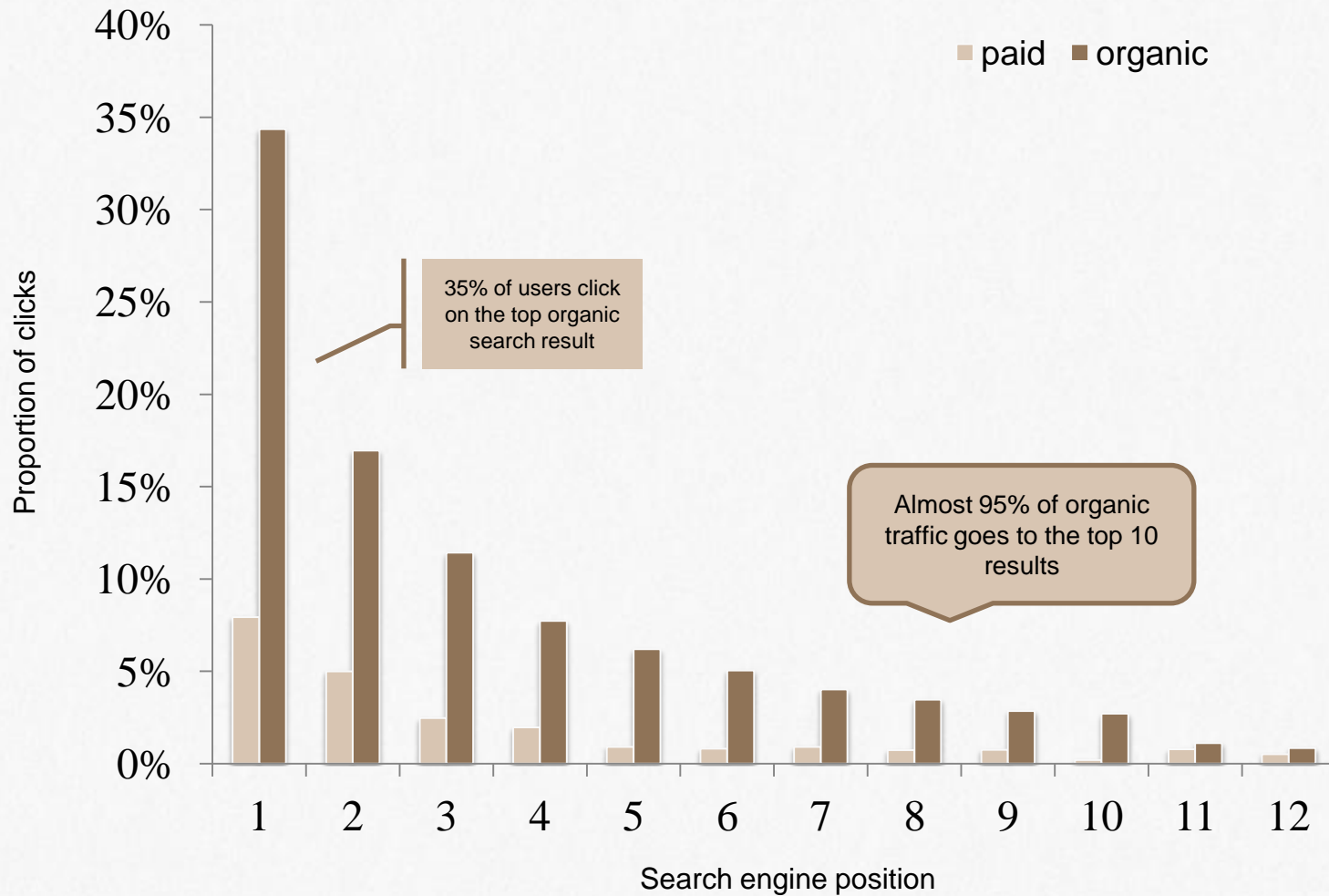
What the consumer sees: The top of the Google search results page for a search on “queenstown accommodation”

The big players 'Booking.com' and 'Wotif' lead the field in paid search.

In organic search local searches are displayed at the top of the results page showing different accommodations. Despite ranking well for organic listings, Wotif and Booking are still investing heavily in Paid Advertising which allows them to dominate the first page with multiple listings.

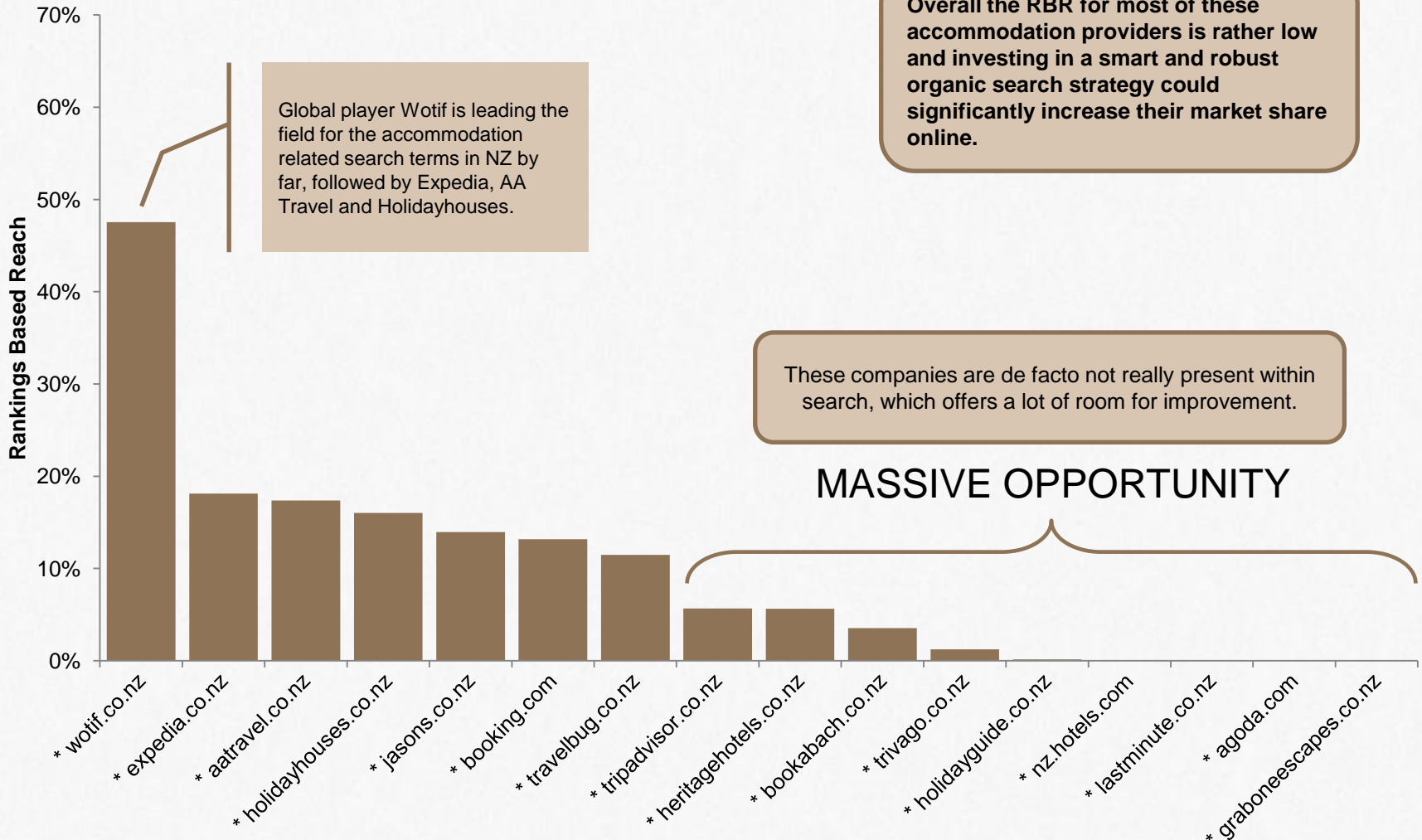
Agoda, Trivago, Expedia and Bookabach are also present on the first page of Google's paid search. In total there are ranking 10 companies in the paid search results, which is an indicator that this market is highly competitive.

# The importance of top rankings



Source: Chikita, 2010 (Organic Search) & Accuracast 2009 (Paid Search)

# Rankings Based Reach: Natural Search (New Zealand)



Global player Wotif is leading the field for the accommodation related search terms in NZ by far, followed by Expedia, AA Travel and Holidayhouses.

Overall the RBR for most of these accommodation providers is rather low and investing in a smart and robust organic search strategy could significantly increase their market share online.

These companies are de facto not really present within search, which offers a lot of room for improvement.

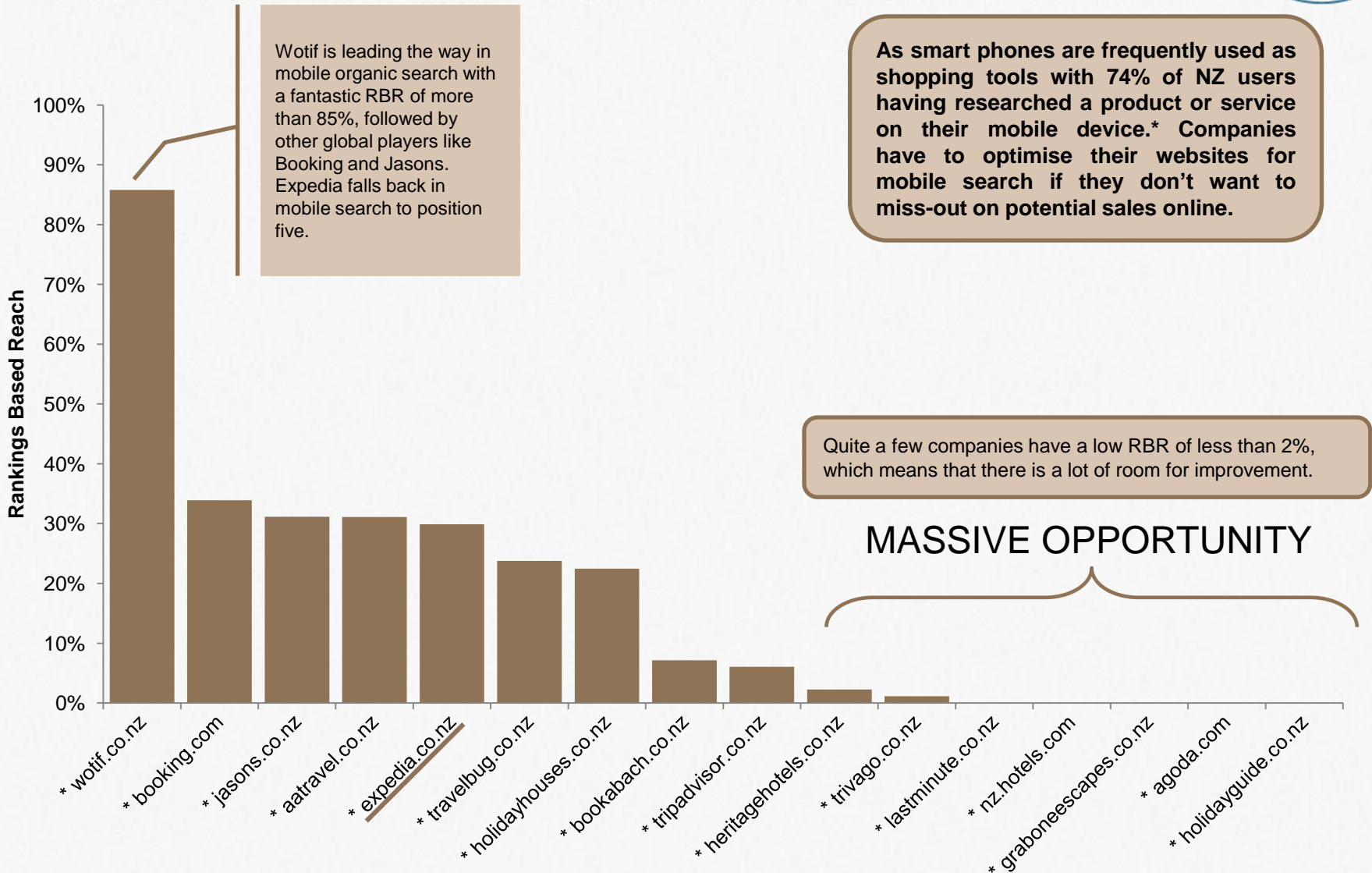
## MASSIVE OPPORTUNITY

\* includes all websites under the relevant domain name (eg, including www.)

Source of ranking data: Google New Zealand, www.google.co.nz, Oct 2014.



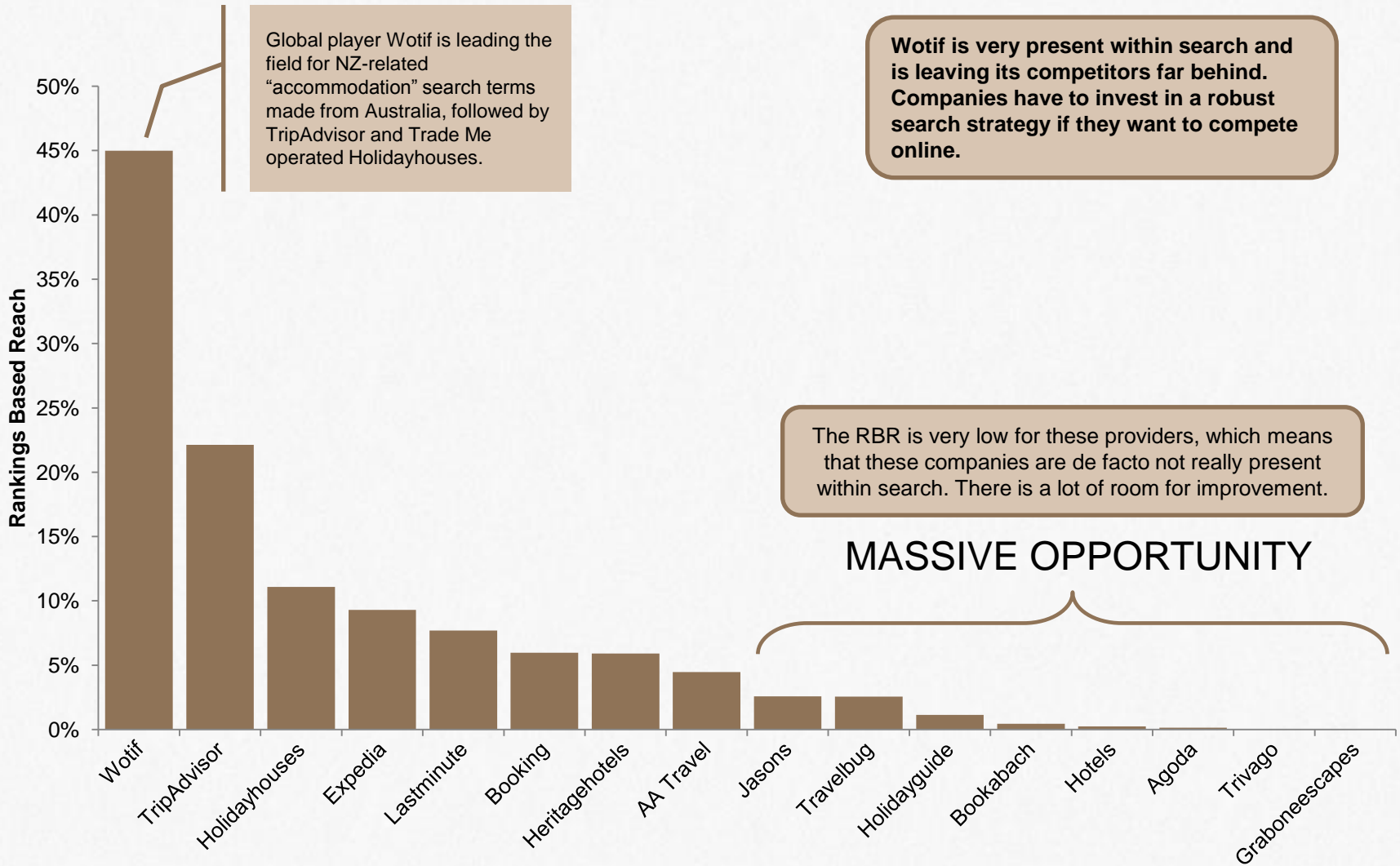
# Rankings Based Reach: Natural Search (Mobile – NZ)



\* includes all websites under the relevant domain name (eg, including www.)

Source of ranking data: Google New Zealand, www.google.co.nz, Oct 2014.

# Rankings Based Reach: Natural Search (Australia)



Global player Wotif is leading the field for NZ-related “accommodation” search terms made from Australia, followed by TripAdvisor and Trade Me operated Holidayhouses.

**Wotif is very present within search and is leaving its competitors far behind. Companies have to invest in a robust search strategy if they want to compete online.**

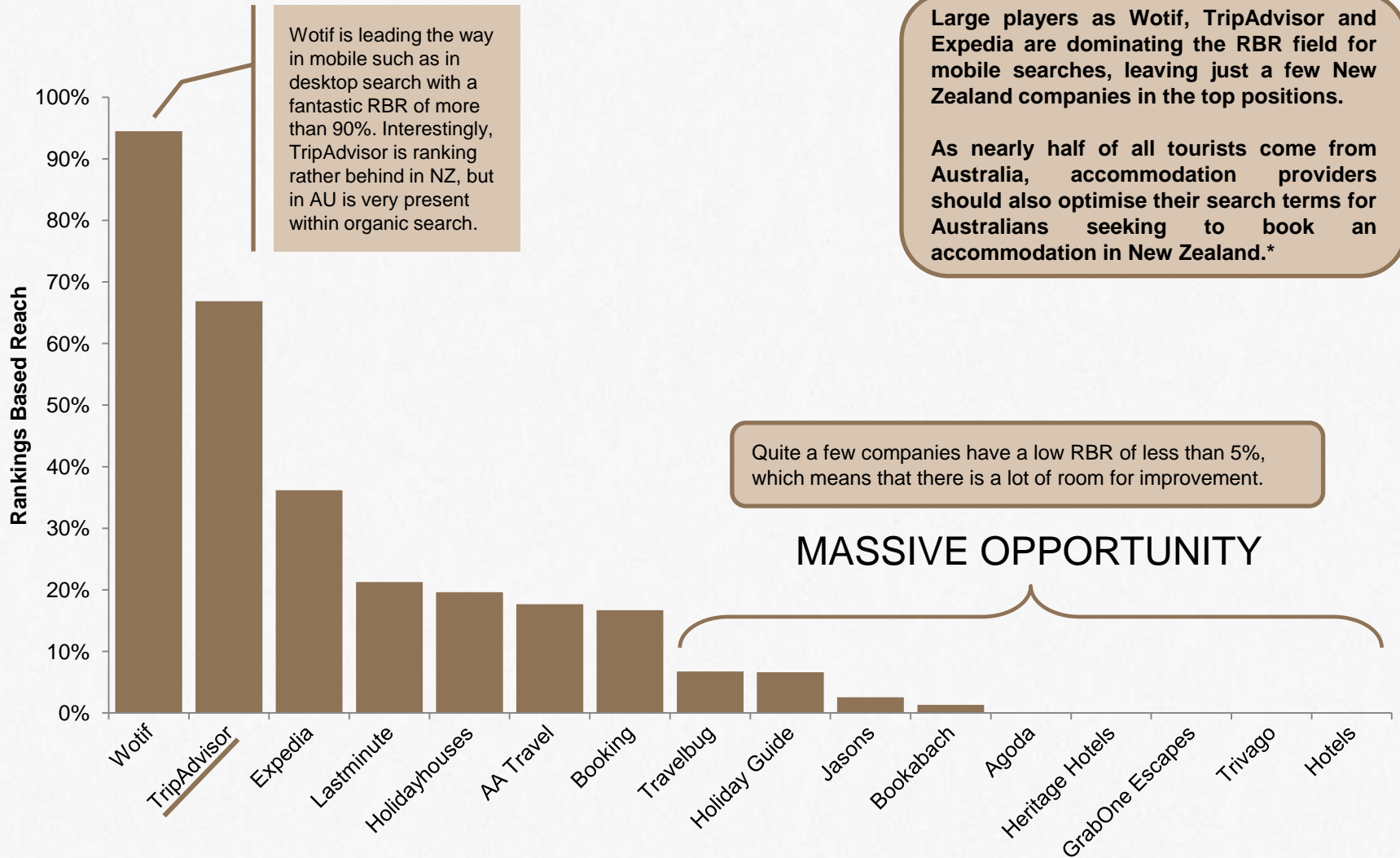
The RBR is very low for these providers, which means that these companies are de facto not really present within search. There is a lot of room for improvement.

**MASSIVE OPPORTUNITY**

\* includes all websites under the relevant domain name (eg, including www.)

Source of ranking data: Google New Zealand, www.google.com.au, Oct 2014.

# Rankings Based Reach: Natural Search (Mobile – AU)



\* includes all websites under the relevant domain name (eg, including www.)

Source of ranking data: Google New Zealand, www.google.com.au, Oct 2014.

# Search trends: Brand search volume

New Zealand ▾ 2004 - present ▾ All categories ▾ Web Search ▾ ⚙️ ▾

Topics Subscribe ↗

tripadvisor  
Search term

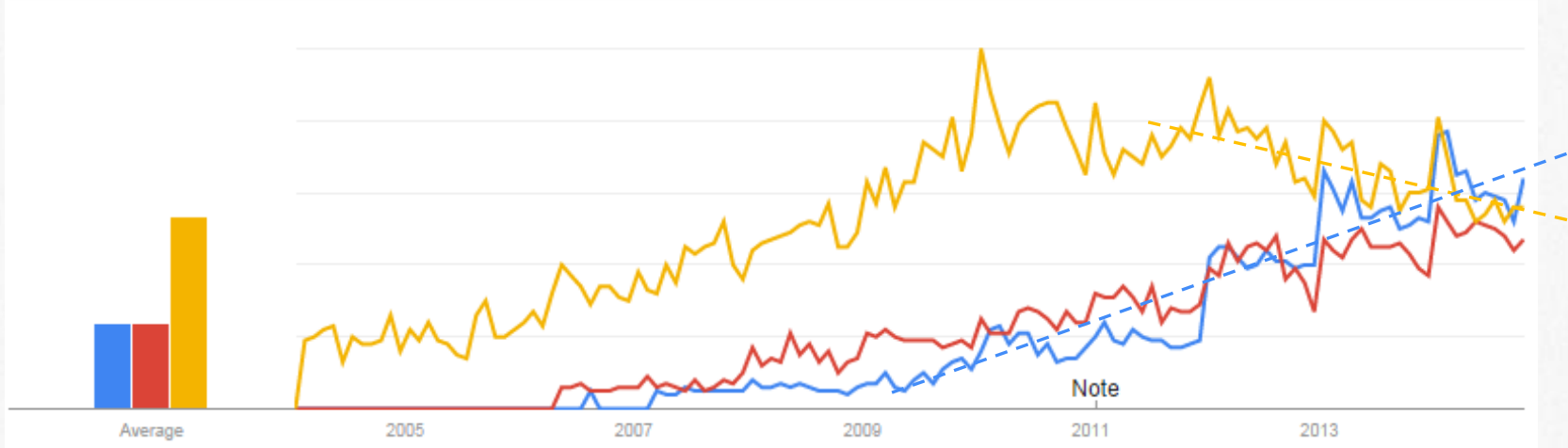
expedia  
Search term

wotif  
Search term

+ Add term


Recently the brand search volume for Wotif has decreased. TripAdvisor and Trivago are continuously increasing their brand search volume.

**To combat being left behind, companies have to invest in a robust and sophisticated digital strategy and drive consumer brand recognition via search, display, social and email campaigns.**




Source: Relative total keyword performance on a normalised scale 1 to 100, Google Trends, New Zealand, Oct 2014

# Search trends: Brand search volume

New Zealand ▾ 2004 - present ▾ All categories ▾ Web Search ▾ 

## Topics



**bookabach**  
Search term

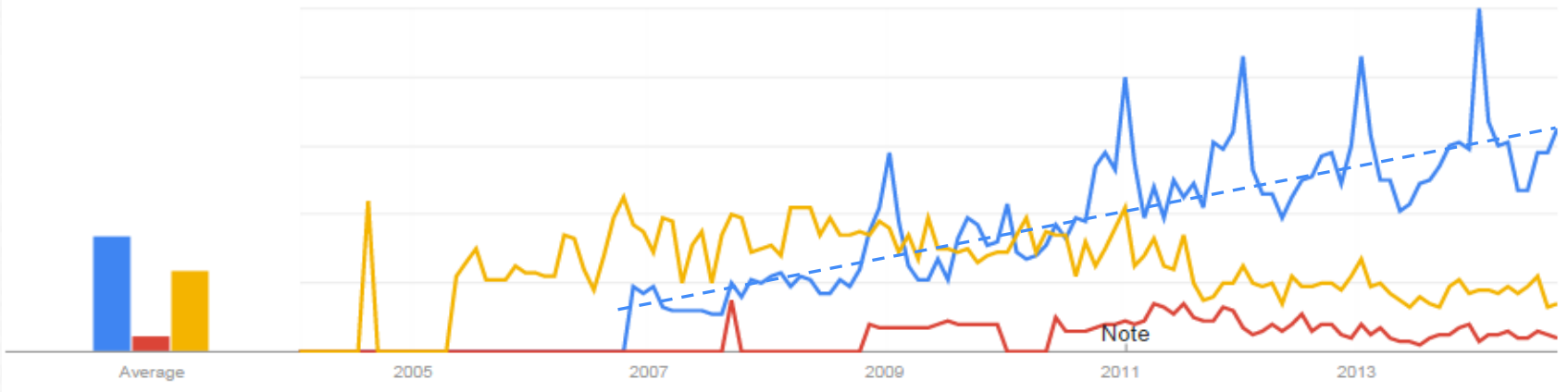
**travelbug**  
Search term

**aa travel**  
Search term

+ Add term

Smaller players like Bookabach, Travelbug and AA Travel are competing for brand search volume online. Bookabach has significantly increased its brand search volume over the past few years, leaving Travelbug and AA Travel behind.

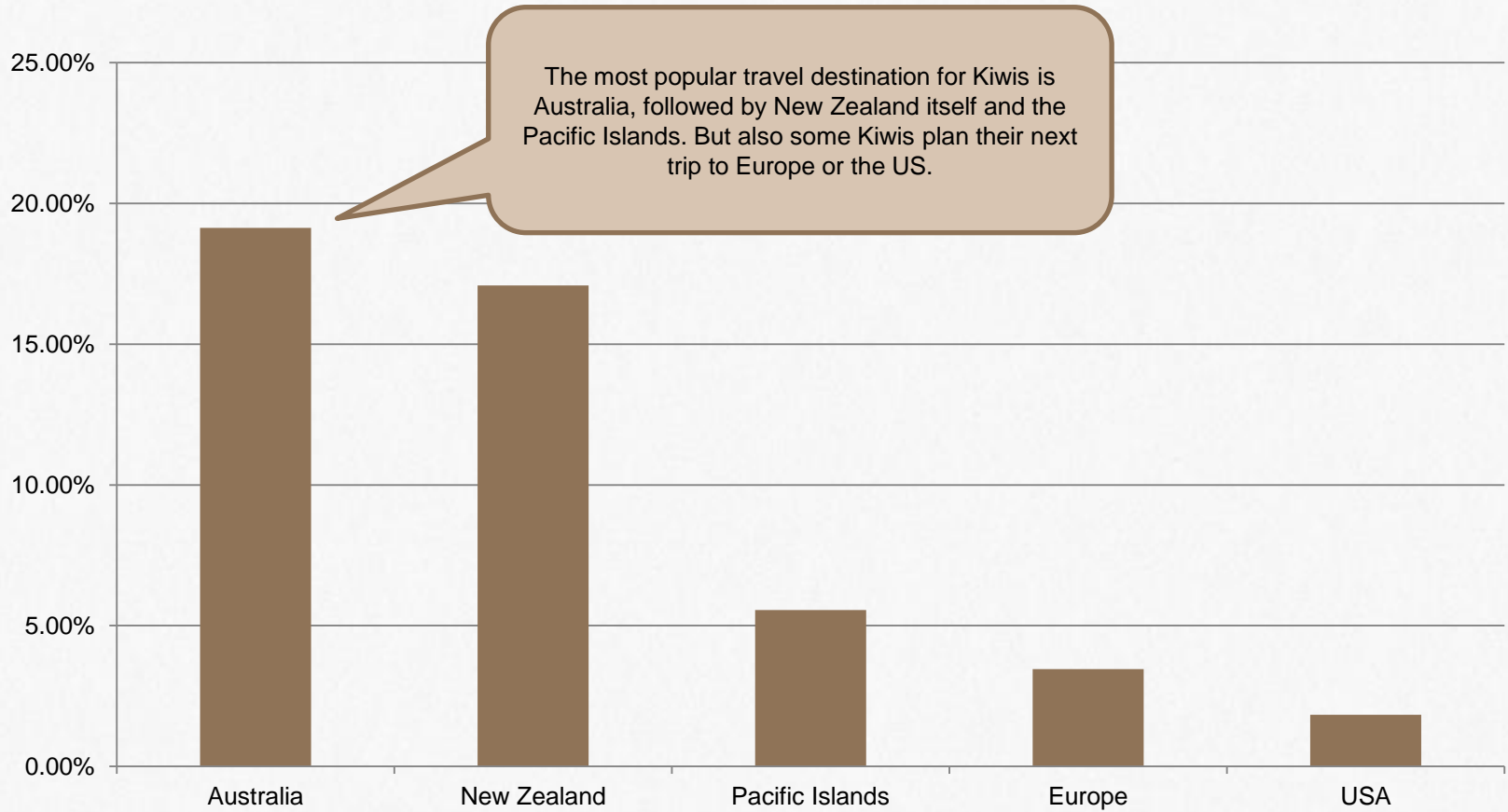
**To combat being left behind, companies have to constantly drive consumer brand recognition via search, display, social and email campaigns.**



Source: Relative total keyword performance on a normalised scale 1 to 100, Google Trends, New Zealand, Oct 2014

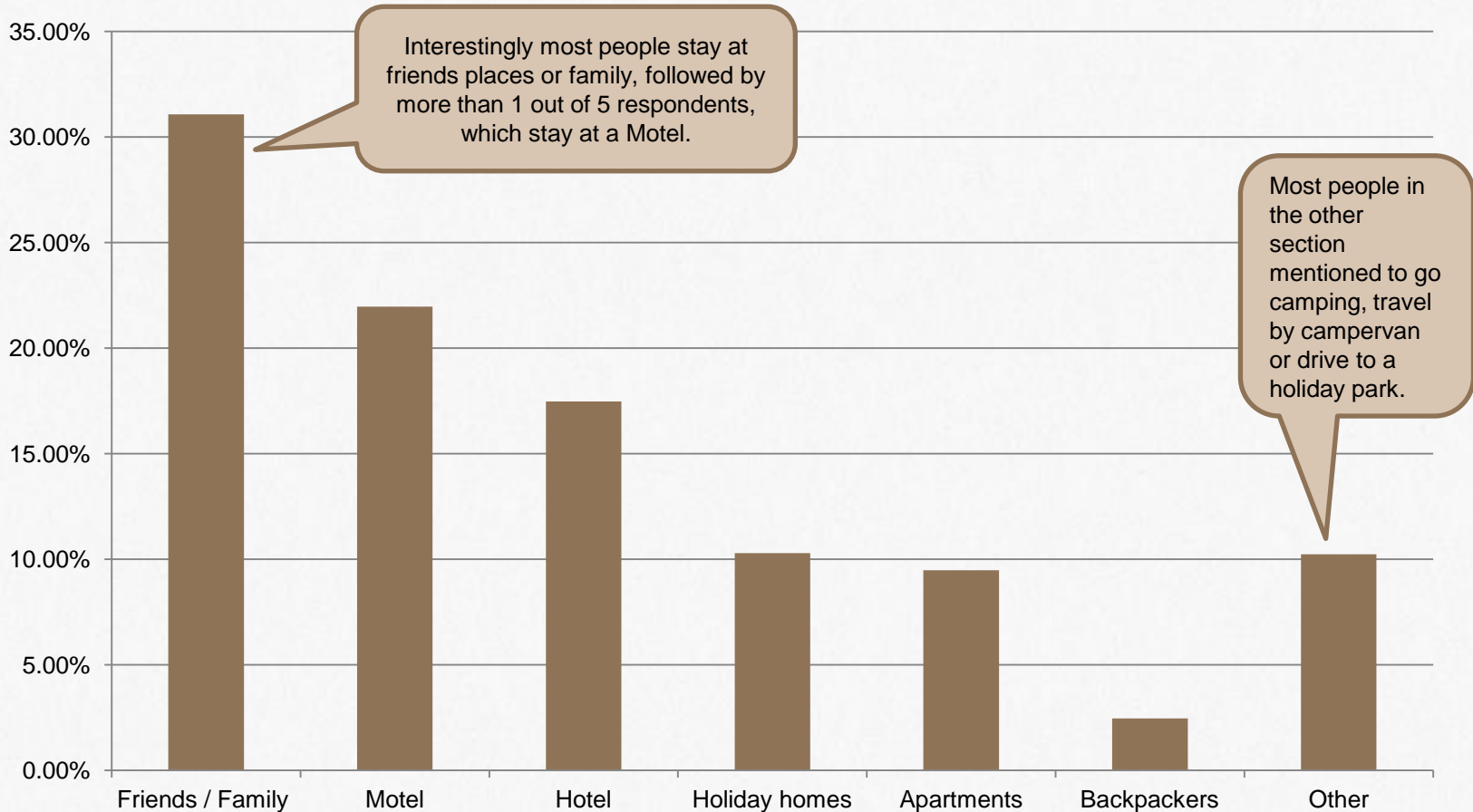
# Consumer Research: Kiwis meet Kangaroo

**Question 1:** Where are you planning to go for your next Holiday?



# Consumer Research: Friends/Family first, Motel second...

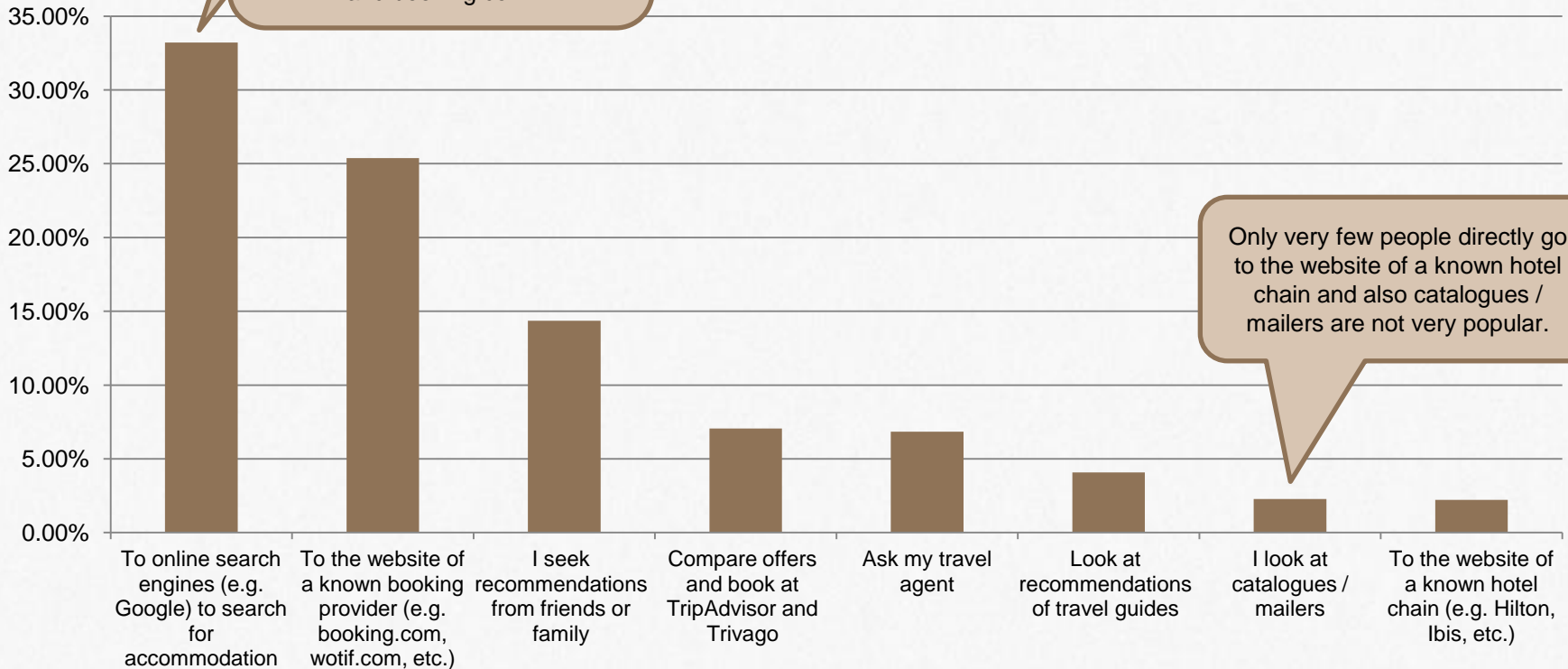
**Question 2:** What type of accommodation do you typically stay in?



# Consumer Research: 1 out of 3 Kiwis uses a search engine

**Question 3:** Typically, where is the first place you go to when searching for accommodation while travelling?

Online search engines are perceived as the first place where Kiwis go to when searching for an accommodation, followed by booking providers like wotif.com and booking.com.

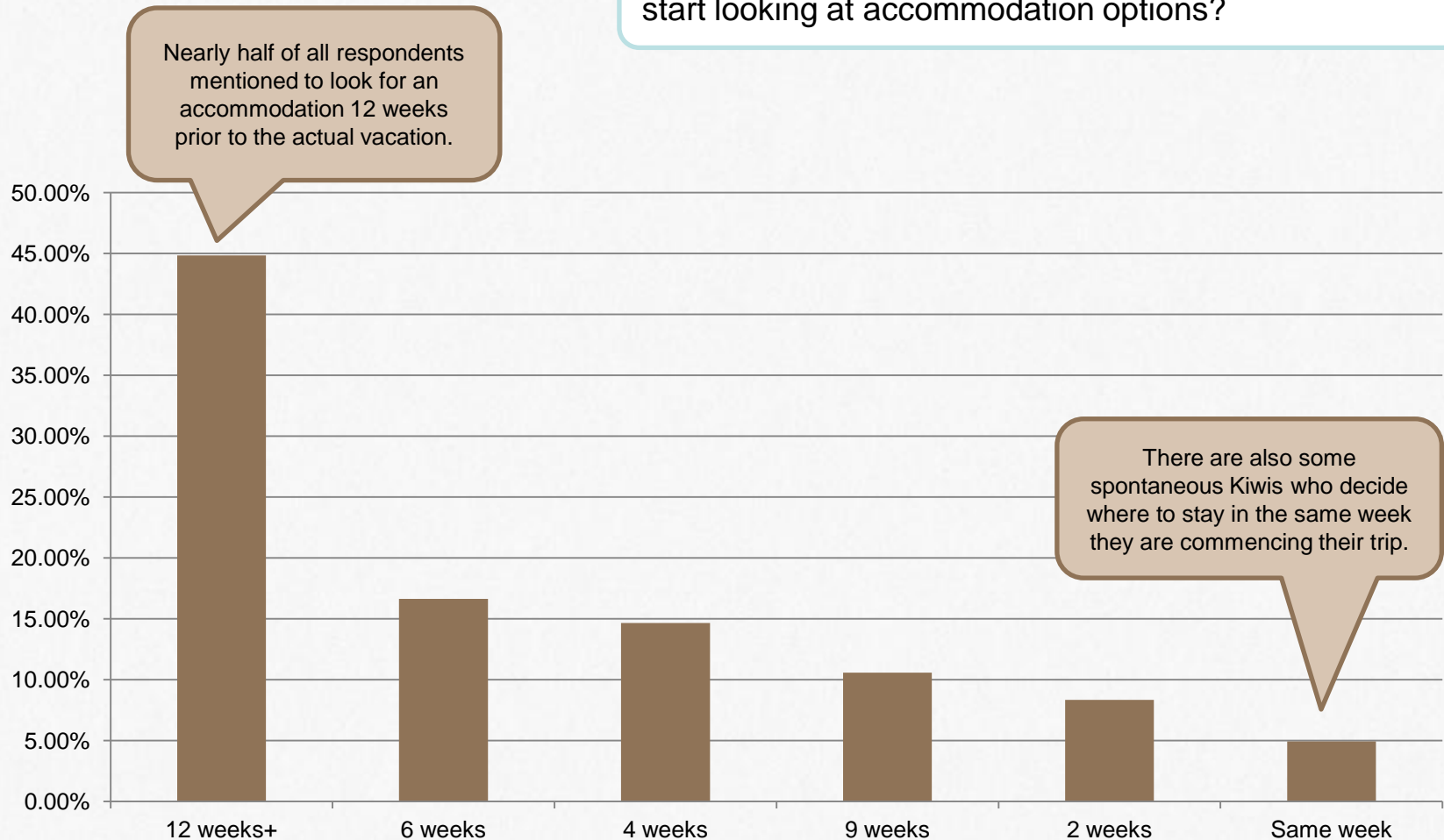


Only very few people directly go to the website of a known hotel chain and also catalogues / mailers are not very popular.



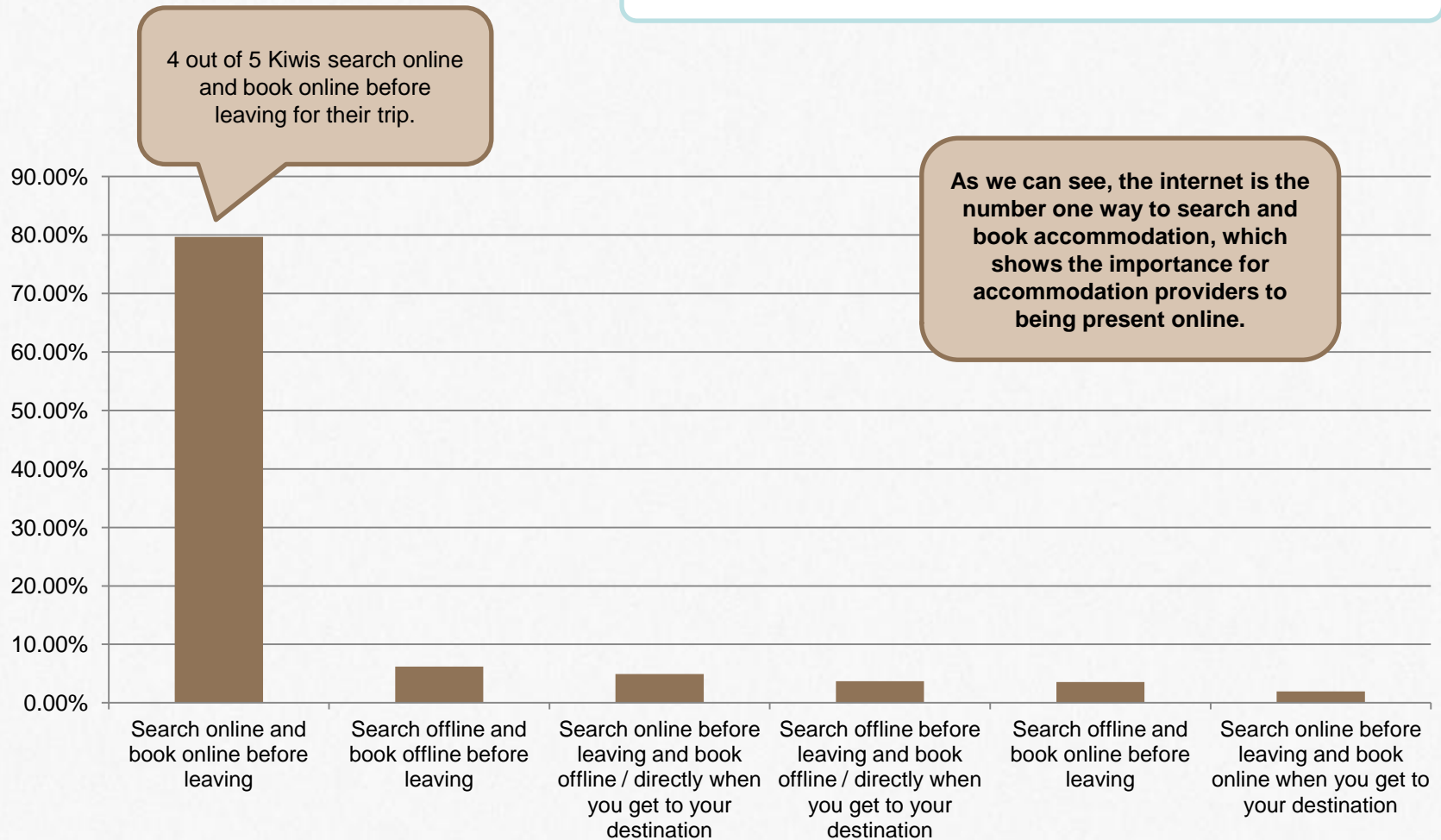
# Consumer Research: Planning 12 weeks+ ahead

**Question 4:** Typically how many weeks out would you start looking at accommodation options?



# Consumer Research: Searching & booking your accommodation

**Question 5: Are you likely to...?**





# Accommodation Providers

## Summary & Observations



- In NZ Wotif is leading the RBR (for desktop search), followed by Expedia, AA Travel and Holidayhouses. And also in mobile search Wotif is leading the field, Expedia falling back to 5<sup>th</sup> position, left behind by players like Booking, Jasons, and AA Travel.
- In general, search results are broadly dispersed among a wide range of competitors. In this competitive market, some accommodation providers have recognized the urgency of ranking well in organic search, nevertheless there are still many companies which are not at all present within organic search. It would make sense for them to invest in a robust and smart search strategy.
- In our survey we revealed that Australia is the number 1 travel destination for Kiwis and that most use an online search engine (e.g. Google) to search for accommodation. Moreover, 4 out of 5 Kiwis search online and also book online before leaving for their trip.
- **A digital strategy that integrates both organic and paid search should be a key customer acquisition and revenue driver for accommodation providers.**

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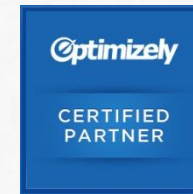
## About *FIRST.*

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Respected digital veterans are the foundation our agency is built upon. Our expertise in digital has been built on over 14 years' experience in digital strategy, analytics, conversion, search marketing and digital campaigns.

*FIRST.*, our award-winning team of internet marketers, has helped over 300 companies across 100 industries achieve digital success. We provide companies with a digital roadmap to success centered around a “digitally led” sales and marketing strategy.

Our services span search (SEO and SEM), email, performance media, conversion optimisation and advanced analytics. Most importantly, our work is underpinned by a focus on delivering the return on investment our clients expect.





## Contact us

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<http://www.firstdigital.co.nz/blog>

[https://twitter.com/first\\_nz](https://twitter.com/first_nz)

### **Our Vision**

*To be highly sought after for making a measurable difference*

### **Our Mission**

*We're a team focused on transforming businesses and creating market leaders through digital marketing. We innovate, test and optimise to create a competitive advantage to dominate the digital channel. Our data-driven approach will keep things simple and make a measurable difference.*

### **Our Focus**

*As a Google Certified Analytics Partner (GACP), and Certified Optimizely Partner we focus on smart customer acquisition using search and performance media, maximising conversion using best practice CRO and helping NZ businesses making the best possible decisions based on accurate, actionable web analytics.*