



Kayak.com

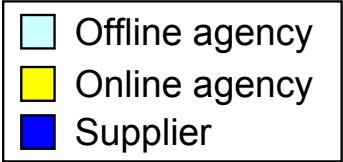
# Presentation to HSMAI Resort Management Conference

April 4, 2005

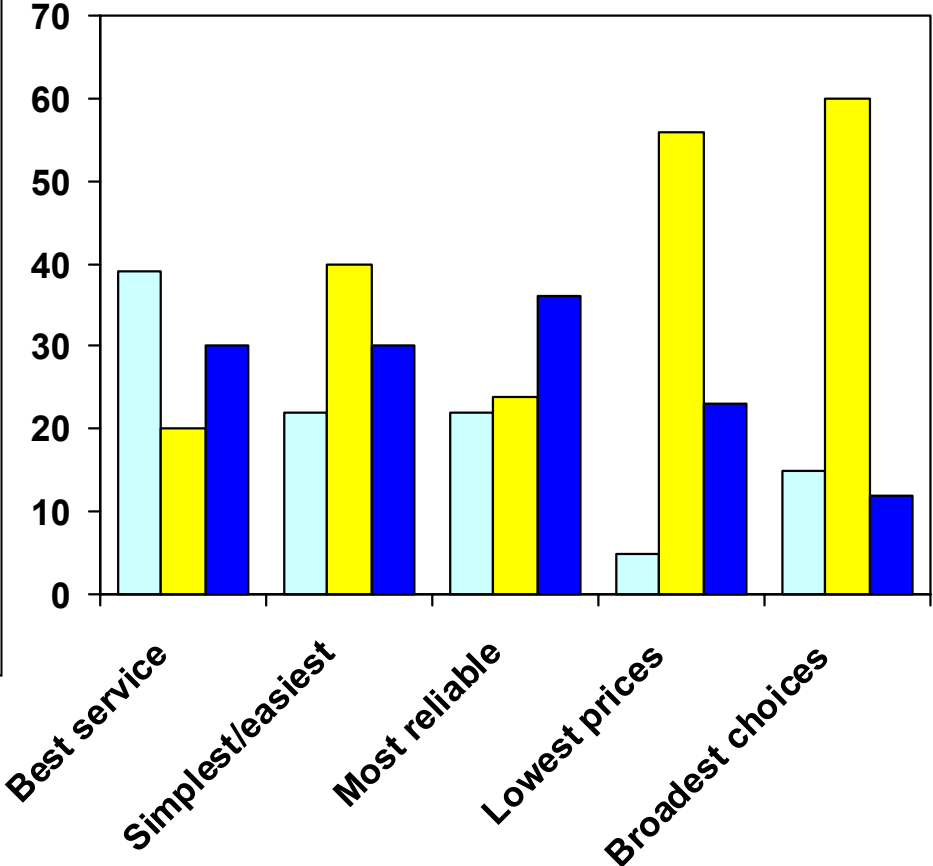
- Brief History of Online Travel
- Travel Search vs. Online Travel Agents
- Kayak's Contributions to Travel Search

- 1996
  - Launch of Travelocity and Expedia
  
- 1999
  - Travelocity signs partnerships with AOL and Yahoo
  
- 2000
  - Expedia buys Travelscape
  
- 2001
  - Travelocity expands relationship with Hotels.com
  - Orbitz launched by airline consortia
  
- 2002
  - TravelWeb created by hotel consortia
  - Starwood and InterContinental introduce Best Rate Guarantee programs
  
- 2004
  - Yahoo acquires FareChase
  - Kayak and AOL announce partnership

Travel habits	Percent of Bookers
I always feel the need to shop around on several sites to find the best fare	69
I always check more than one website when making travel arrangements	68
I usually research my trip online but buy offline	32
I prefer making my travel plans through a travel agent	17



Q: Which do you think offers/is...



Source: Nielsen NetRatings; PhocusWright

## Consumer Experience

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- Shop multiple websites before deciding on a hotel and rate
- Question prices found on any given site
- Frustration with service fees not included in listed prices
- Net: 5+ sites, hours of work, many booking “offline”

## Hotel Experience

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- Suppliers are closing the ecommerce capability gap w/online agencies
- Merchant distribution costs are higher than traditional agency distribution
- Difficulty gathering information about guests prior to arrival
- Inability to communicate additional products and services

## Online Travel Agents

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- Contract net rates with individual hotels
- Hotel margin a consideration in display of results
- Include services fees as part of taxes and fees
- Provide hotel with limited information on guest

## Travel Search

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- Search travel sellers to provide real-time access to rates
- Objective display reflects consumer search request and preferences
- Pass consumer to travel seller for transaction and cross-selling
- Modeled on search companies, with compensation based on traffic not net rate margin

- Kayak is not a travel agency. It is a technology company, specializing in travel search, with a media business model
  - Consumers start their travel planning on Kayak...and end it on advertisers' sites
  - Kayak's model: to efficiently provide qualified leads to partner sites
    - Expanded reach of on-line agencies
    - Allow travel e-marketers to targets travelers
    - Facilitate cross-shopping and research (on Kayak) with no marketing cost to advertisers
  
- Founded in early 2004, Kayak has already:
  - Built an experienced management team
  - Launched a fully functional site and a beta product with AOL
  - Secured one major distribution deal, with others pending
  - Raised over \$15.5MM in financing

- With one click, a consumer queries Kayak for a trip.  
Our software:
  - Checks library of applicable websites
  - Optimizes request to widen the result set (e.g. multiple airports)
  - Searches sites for real-time fare and availability data
  - Standardizes results, consolidating duplicates into Multibook options
  - Presents results based on ad engine (hotel) with contextual advertising (air and hotel)
  - Provides consumer with powerful sorting and filtering tools

Search all your favorite travel sites with just one click.

Then book at your preferred agency or directly at the travel supplier's site.


[Flights](#) | [Hotels](#) | [Cars](#)

– Choose a recent search or enter a new search below –


Pick a city

- |                                  |   |  |
|----------------------------------|---|--|
| <input type="radio"/> Anaheim    | <input type="radio"/> London              | <input type="radio"/> Phoenix          |
| <input type="radio"/> Atlanta    | <input type="radio"/> Los Angeles         | <input type="radio"/> Reno             |
| <input type="radio"/> Boston     | <input type="radio"/> New Orleans         | <input type="radio"/> San Diego        |
| <input type="radio"/> Chicago    | <input checked="" type="radio"/> New York | <input type="radio"/> San Francisco    |
| <input type="radio"/> Dallas     | <input type="radio"/> Orlando             | <input type="radio"/> Seattle          |
| <input type="radio"/> Las Vegas  | <input type="radio"/> Paris               | <input type="radio"/> Washington, D.C. |
| <input type="radio"/> Other City | <input type="text"/>                      |  |

Check-in date

12/07/2004 

Check-out date

12/09/2004 

Rooms

1 

Guests

1 

Search

[About Us](#) | [Invite a Friend](#) | [Find Flights](#) | [Find Hotels](#) | [Browse Destinations](#) | [FAQ](#) | [Feedback](#)

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## Search Summary

	Hotels	Lowest
All Results	99	\$54
Your Results	99	\$54

## Narrow Your Search

Price Range: \$50 to \$1730



Show properties within:

Any distance of:

New York (city center)

Star Rating:

No preference

Hotel Name:

New York, NY United States [«Start search over](#)

Tue., Dec. 7, 2004 to Thu., Dec. 9, 2004 / 1 guest in 1 room


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## Hotel Search Results

10 results per page

Price (USD)	Rating	Name	Distance
<b>\$519</b> per night	3.0	<a href="#">MARRIOTT NEW YORK FINANCIAL CENTER HOTEL</a> 85 West St New York City 10006	0.53 mi <a href="#">Map It</a>
<b>\$450</b> per night	NA	<a href="#">70 PARK AVENUE HOTEL</a> 70 Park Avenue New York 10016-2504	2.83 mi <a href="#">Map It</a>
<b>\$539</b> per night	NA	<a href="#">W NEW YORK - THE COURT</a> 130 East 39th Street New York 10016	2.86 mi <a href="#">Map It</a>
<b>\$595</b> per night	NA	<a href="#">CROWNE PLAZA HOTEL AT THE UNITED NATIONS, NY</a> 304 EAST 42ND STREET New York City 10017	3.04 mi <a href="#">Map It</a>
<b>\$539</b> per night	NA	<a href="#">W NEW YORK TIMES SQUARE</a> 1567 Broadway at 47th Street New York 10036	3.30 mi <a href="#">Map It</a>
<b>\$499</b> per night	3.3	<a href="#">NEW YORK MARRIOTT EAST SIDE</a> 525 Lexington Avenue New York 10017	3.34 mi <a href="#">Map It</a>
<b>\$80</b> per night	NA	<a href="#">DAYS INN BROOKLYN NY</a> 437 39th Street Brooklyn 11209	3.50 mi <a href="#">Map It</a>
<b>\$736</b> per night	NA	<a href="#">HILTON NEW YORK</a> 1335 Avenue of the Americas New York 10019	3.62 mi <a href="#">Map It</a>
<b>\$1725</b> per night	NA	<a href="#">TRUMP INTERNATIONAL HOTEL TOWERS</a> One Central Park West New York City 10023	3.99 mi <a href="#">Map It</a>
<b>\$115</b> per night	NA	<a href="#">COMFORT SUITES NORTH BERGEN</a> 1200 Tonnelle Ave North Bergen 07047	4.09 mi <a href="#">Map It</a>

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**New York Marriott East Side**  [Map It](#)  [Save](#)  [Share](#)  [Print](#)

Web average: ★★☆☆ [Description](#) | [Amenities](#) | [Policies](#)

525 Lexington Avenue  
New York, NY, US

**Booking Options**

Arrive	Depart
12/07/2004	12/09/2004

**From \$499 at Marriott**

**From \$499 at Orbitz**

(per room, per night)

**Kayak Member Rating** **9.0** [Rate your stay at this hotel](#)

Based on 1 member ratings

Bad  Good

### Kayak Member Comments (1 total)

**member40783 2004.11.29**

We blew into NYC the night before Thanksgiving. We had talked with someone at the hotel a few nights before and he had arranged adjoining rooms for us (we have 2 small children) and were traveling with another adul...[more](#)

**Add your comments on:**  
New York Marriott East Side

### Web Comments (1 total)

[User Review](#) *HotelShark*, While the Marriott East Side has some wonderful rooms, they also have some fairly dumpy

### Professional Articles and Reviews (1 total)

[Professional Review](#) *CnG Hotels*, The New York Marriott East Side is a 4 Star hotel. The New York Marriott East Side is located at 49th Street and ...

### Related Links

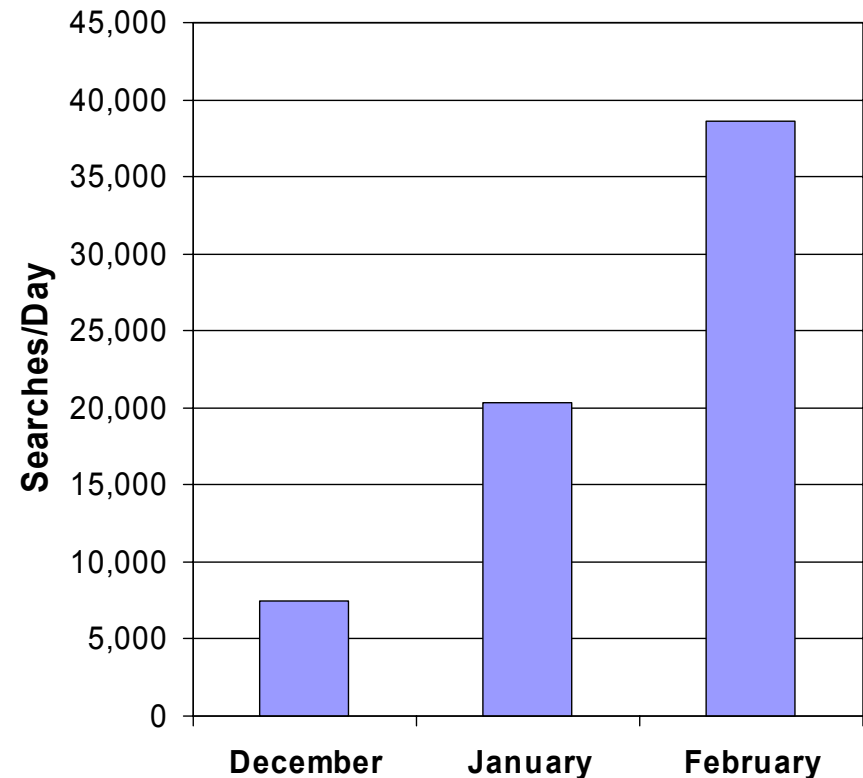
[Weather for New York](#)  
[Google search for New York Marriott East Side](#)

- Kayak is accessible in popular online destinations



- Search volume has grown quickly

Average Daily Search Volume



- Partner with Kayak
- Minimal work to participate
  - Requires no technical development from you
- Friendly contract terms
  - Contracts structured as 30-day advertising insertion orders
  - Economics based on traffic performance
- Kayak Contact:  
Drew Patterson  
203-899-3102  
[drew@kayak.com](mailto:drew@kayak.com)  
[www.kayak.com](http://www.kayak.com)