

Hotwire[®]

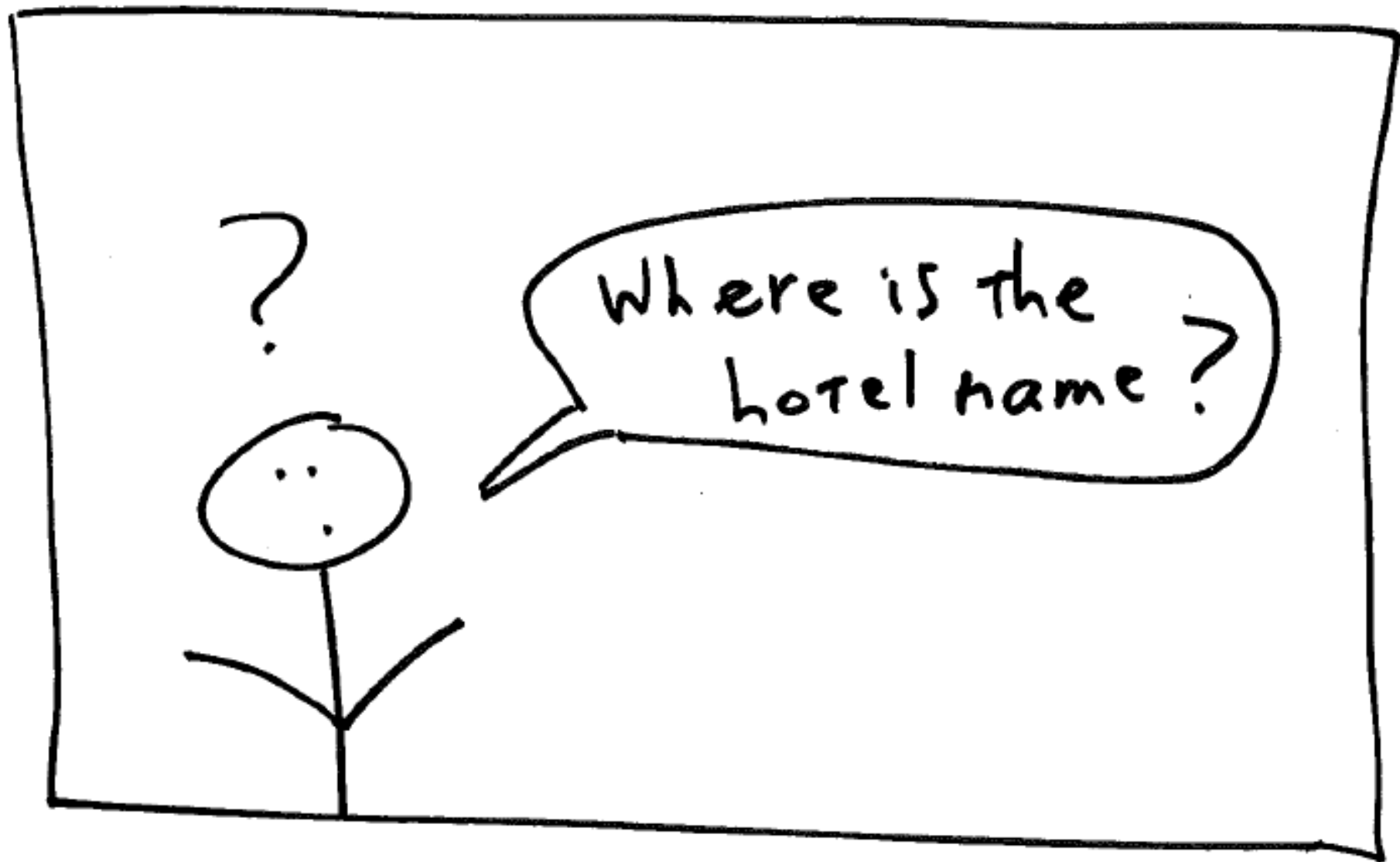
Video Concepts

May 2012

Mitchell Joe

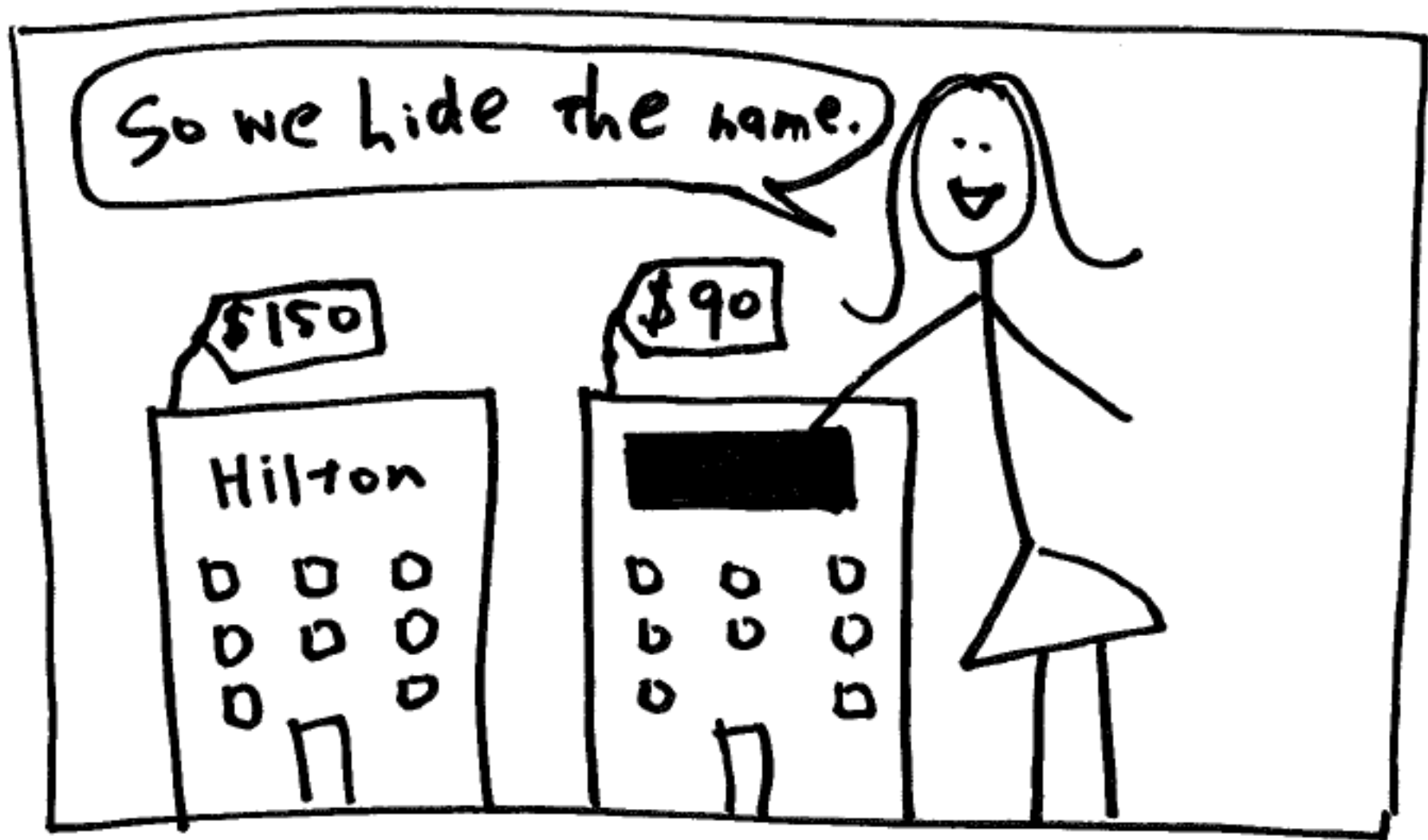
Concept 1
Opaque Education

Where's the hotel name?



Hotels won't let us advertise
their names with our low prices
because then no one would buy
from them.





★★★★

Upper East Side

- pool
- free wifi
- fitness center

Hilton
?

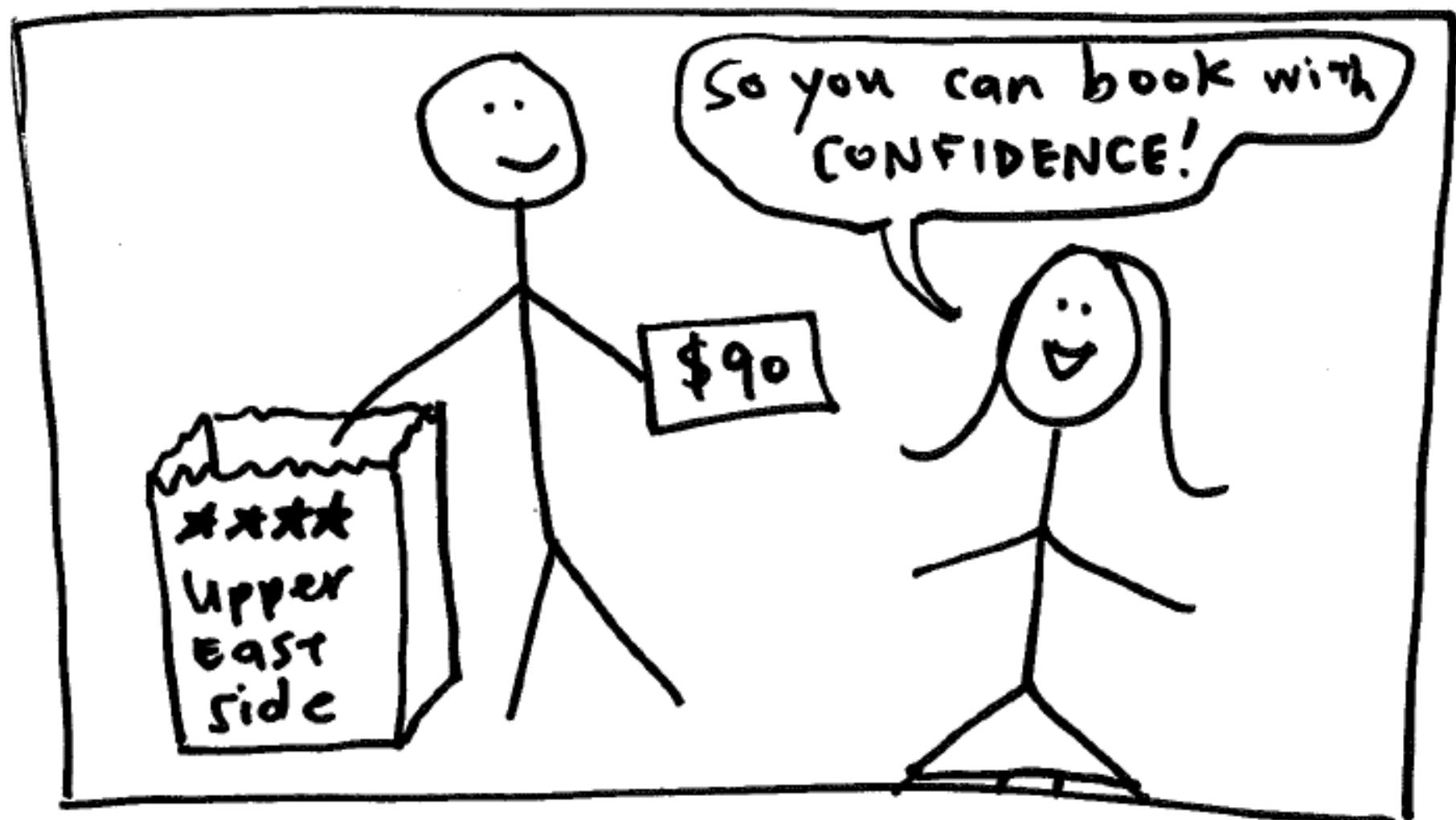
Radisson
?

Hyatt
?

The good news is
you have a lot
of info up front:

- Star rating,
- neighborhood,
- amenities.

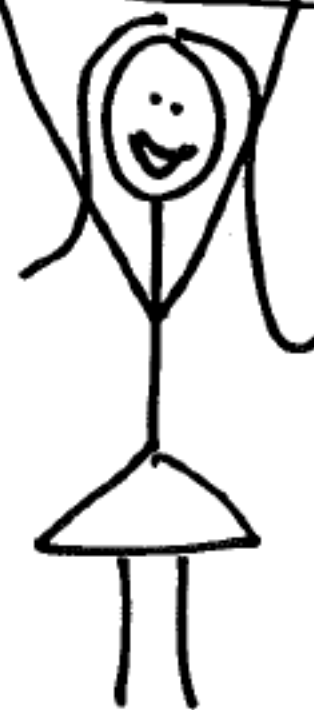
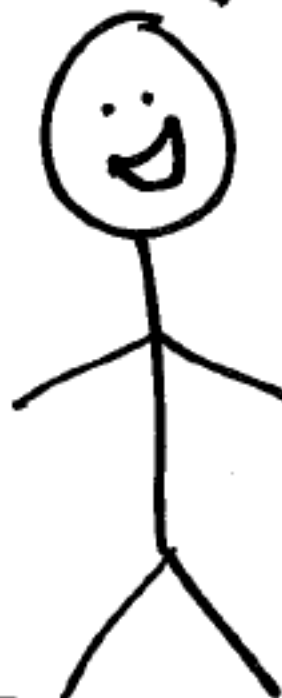




SWEET! I just got
a 4-star hotel at
a 2-star price!

YAY!

Hilton \$90
CONFIRMED



Concept 2
Opaque Education

Why is Hotwire special?

Why Hotwire?

Ever notice that hotel prices are the same everywhere?



~~****~~ Hilton
Expedia \$150
Orbitz \$150
Travelocity \$150
Priceline \$150

Things are different at Hotwire.
We have lower prices on the same
hotels, but the hotels won't let us
advertise them because then no one
would buy from them.



Expedia \$150
Hilton \$150
→ Hotwire \$90

NOT COOL, Hotwire

Hilton



So they make us hide the name until after you book.



Expedia	Hilton	\$150
Orbitz	Hilton	\$150
Hotwire	[REDACTED]	\$90

Hilton



So if you're a little flexible,
you can save BIG.

Honey, I discovered the rest
of the iceberg.
IT'S made of money!

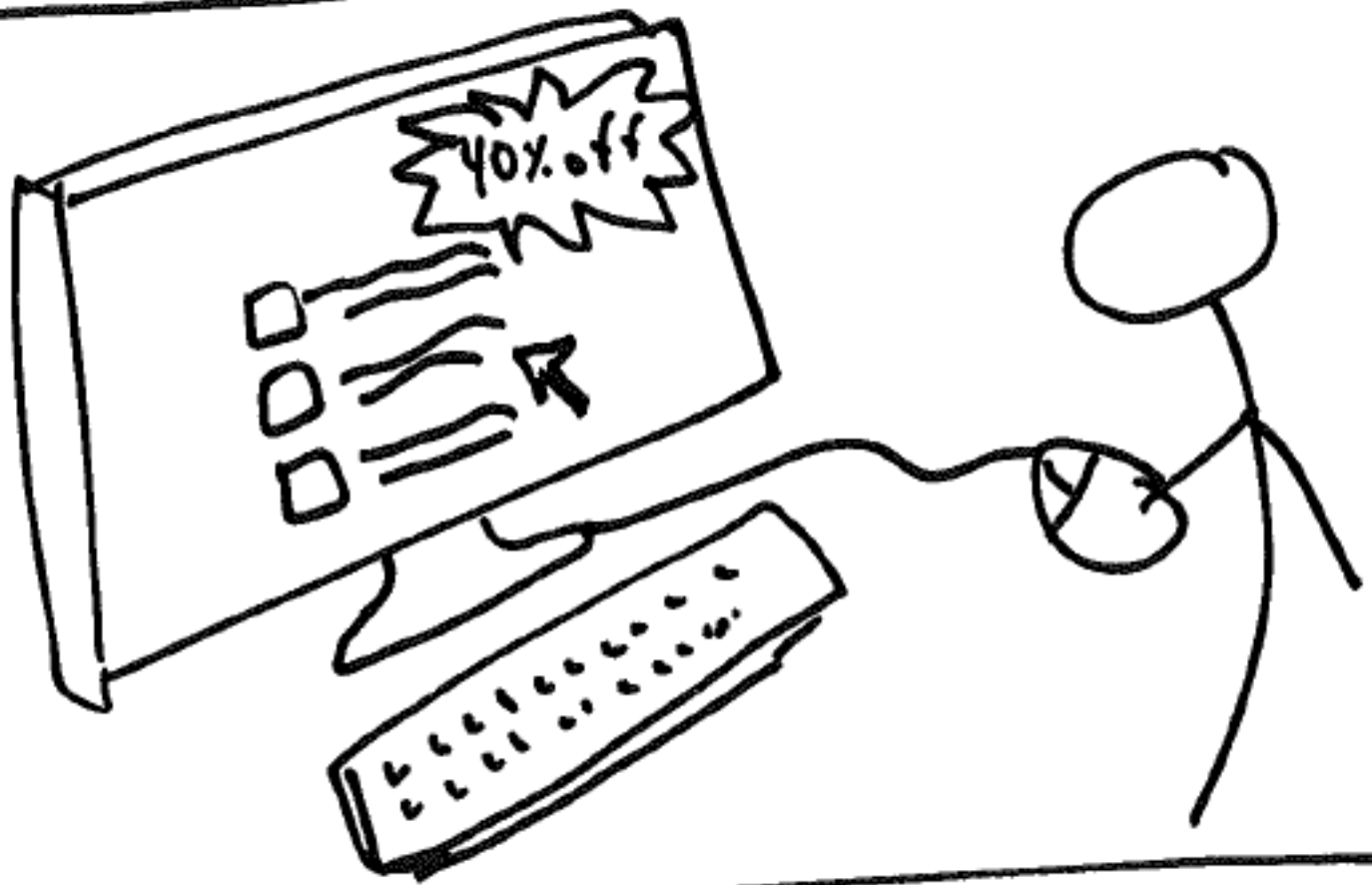


\$avings

Concept 3
Building Trust

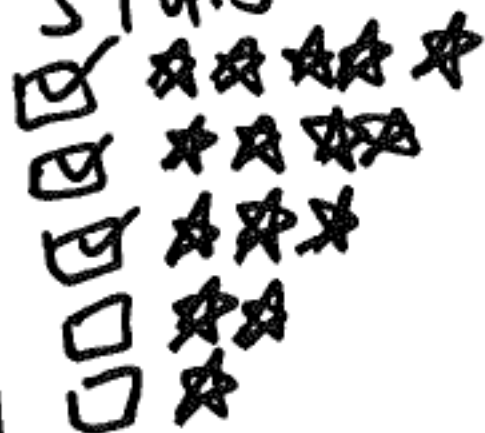
4-Star Means 4-Star

Save Big with Hotwire

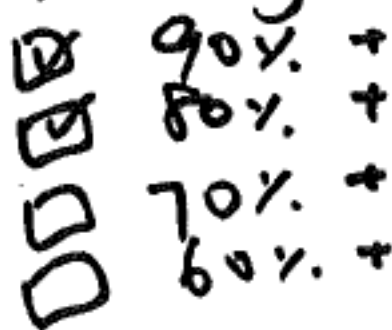


Filter...

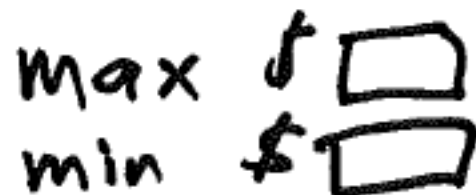
Stars



Ratings

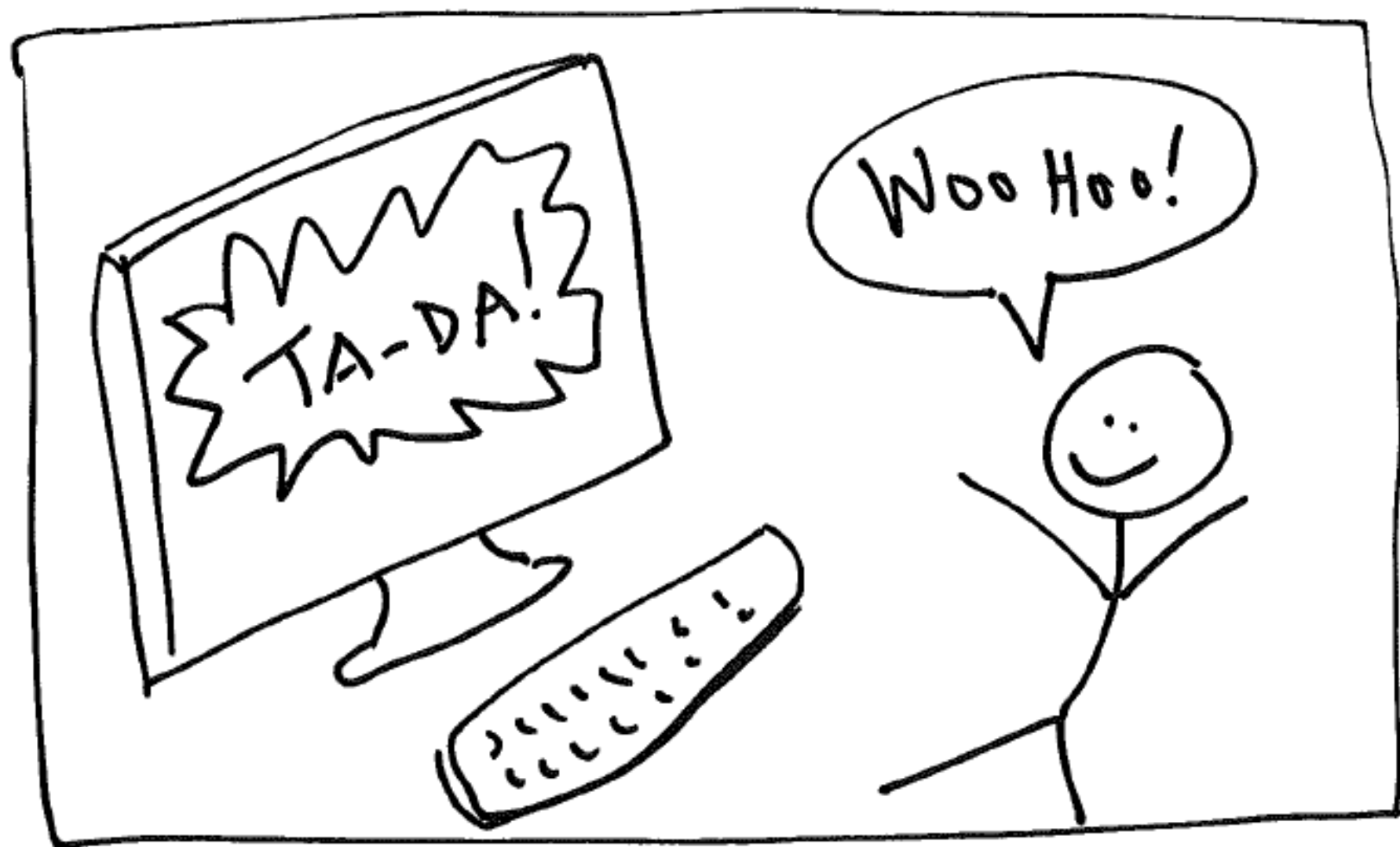


Price

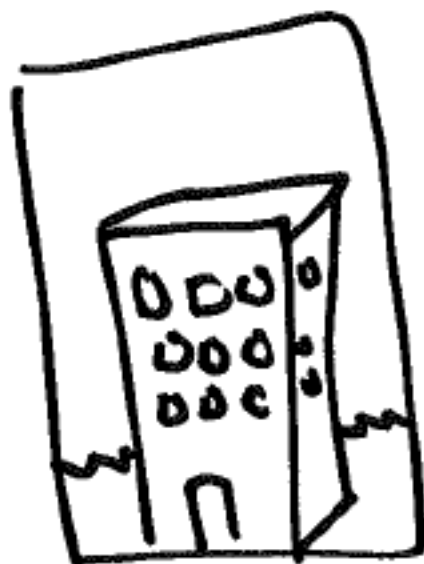


Location





☆☆☆☆ Hilton Waikiki:
1234 Kalakaua Ave, HI



GG Loved it. DD
GG Amazing! DD



Concept 4
Travel Tip

Take advantage of last-minute deals.

Travel Tip

LAST MINUTE

You know how if you book your flight early you can save money?



	Economy	Flexible
2:00 PM	SOLD OUT	\$100
4:00 PM	\$60	\$100

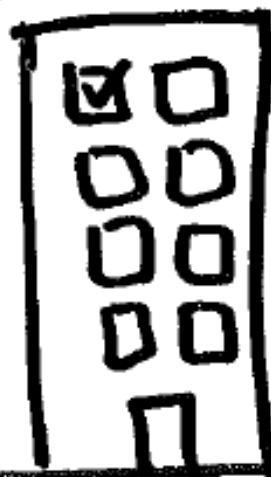


You can save money on hotels
when you book last-minute
trips.

How much
for 6/1?

\$200

5/1

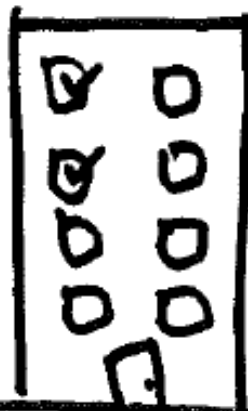




When it's clear that they're not going to sell all of their rooms at full price, hotels start to lower their prices. Especially on Hotwire.



How much for 6/1?



\$100?



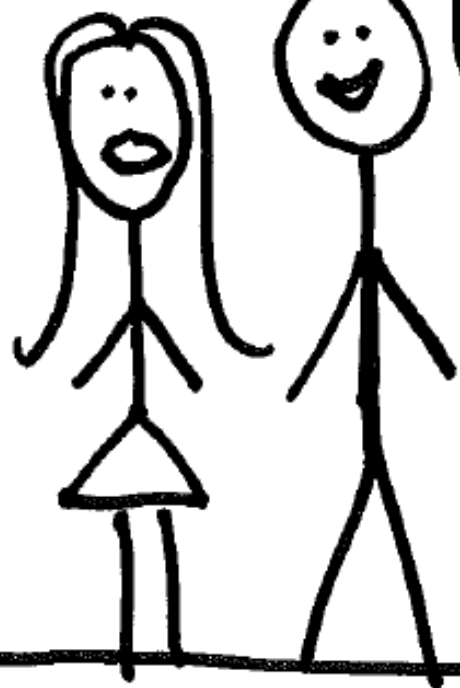
5/29



So if you're thinking about a last-minute trip, think of Hotwire!

Want to go to Hawaii this weekend?

Yes, yes I do.





The End