From Search Engine to Booking Engine: Sojern's 2017 **Hotel Report**

SOJERN & GOOGLE'S COLLABORATIVE LOOK AT THE PATH TO HOTEL BOOKING

Hotel Search Growth Trends Year-over-Year¹



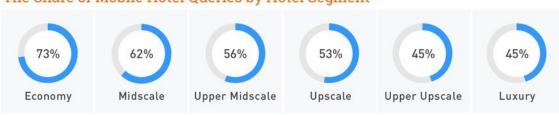
Searches Before Booking by Hotel Segment²

ON AVERAGE, LUXURY HOTEL hotel searches the hotel searches 60+ days **BOOKERS PERFORM** before their stay. day of their stay. ON AVERAGE, **ECONOMY HOTEL** hotel searches the hotel searches 60+ days **BOOKERS PERFORM** before their stay. day of their stay.

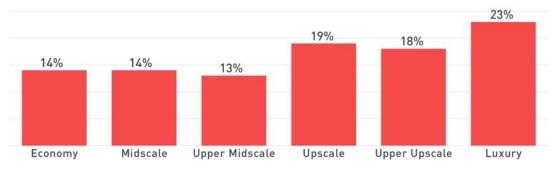
Top 5 Fastest Growing Hotel Brands Year-over-Year³

Economy	Midscale	Upper Midscale	Upscale	Upper Upscale	Luxury
Red Roof Inn +9%	Yotel +20%	Home2 Suites	Hotel Indigo	Kimpton	Ritz Carlton +10%
Extended Stay +8% ←	Baymont Inn +10%	Comfort +14%	Great Wolf Lodge +16%	Pullman Hotel	Fairmont
Rodeway Inn +8% ←	Vista Hotel	Red Lion Hotels	Hyatt Place +10%	Ace Hotel	Taj +8% ⋅ · ·
Motel 6 +5% →	Quality Inn +6%	Holiday Inn +5%	Homewood Suites	Renaissance Hotels +10%	Four Seasons +7%
Knights Inn +4%	Candlewood Suites	Fairfield Inn	Residence Inn	Hilton Hotels	Inter Continental

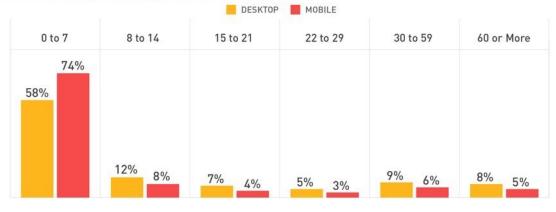
The Share of Mobile Hotel Queries by Hotel Segment⁴



The Growth of Mobile Hotel Queries⁵



Hotel Booking Desktop and Mobile Lead Times⁶



- Google Internal Data. US Origin for Hotel Destination Type. 12 week period: October 30, 2015 to January 21, 2017 and October 30, 2016 to January 21, 2017.
- ² Sojern Internal Data. US Domestic Travel Data. January to December 2016. 3 Google Internal Data, US, July 2015 to December 2016.
- 4 Google Internal Data, US, July 2015 to December 2016.
- 5 Google Internal Data. US. July 2015 to December 2016.
- ⁴ Sojern Internal Data. US Domestic Travel Data. January to December 2016.