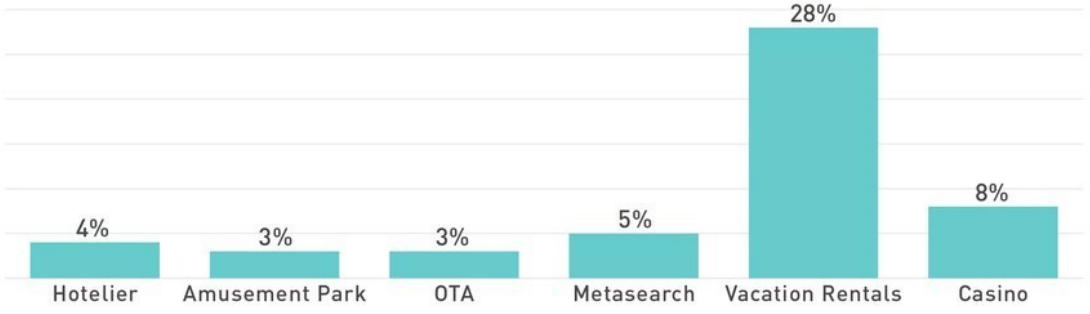


From Search Engine to Booking Engine: Sojern's 2017 Hotel Report

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

Hotel Search Growth Trends Year-over-Year¹



Searches Before Booking by Hotel Segment²



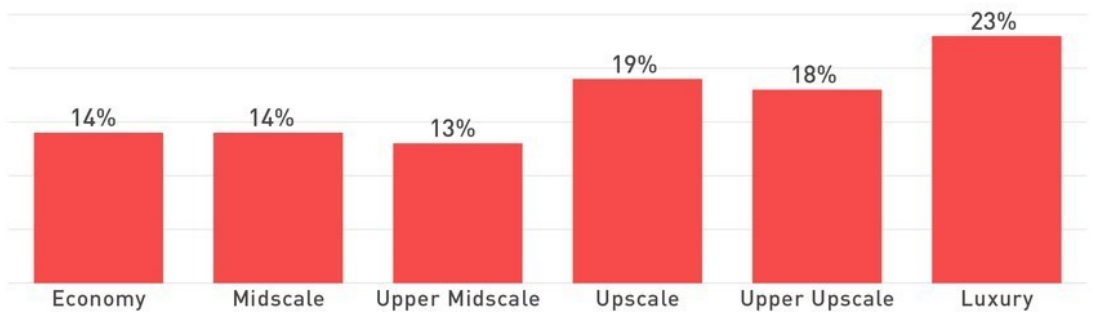
Top 5 Fastest Growing Hotel Brands Year-over-Year³



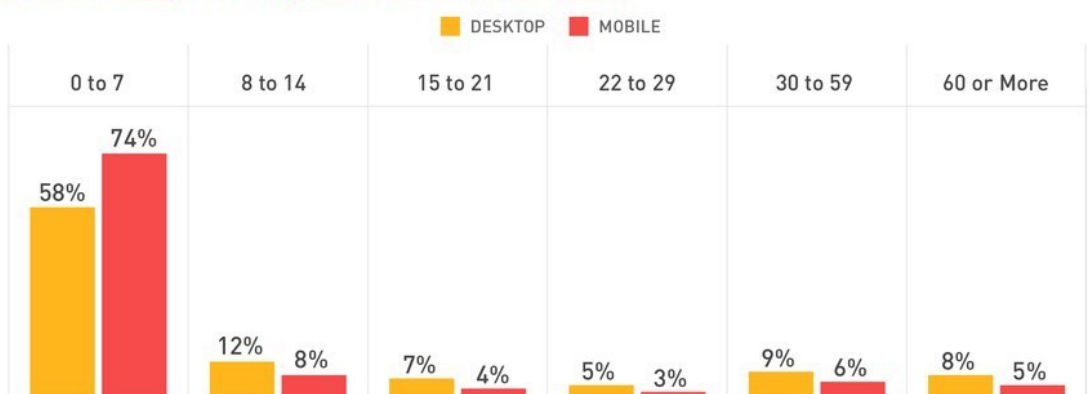
The Share of Mobile Hotel Queries by Hotel Segment⁴



The Growth of Mobile Hotel Queries⁵



Hotel Booking Desktop and Mobile Lead Times⁶



SOURCES

¹ 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.

⁶ Sojern Internal Data. US Domestic Travel Data. January to December 2016.