

## MARKET NEWS & TRENDS

In 2010, there was an estimated 48.8 million visitors to New York City. Almost 10 million hailed from international markets. The United Kingdom and Ireland accounted for 1.3 million these visitors. With the traditional Christmas shopping trips to New York coming up, this month your Yahoo! Travel Creative Strategists will take a look at what the Big Apple has to offer.

- According to The Hotel Price Index commissioned by Hotels.com, the average room price per night in New York was £160 for H1 2011, compared with £151 in H1 2010. A strong sterling currency against the US dollar, allowed UK tourists to counter the rise in hotel prices. While £100 would buy you a three-star hotel room in London and Edinburgh, it only gets you one star in New York. ([Hotels.com](#))
- At the other end of the scale, New York has the second most expensive five-star hotel rooms at £293. Geneva lead the pack at £316, whereas London came in at £221. Five-star hotel prices in New York actually fell 21% from £371 to £293 YoY. ([Hotels.com](#))
- According to Nycgo.com, New York City's official marketing, tourism and partnership organization, overseas visitors spent an estimated \$12.6 billion in New York City in 2010. On average, each tourist spent \$206 per day, or an average of \$1,503 per visit to NYC. ([nycgo.com](#))

- Travel options to New York will increase next year between Heathrow and JFK as British Airways and American Airlines announced flights will increase from 11 to 13 per day. American will fly one extra flight and British Airways will handle the other flight. Tickets are already on sale for the commencement of this on March 25. ([Travelmole](#))



## ACCOUNT MANAGEMENT BEST PRACTICE

While August 2010 was the peak of clicks, impressions in the last three months combine to an impressive 598,326. Clicks are increasing again, with total Q3 clicks seeing a 75% increase on Q2, and average monthly CPCs are coming down.

It is Yahoo! best practice to isolate your top-performing keywords into their own ad groups to maximise their potential. Talk to your Creative Strategist about optimising performance with us.



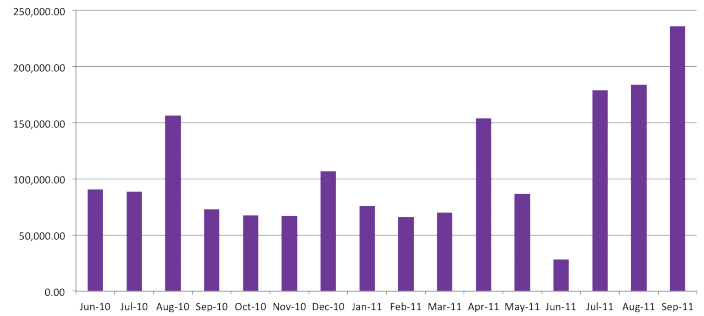
## SEASONALITY

Internal data based on top terms used representative of the category.

	TOTAL			
	SEARCHES	CLICKS	PPC £	CTR
Jun-10	90,564	9,074	0.51	10.01%
Jul-10	88,539	10,493	0.54	11.44%
Aug-10	156,144	20,364	0.60	13.17%
Sep-10	73,031	10,397	0.52	14.18%
Oct-10	67,642	9,940	0.55	15.56%
Nov-10	66,911	7,897	0.51	11.13%
Dec-10	106,886	10,133	0.68	9.72%
Jan-11	75,816	13,199	0.63	16.62%
Feb-11	65,947	8,023	0.57	12.23%
Mar-11	69,815	7,385	0.63	10.84%
Apr-11	154,057	16,264	0.66	10.14%
May-11	86,553	8,583	0.55	11.53%
Jun-11	28,138	3,051	0.44	11.78%
Jul-11	178,830	17,762	0.57	11.80%
Aug-11	183,813	14,419	0.67	10.57%
Sep-11	235,683	16,545	0.61	9.97%

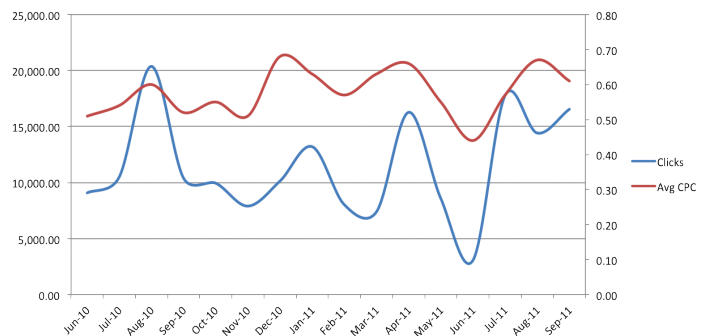
## IMPRESSIONS

Impressions for the summer months of 2010 were just over 300,000 for "New York" terms. In the July, August, September period of this year, impressions almost doubled for the same group of terms, showing that there is a growing market on Yahoo! to take advantage of.



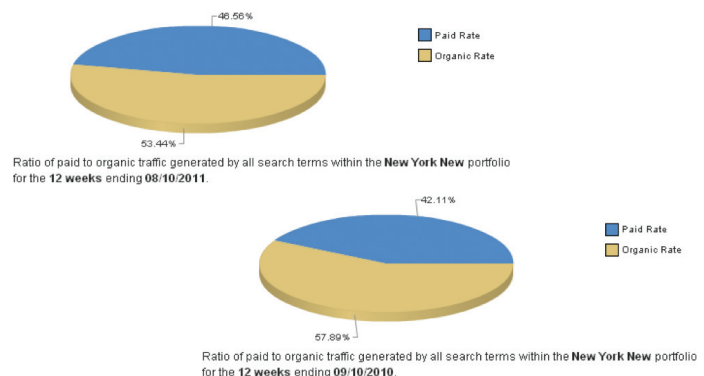
## CPCS AND CLICKS

Clicks for September 2011 have risen over 59% YoY. Average CPCs were inflated with the increased competition on the search engine results page but, with good optimisations on key travel accounts, these costs can be managed down.



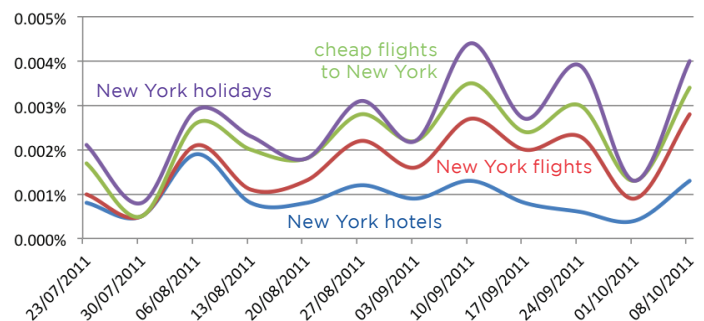
## PAID ORGANIC BREAKDOWN

As expected, there's heavy reliance on paid search around "New York"-related keywords. An increase of 4% from 2010 to 2011 indicates that despite the current economic conditions, New York is still a very popular destination – online and in-person – especially at this time of year. (Hitwise)



## SEARCH TERM SHARE

Weekly search term share on four popular "New York" keywords within the Travel category on Hitwise has increased steadily since July 2011. Reach out to your Creative Strategist and ensure you have an efficient and optimised structure with all relevant keywords in place for your campaign. (Hitwise)



## ADVERTISING SOLUTIONS

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