

Click-to-Call: Ringing up Travel



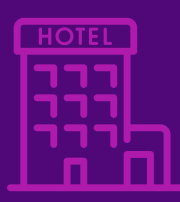
The click-to-call advantage

60% of mobile searchers say they are very likely to call a hotel or rental car service if a mobile advertisement has a click-to-call option¹



25%

of mobile consumers who click-to-call reserve a rental car²



20%

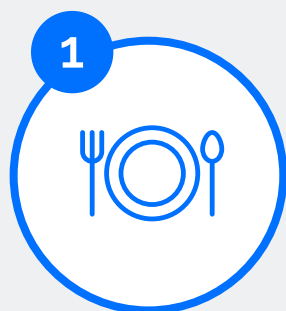
of mobile consumers who click-to-call reserve a hotel room²

12%

Dont hang up

12% of all calls end in hang-ups rather than bookings²

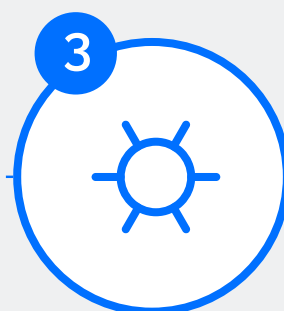
The most requested hotel features



Free breakfast



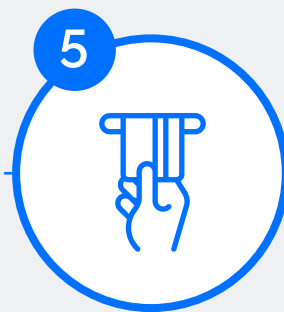
A suite



A room with a view



Pool access



Free Upgrade



A gym

¹ Google, 2014 ² Marchex Institute, 2015