

THE ONLINE CONTENT OPPORTUNITY FOR TOURISM



SHARE OF DESTINATION TRAVEL SEARCHES THAT ARE CULTURE-RELATED



45%



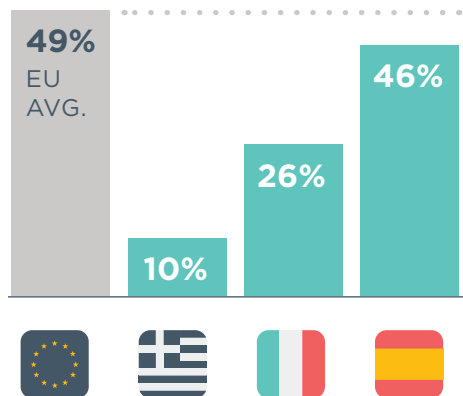
31%



44%

INTERNET IS UNDERUTILIZED

ONLINE SHARE OF INBOUND TOURISM



OPPORTUNITY TO BOOST ECONOMIES THROUGH INCREASES IN ONLINE TOURISM CONTENT

JOBS IMPACT

GREECE: 100,000



ITALY: 250,000



SPAIN: 50,000



GDP IMPACT

3.0%
GREECE

1.0%
ITALY

0.5%
SPAIN