

MARKETING- BENCHMARK

für das Jahr 2017

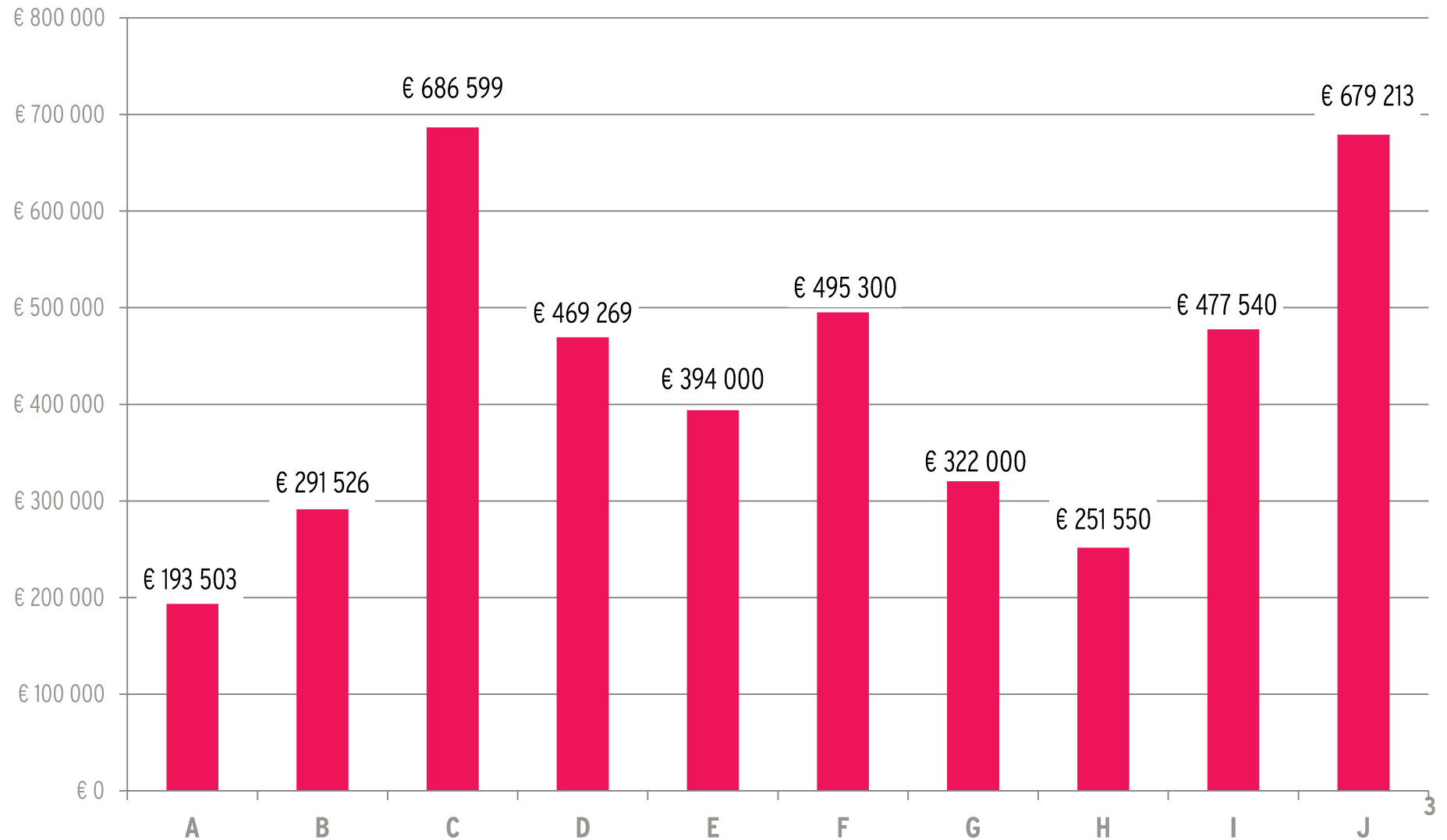




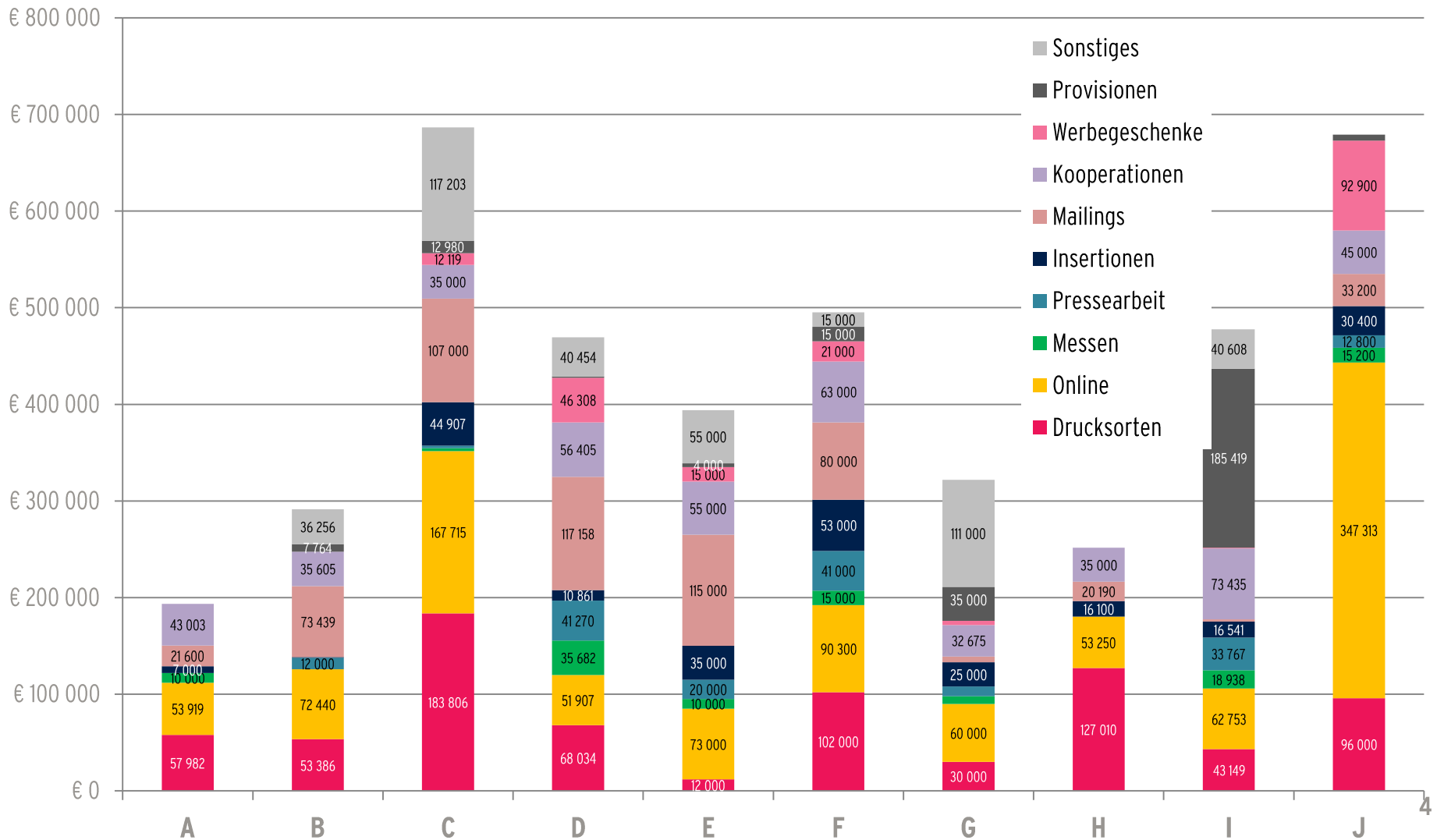
MARKETINGBUDGETS DER HOTELS IM VERGLEICH



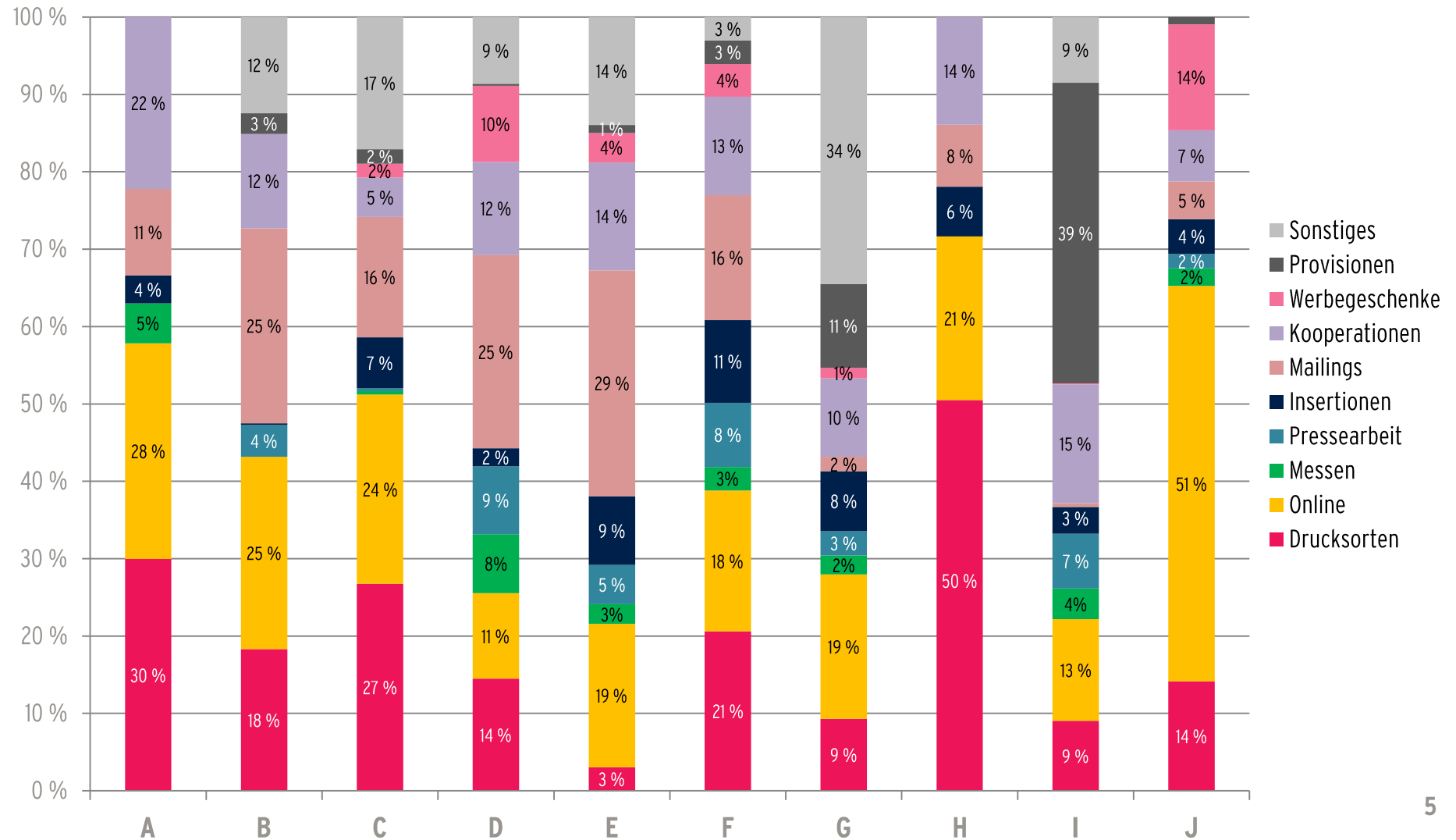
MARKETINGBUDGET GESAMT



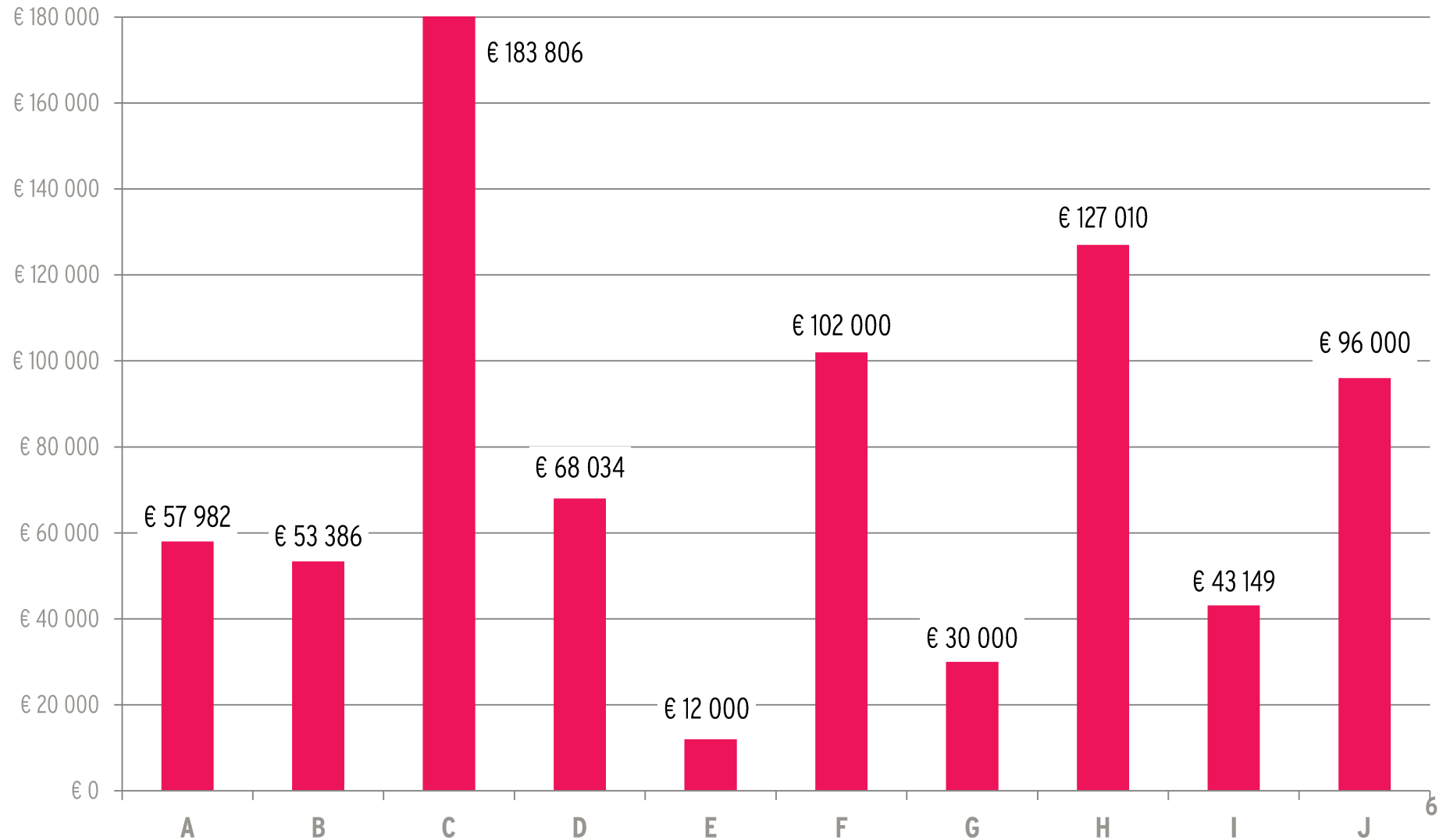
NACH MASSNAHMEN



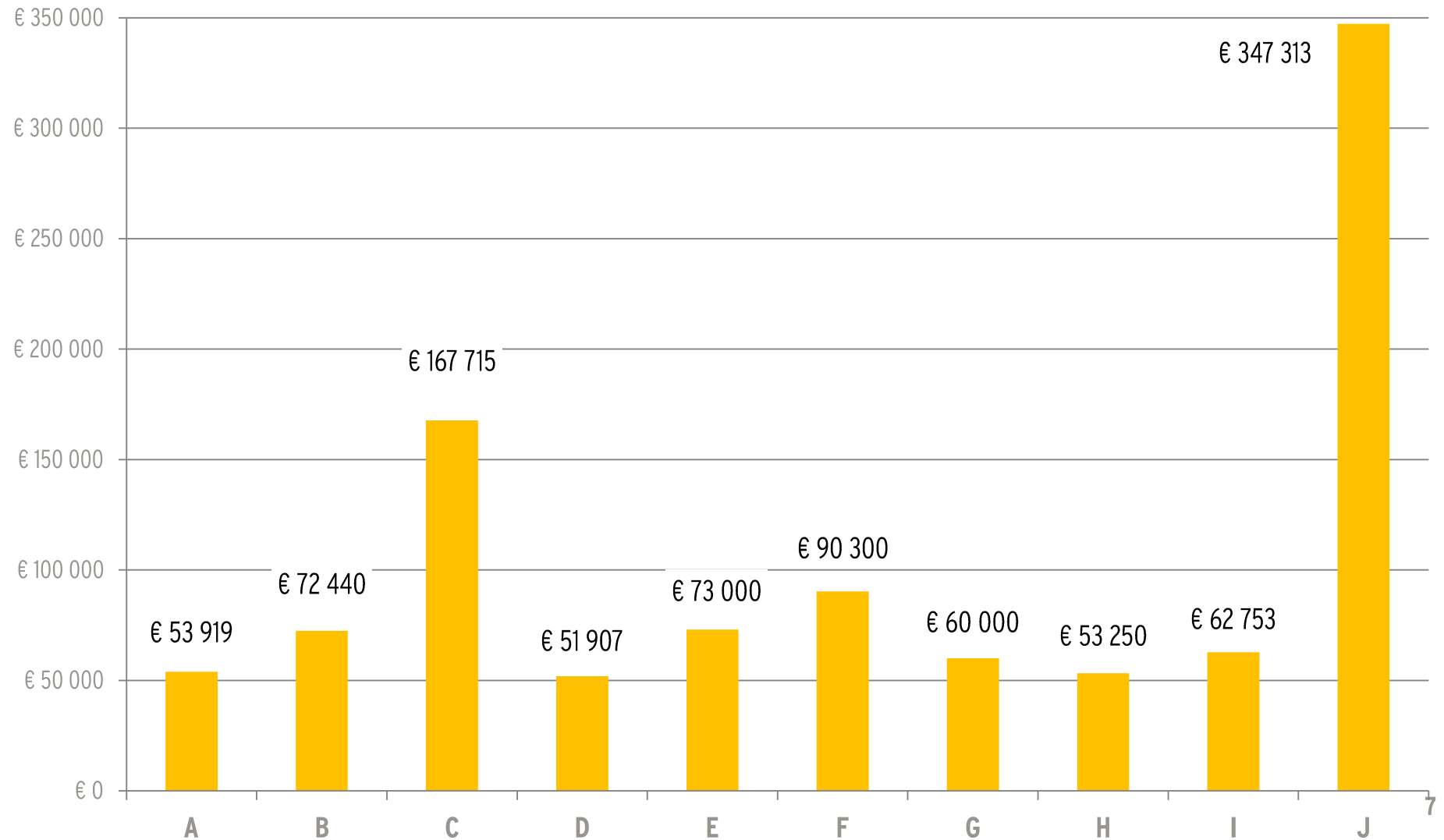
NACH MASSNAHMEN IN %



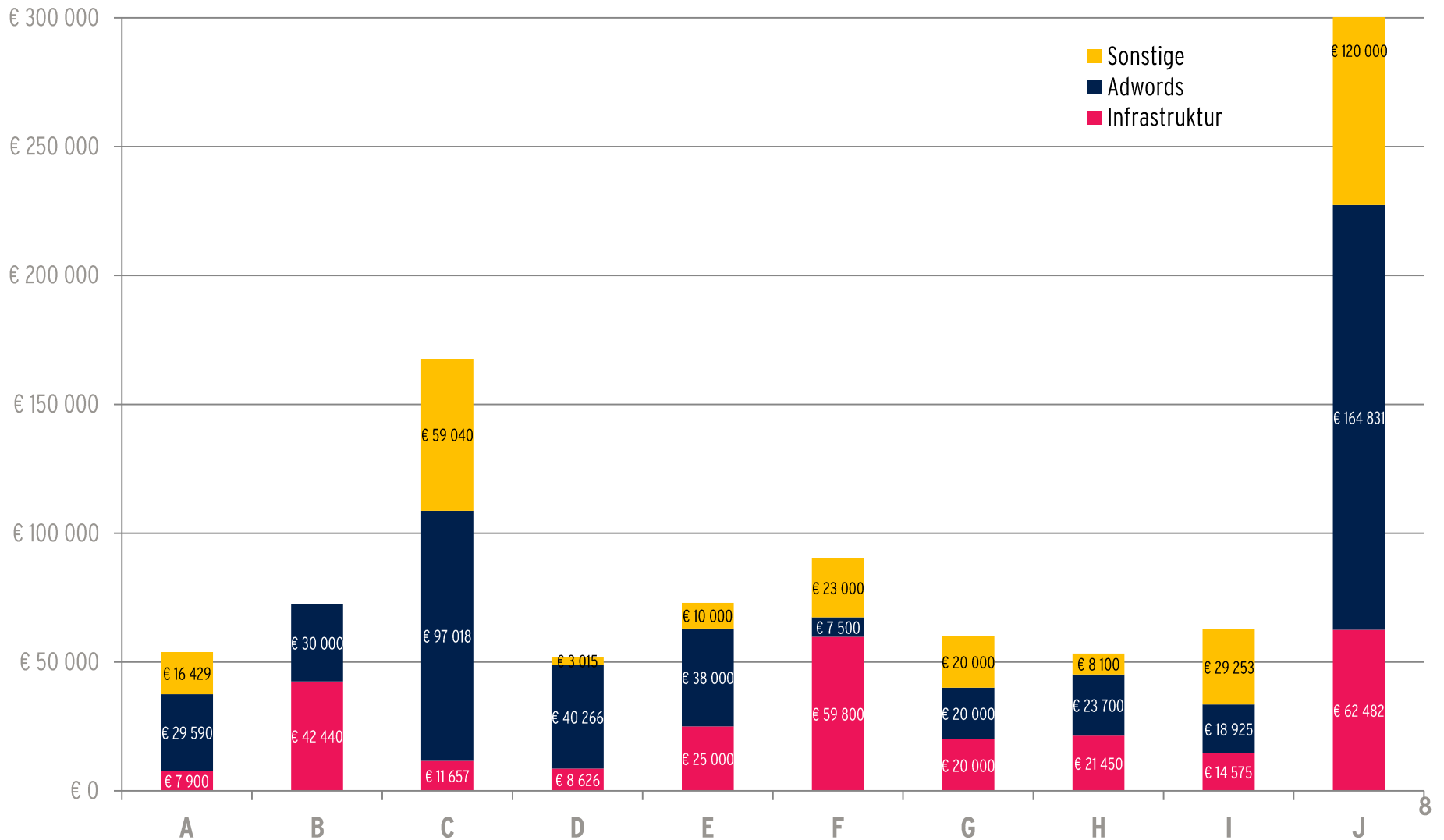
DRUCKSORTEN



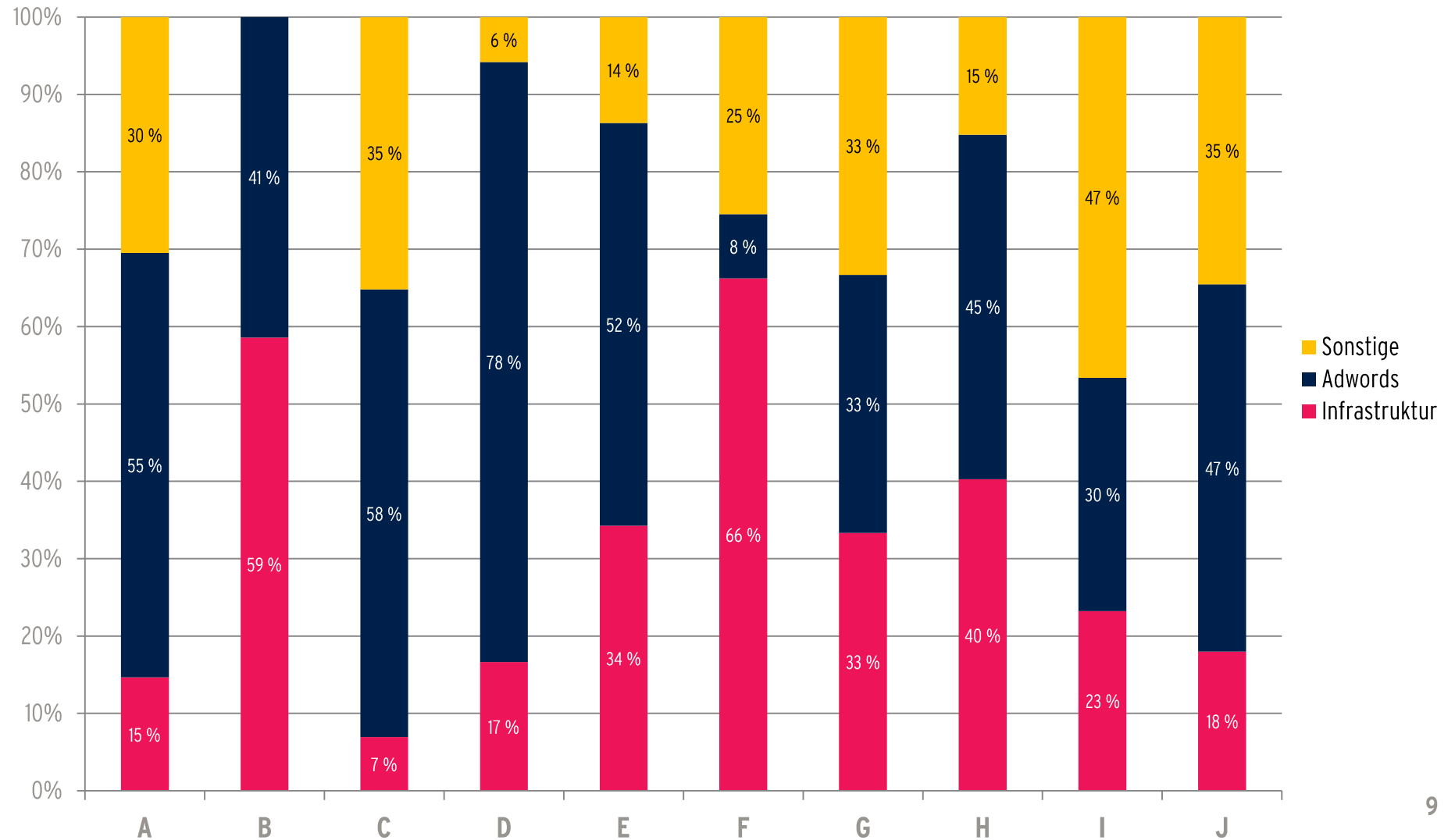
ONLINE GESAMT



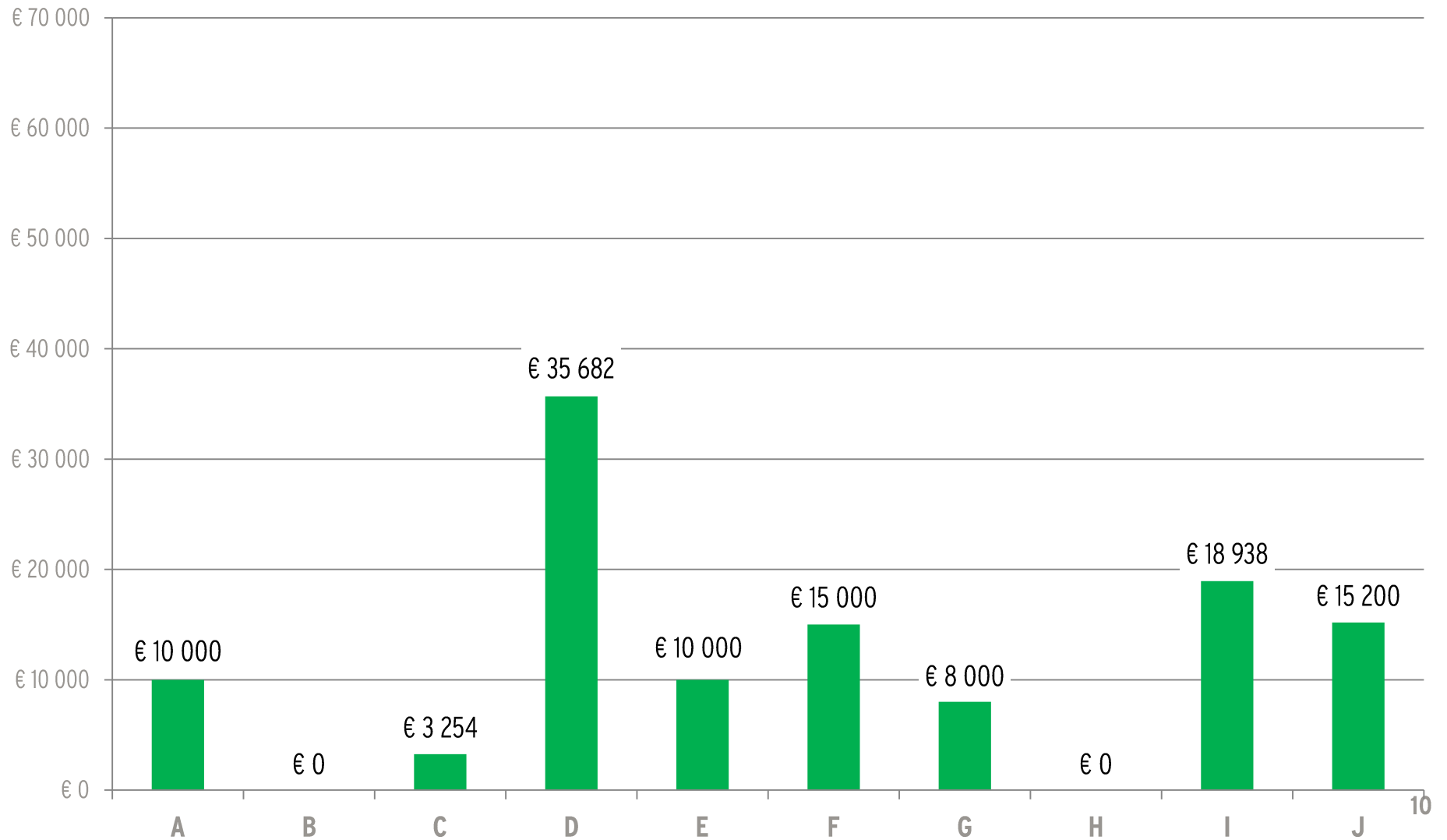
ONLINE IM DETAIL IN €



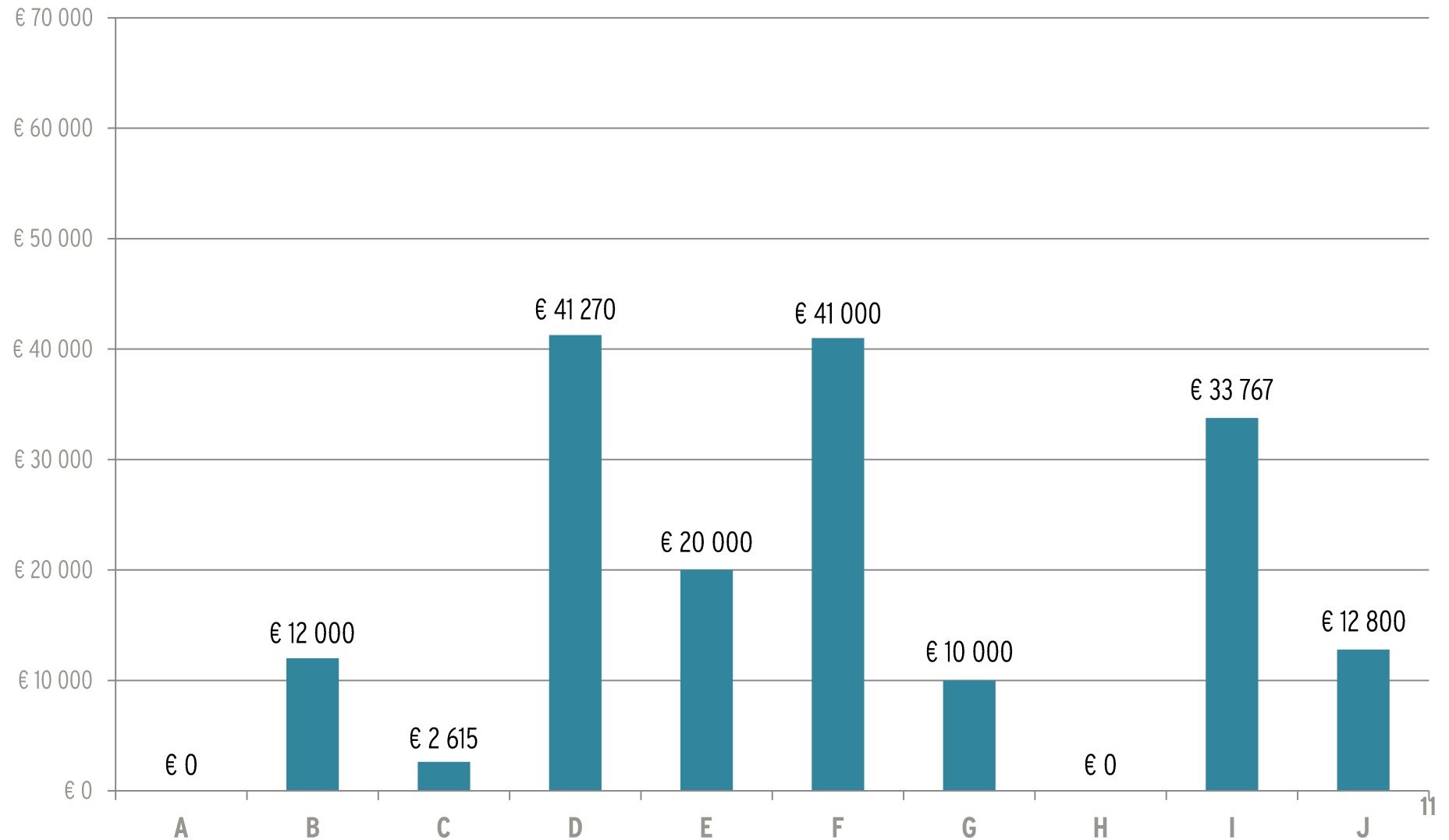
ONLINE IM DETAIL IN %



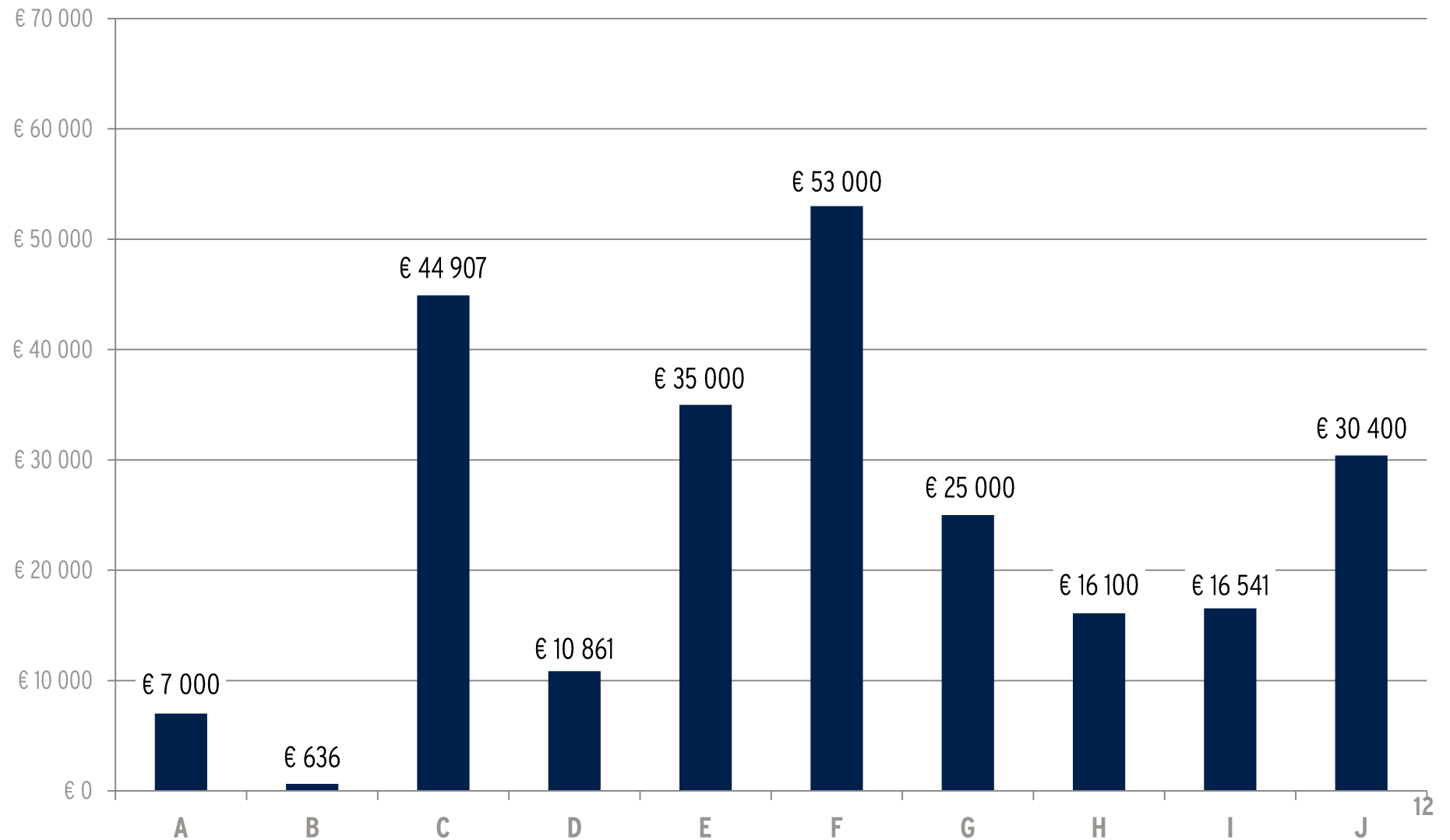
MESSEN



PRESSEARBEIT INKL. NEBENKOSTEN



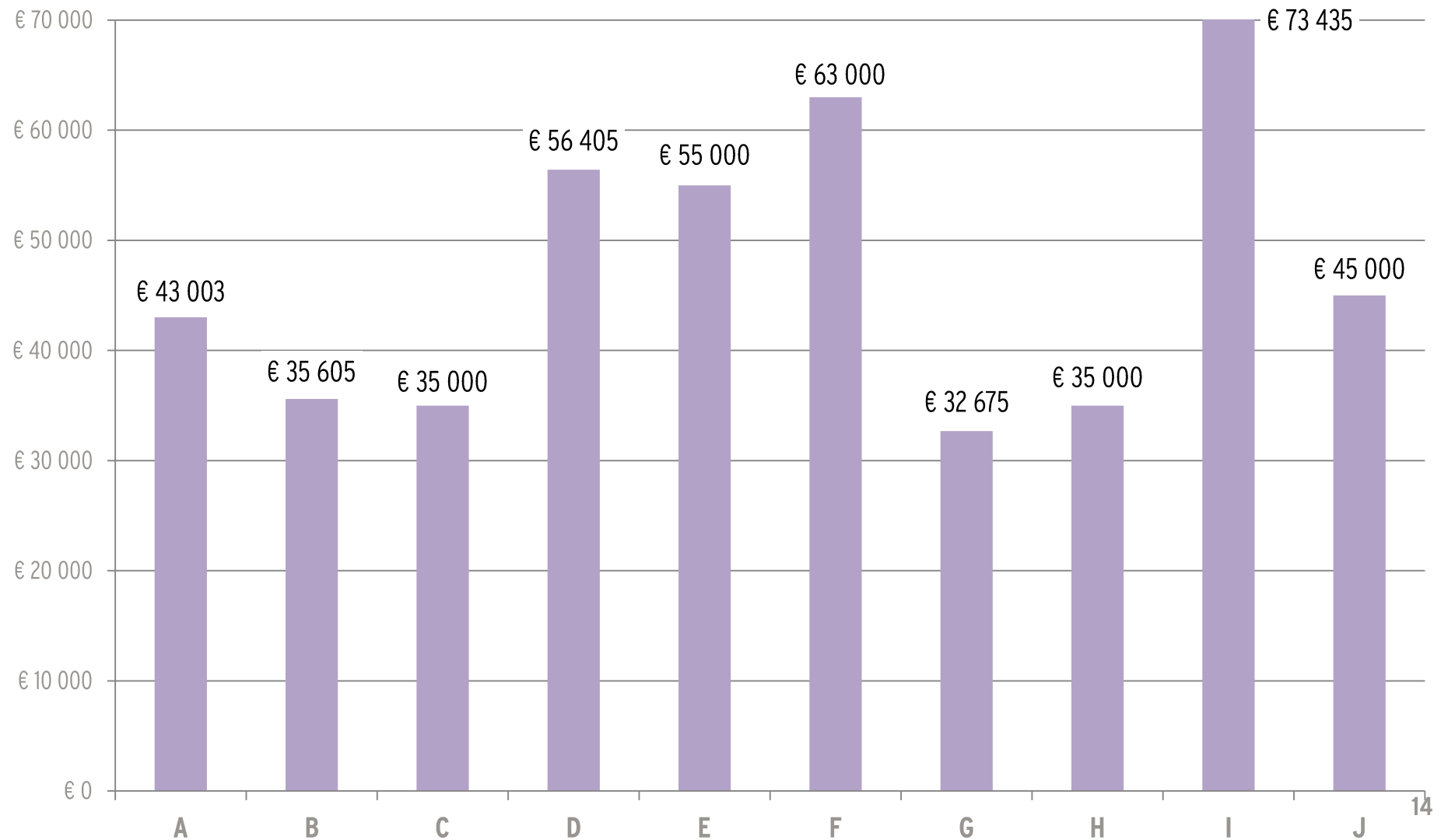
INSERTIONEN



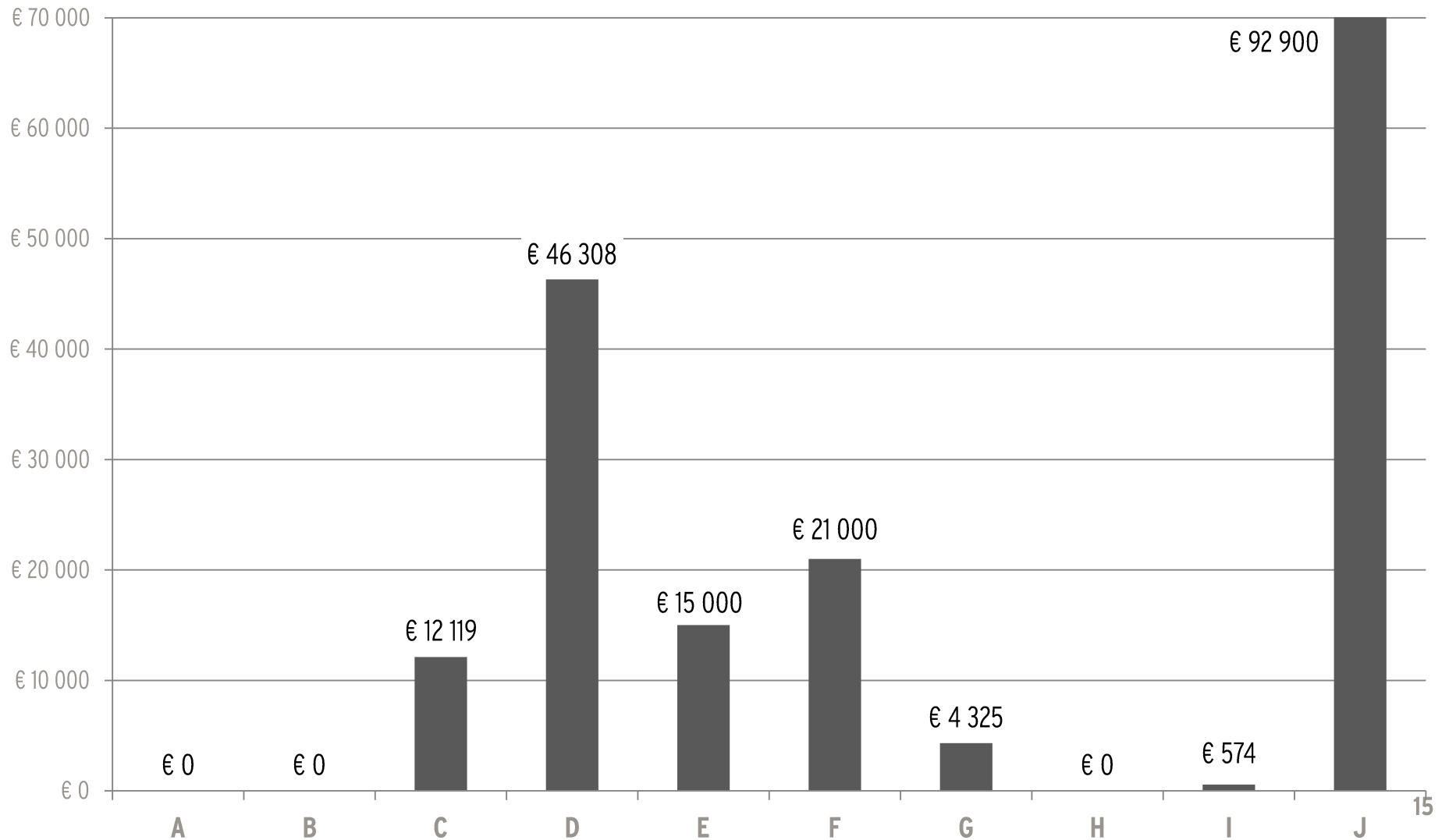
MAILINGS & KUNDENBINDUNG



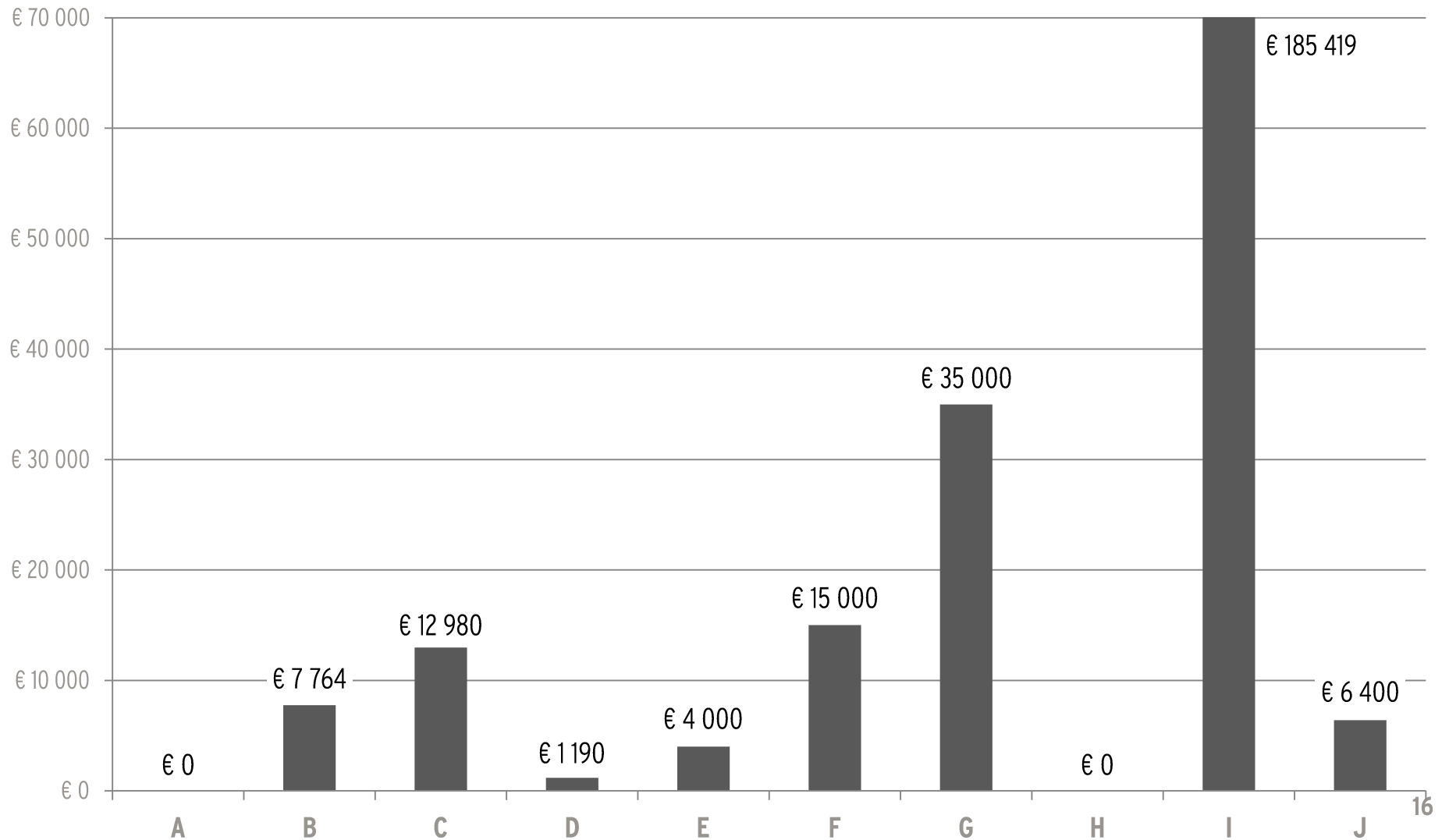
KOOPERATIONEN



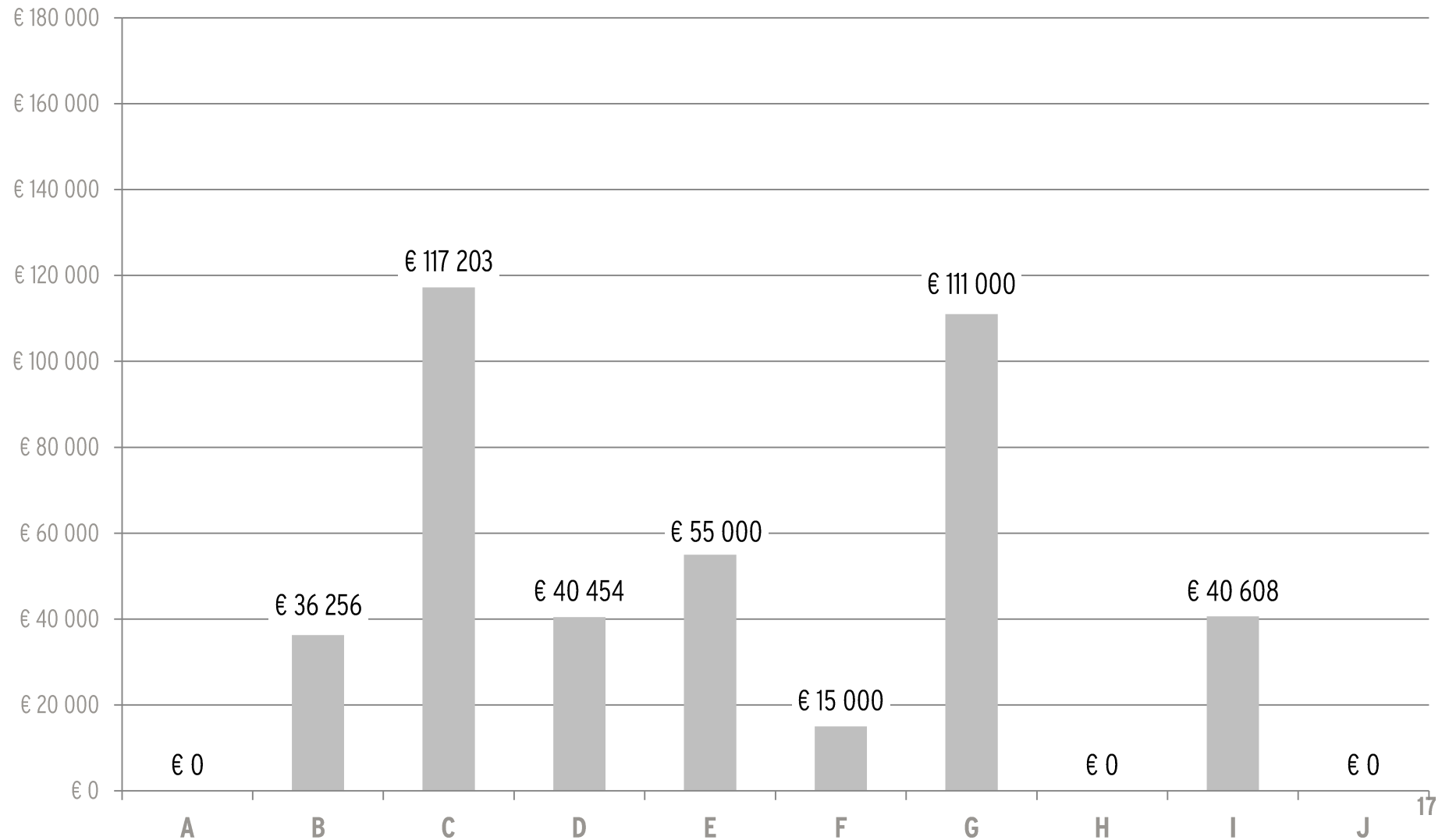
WERBEGESCHENKE



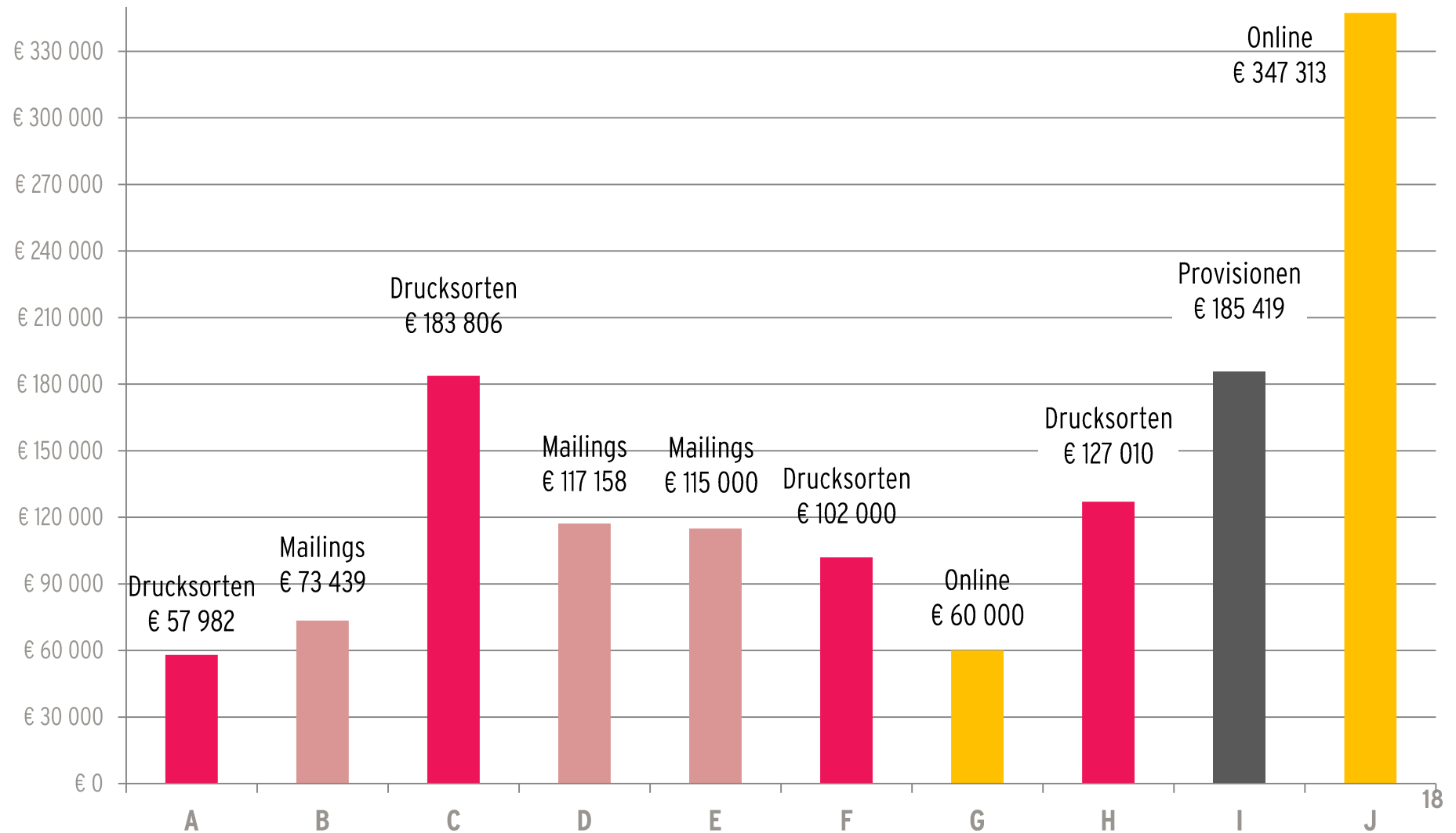
PROVISIONEN



SONSTIGES NICHT ZUORDENBAR



KOSTENINTENSIVSTER BUDGETPOSTEN (ZUORDENBAR)

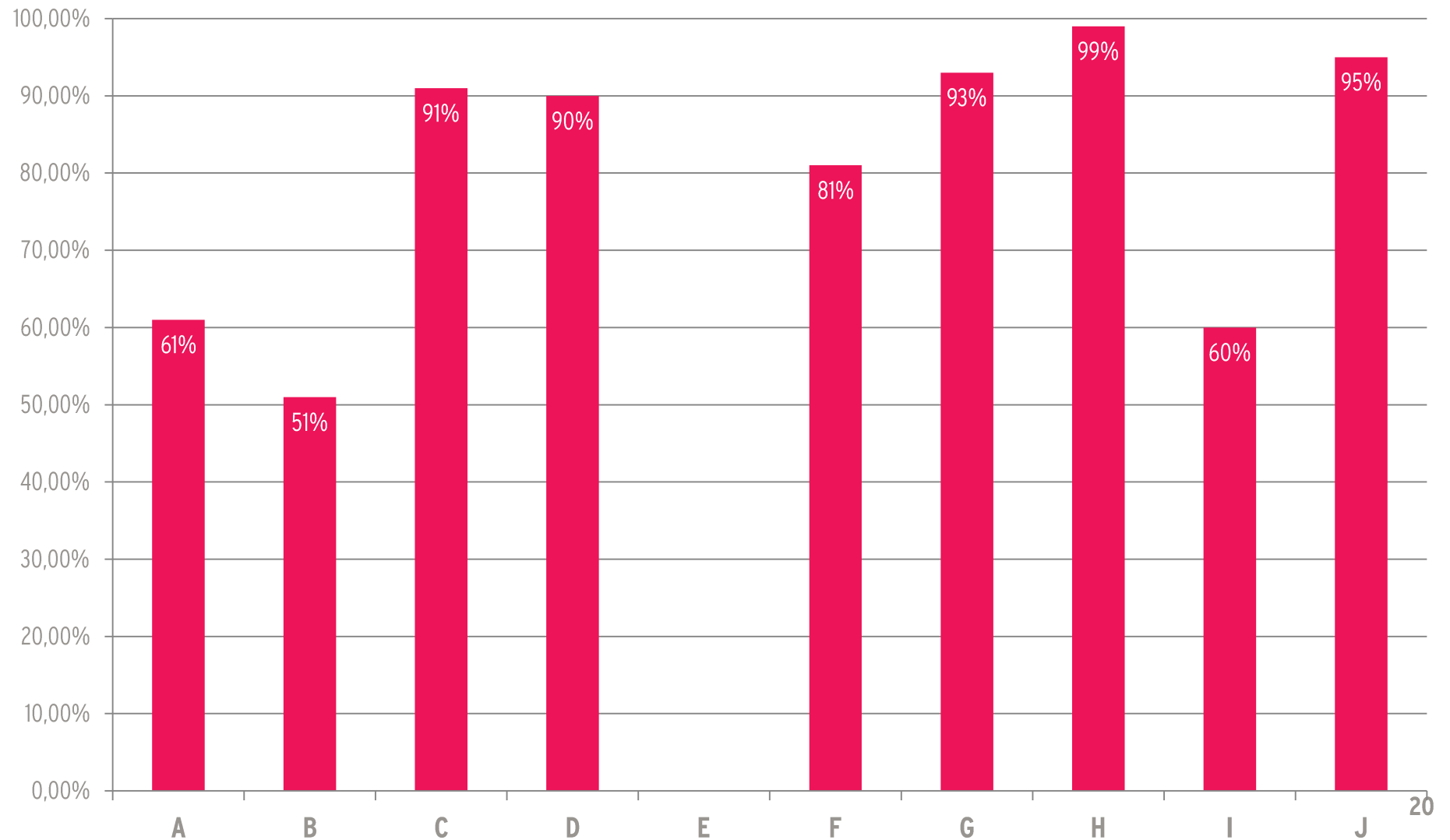




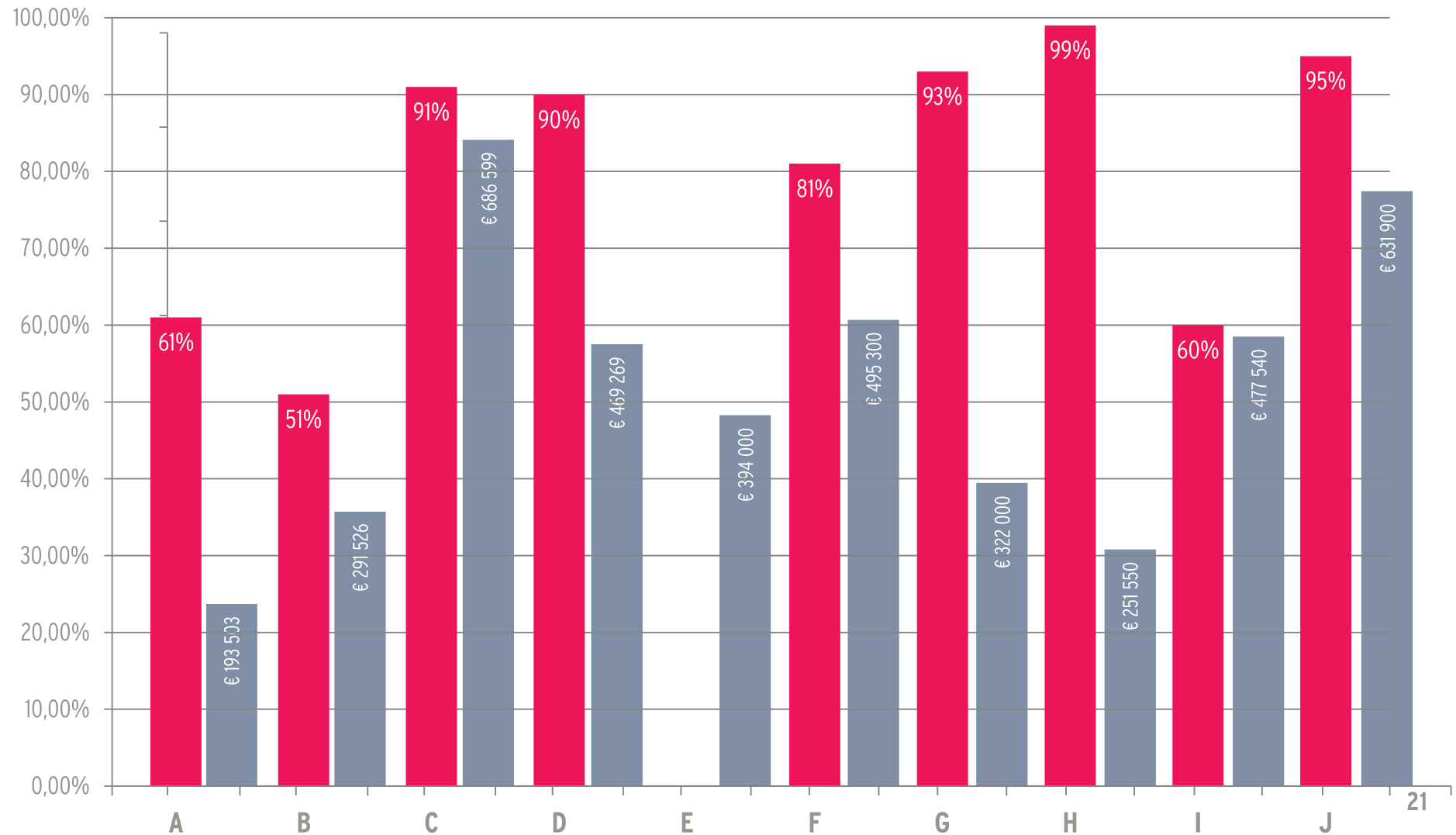
AUSLASTUNG



AUSLASTUNG Ø 2017



AUSLASTUNG Ø 2017 IM BUDGETVERGLEICH



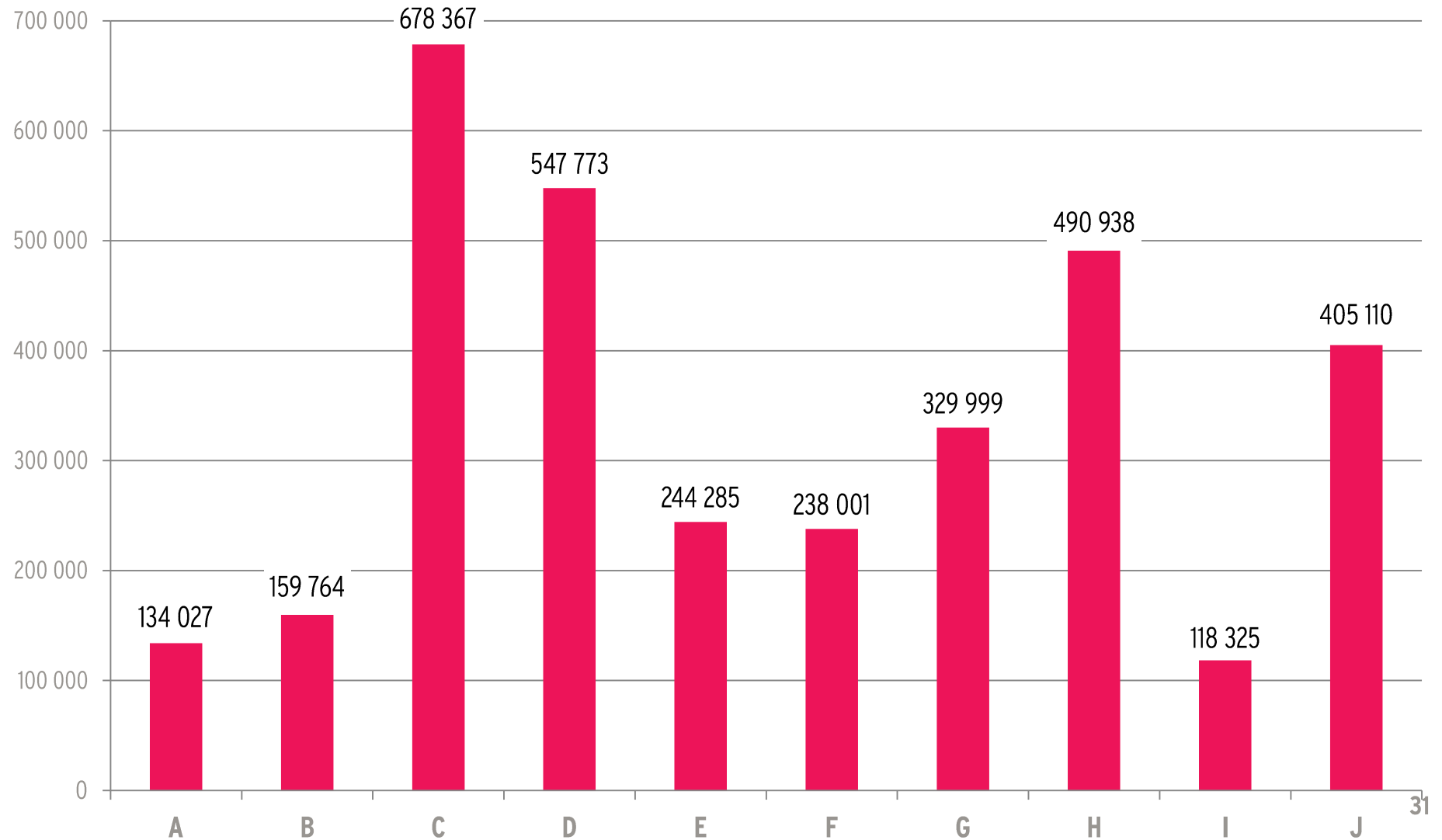


ONLINE BENCHMARK 2017

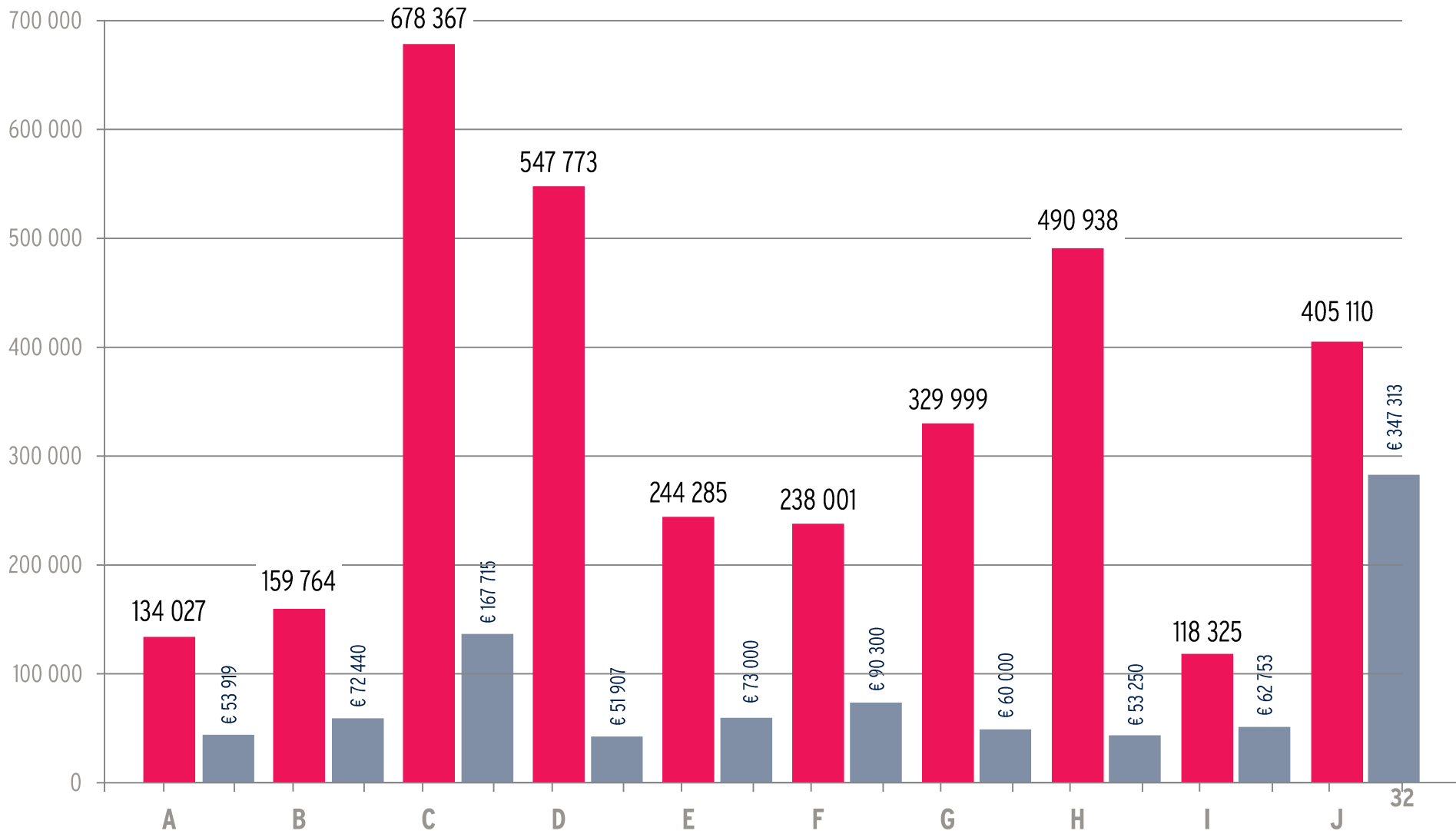
EIGENE WEBSITE



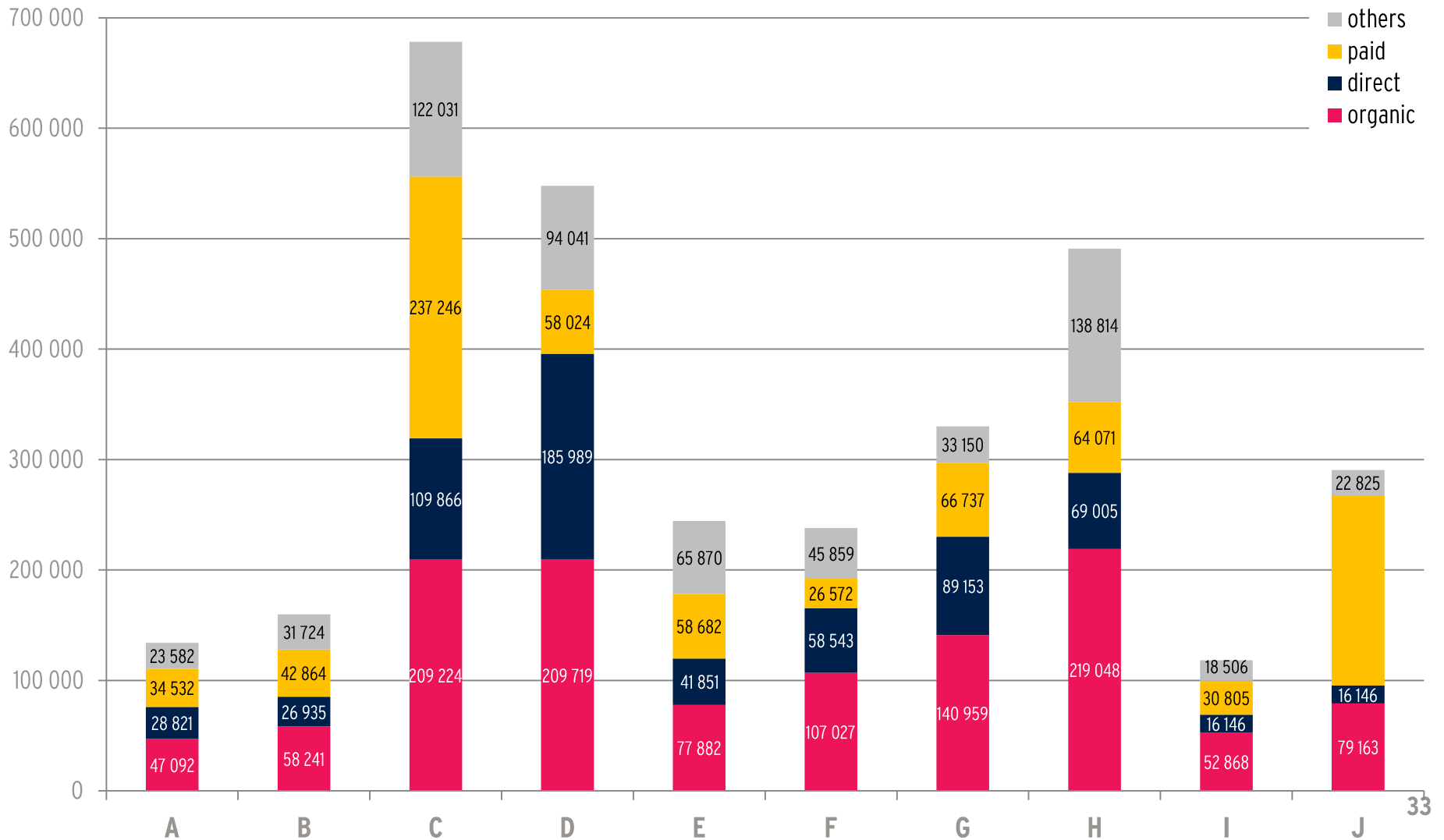
SITZUNGEN / ZUGRIFFE GESAMT



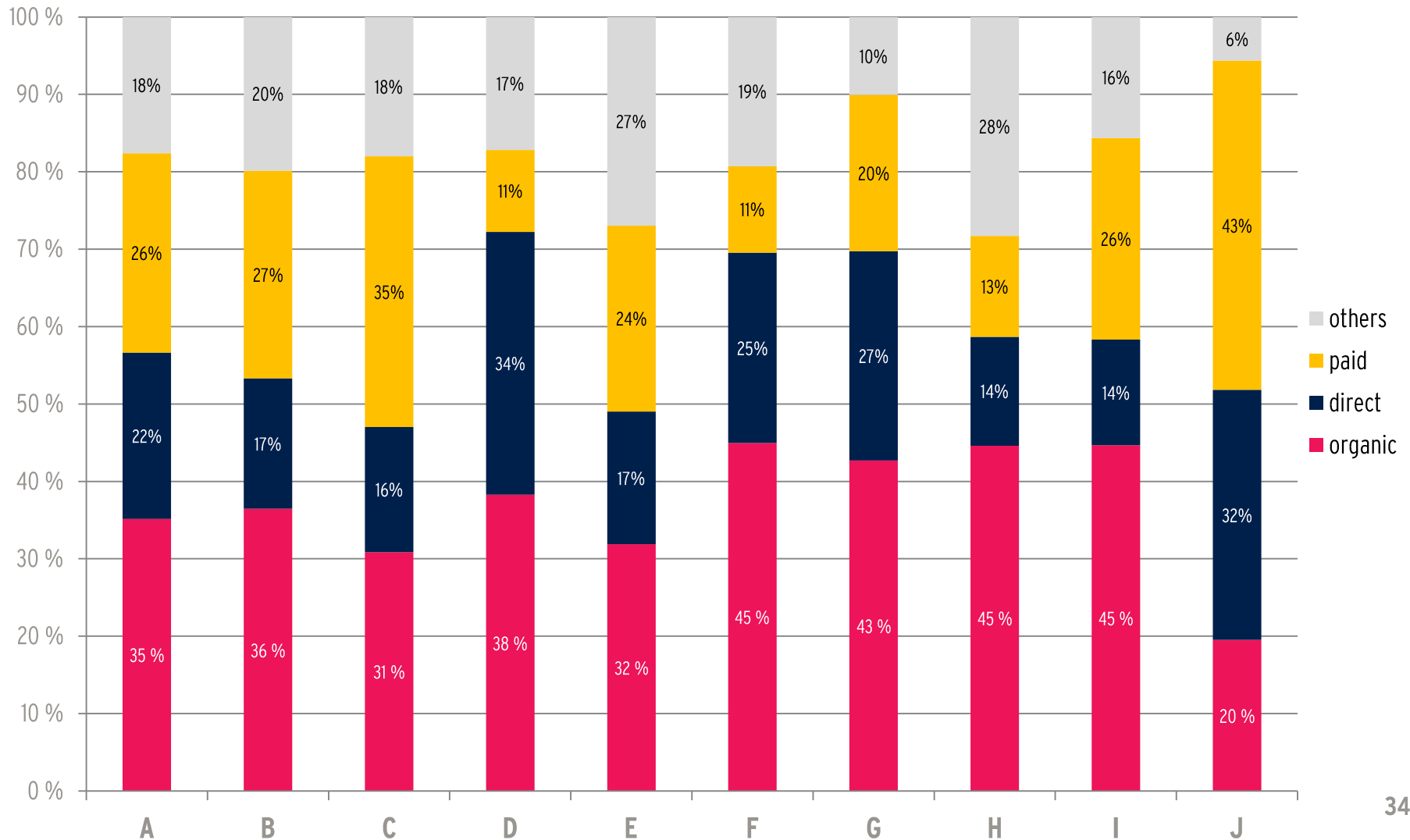
SITZUNGEN / ZUGRIFFE GESAMT IM ONLINE-BUDGETVERGLEICH



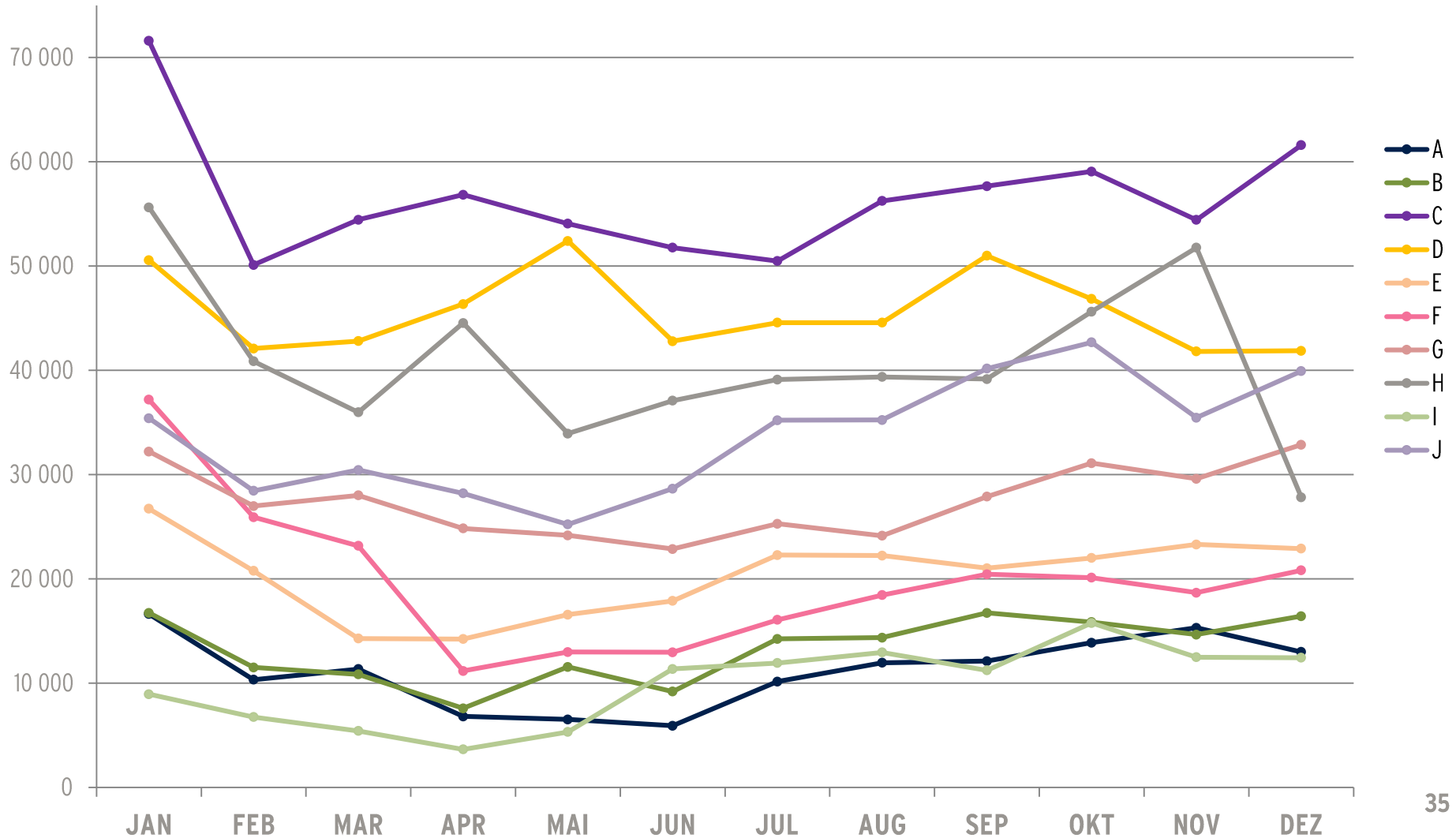
SITZUNGEN / ZUGRIFFE GESAMT IM DETAIL



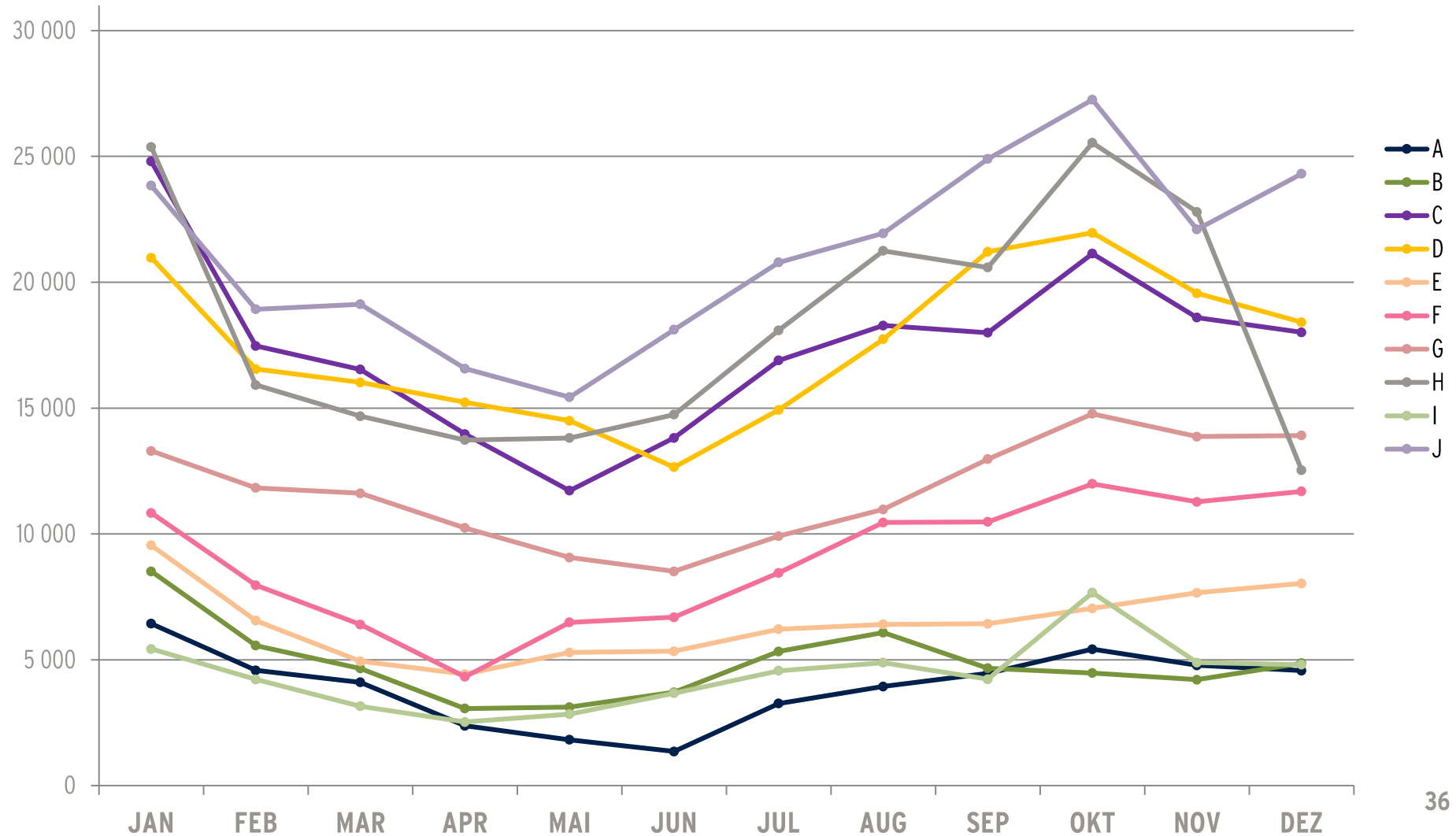
SITZUNGEN / ZUGRIFFE GESAMT IM DETAIL IN %



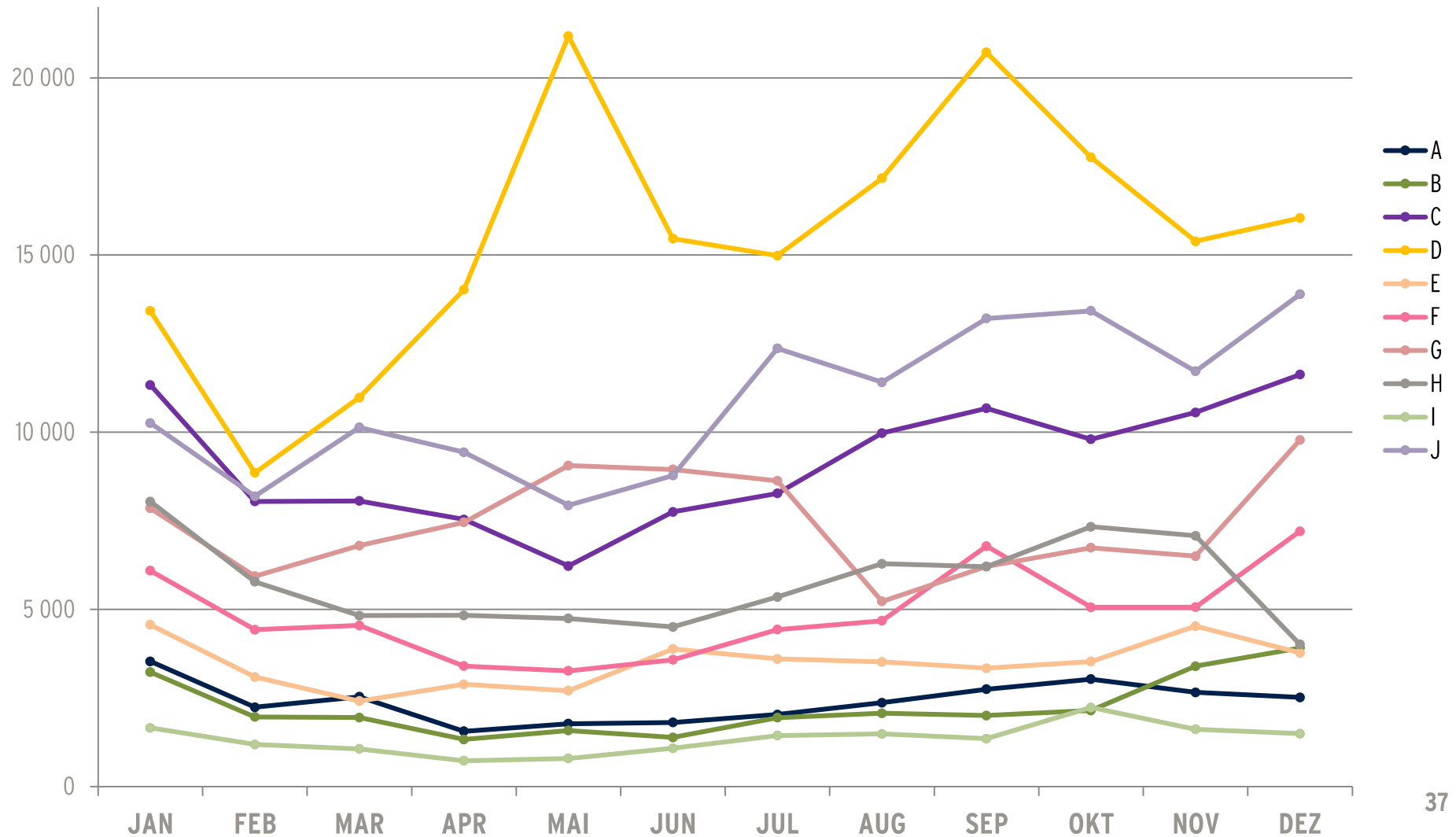
SITZUNGEN / ZUGRIFFE GESAMT ÜBERS JAHR



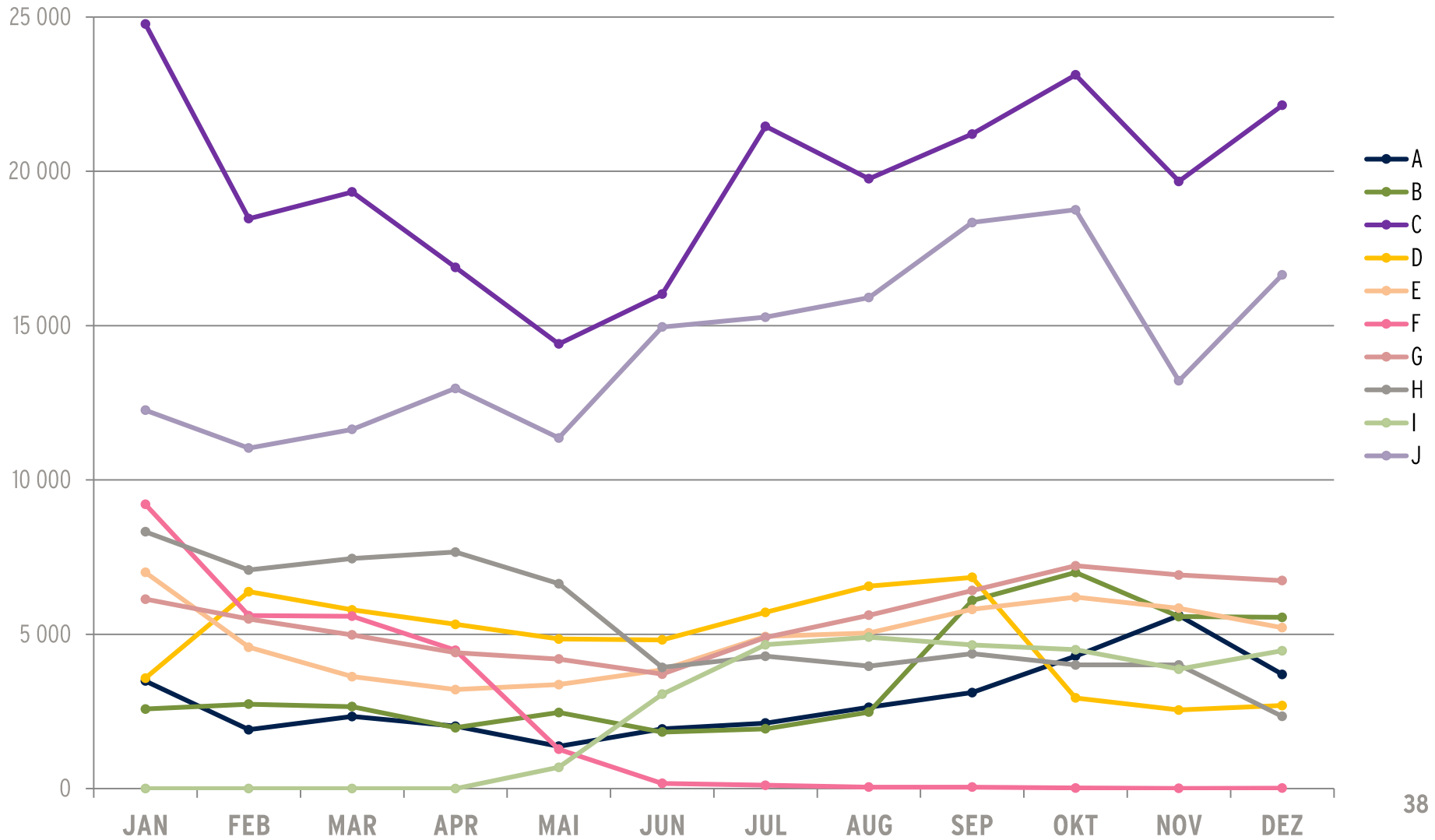
SITZUNGEN / ZUGRIFFE ORGANIC ÜBERS JAHR



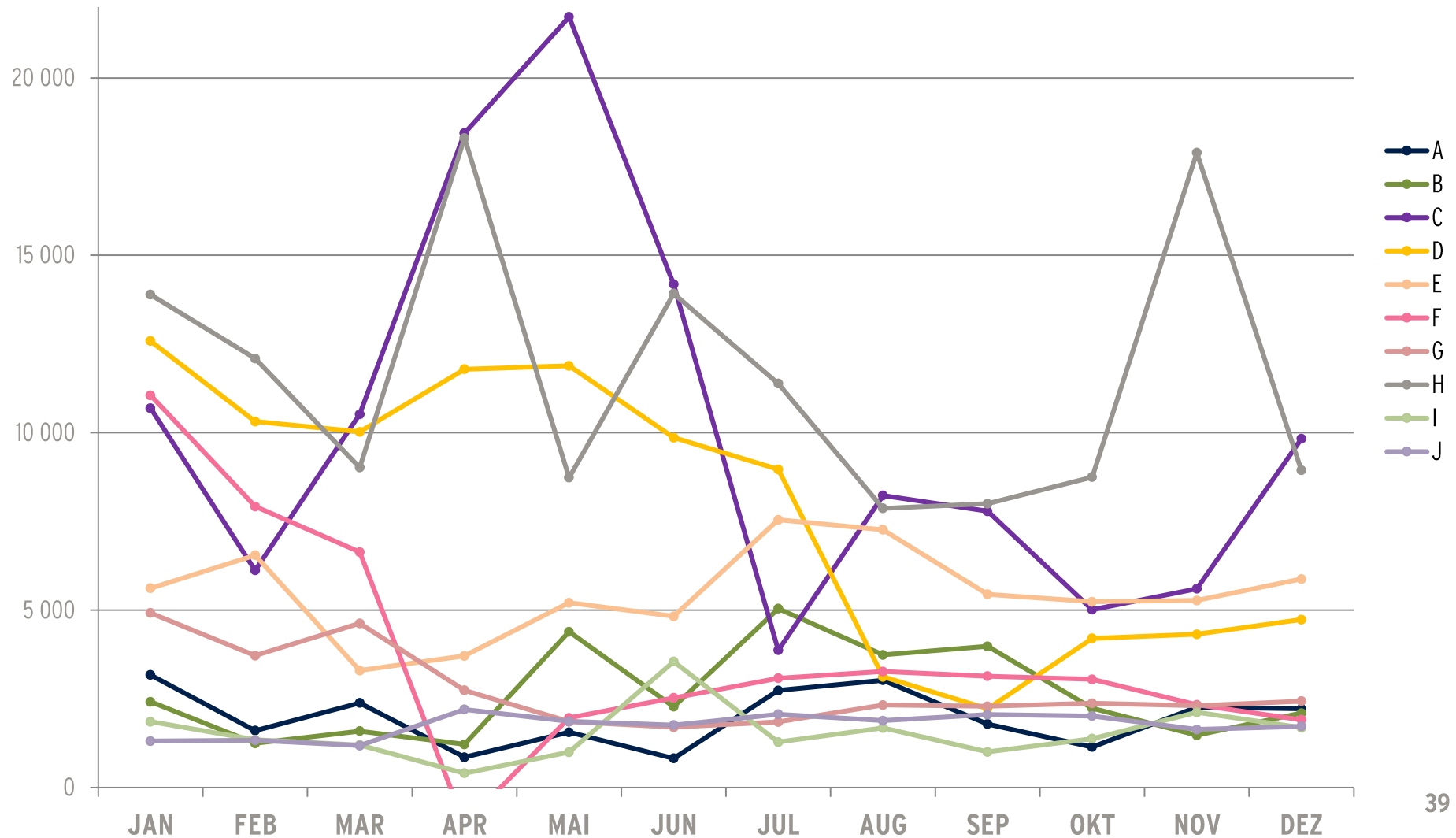
SITZUNGEN / ZUGRIFFE DIRECT ÜBERS JAHR



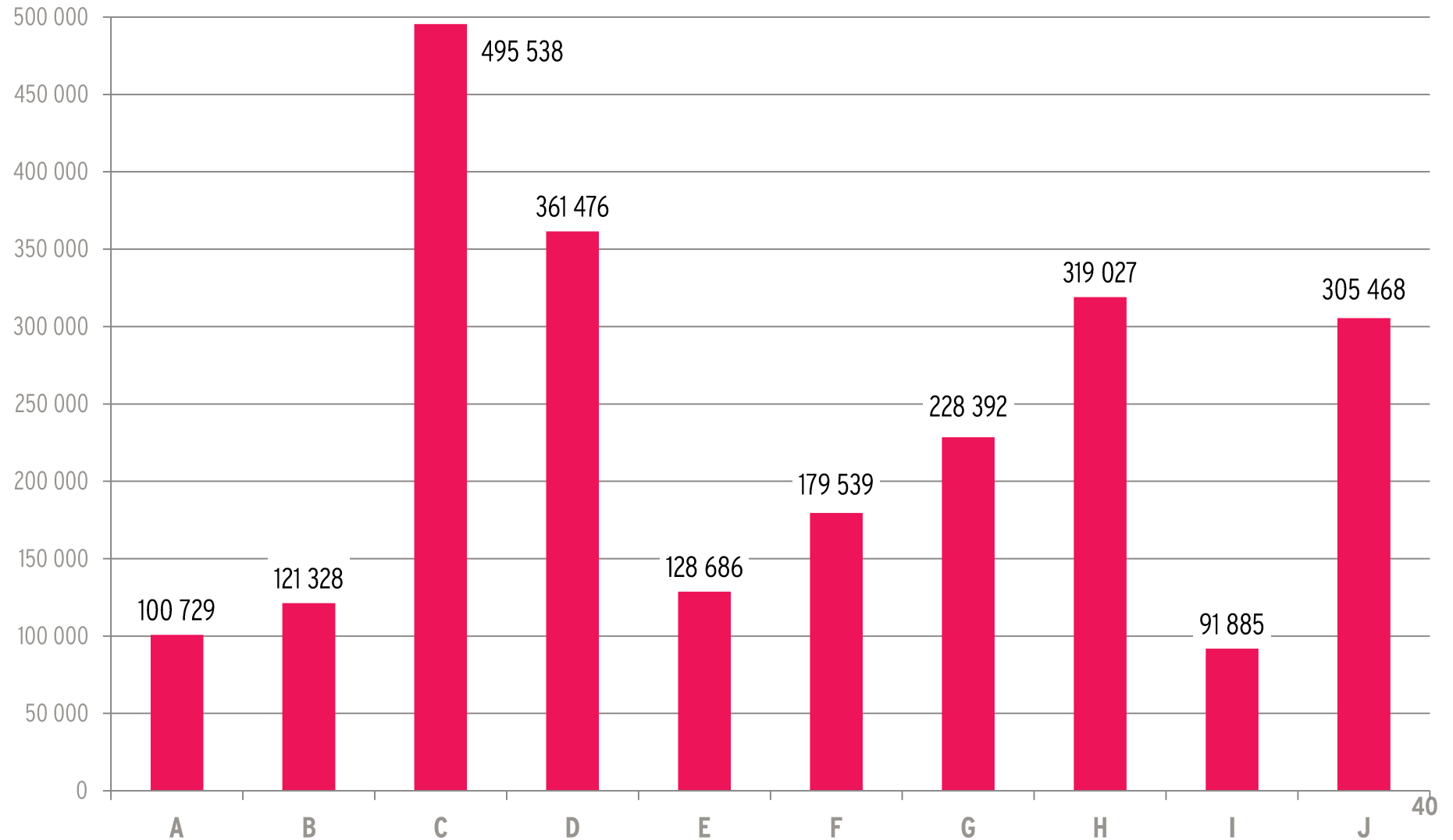
SITZUNGEN / ZUGRIFFE PAID ÜBERS JAHR



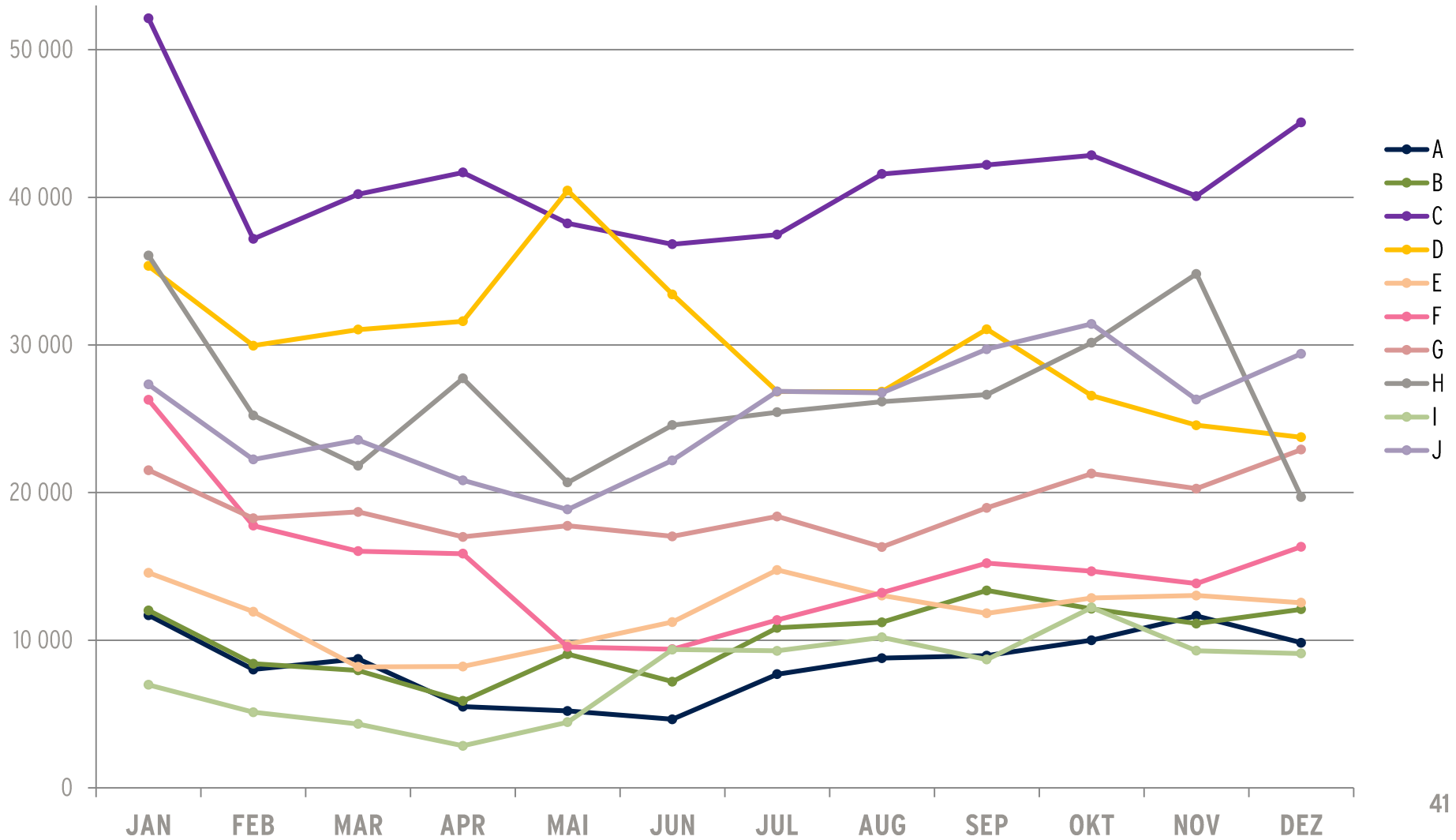
SITZUNGEN / ZUGRIFFE OTHERS ÜBERS JAHR (NEWSLETTER, SIGNATUR ETC.)



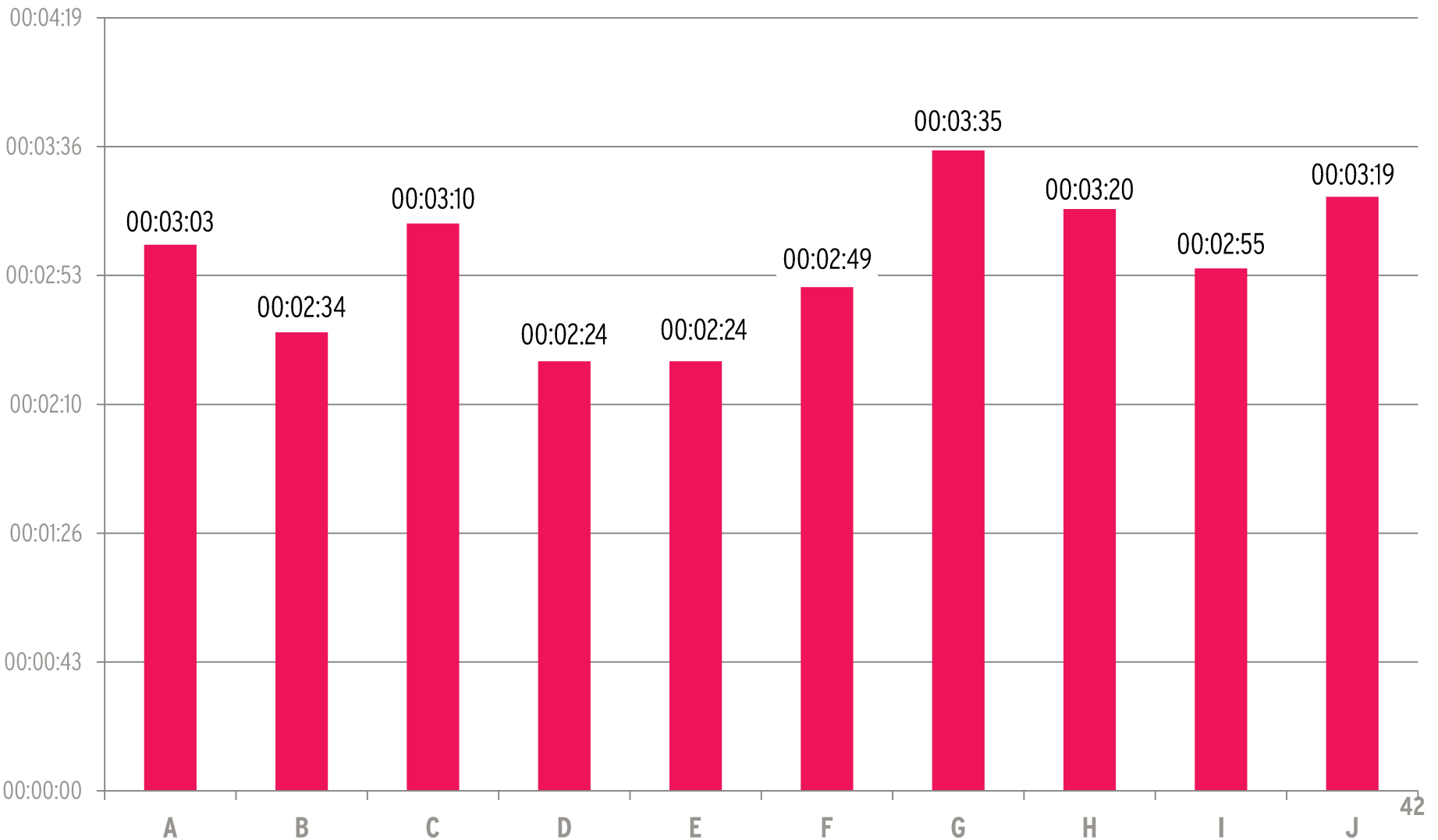
NUTZER GESAMT



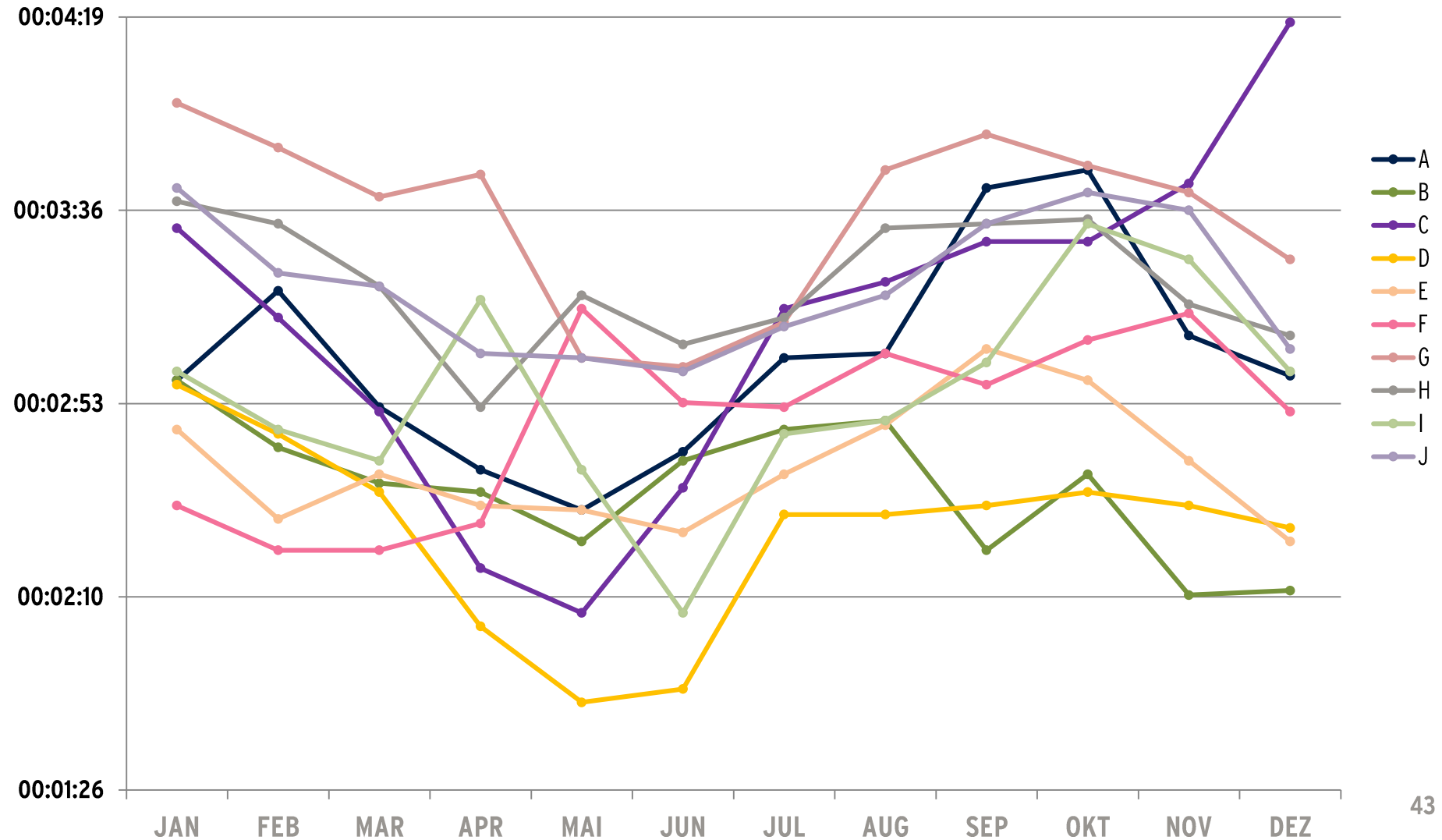
NUTZER ÜBERS JAHR



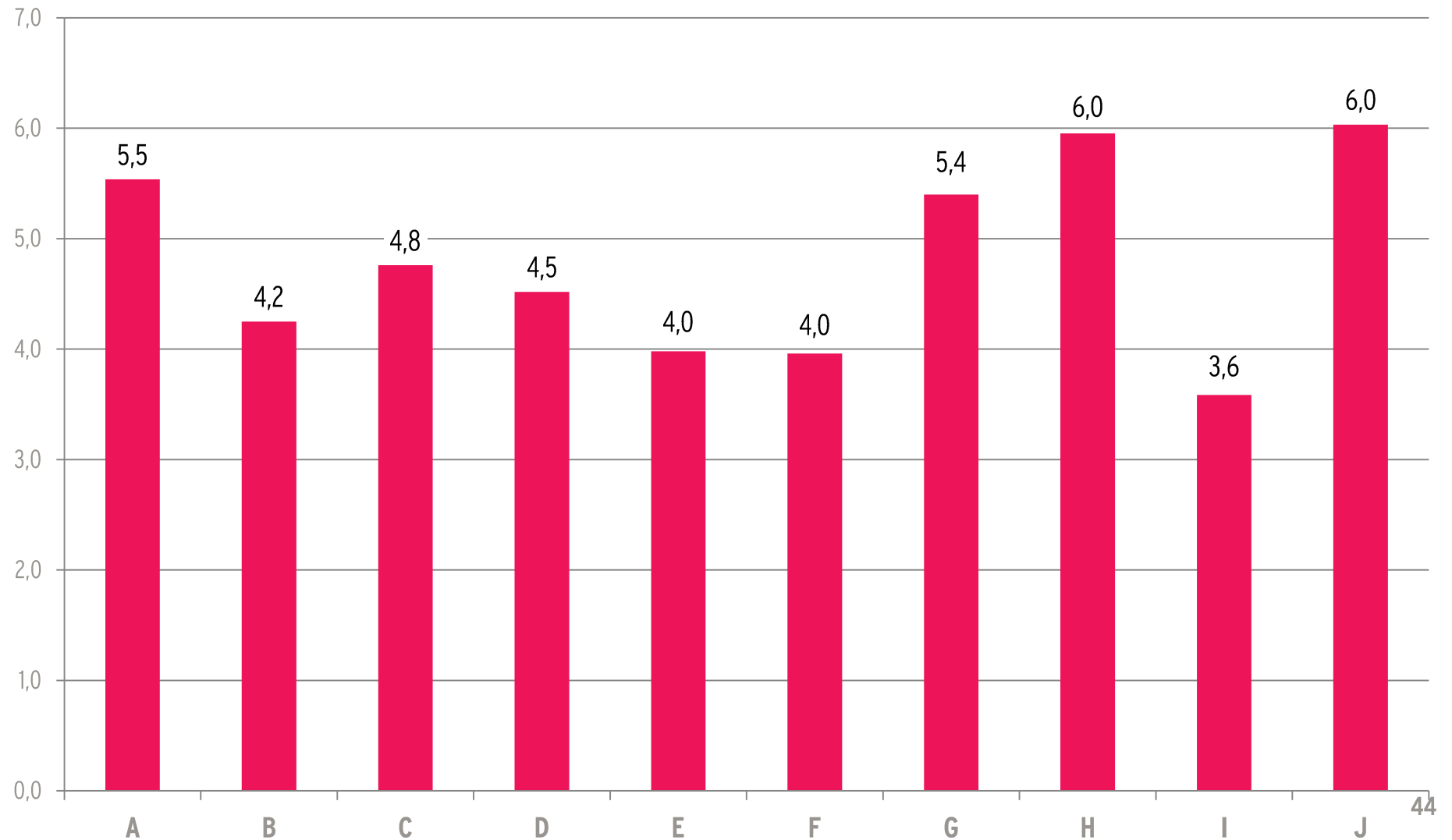
Ø AUFENTHALTSDAUER GESAMT



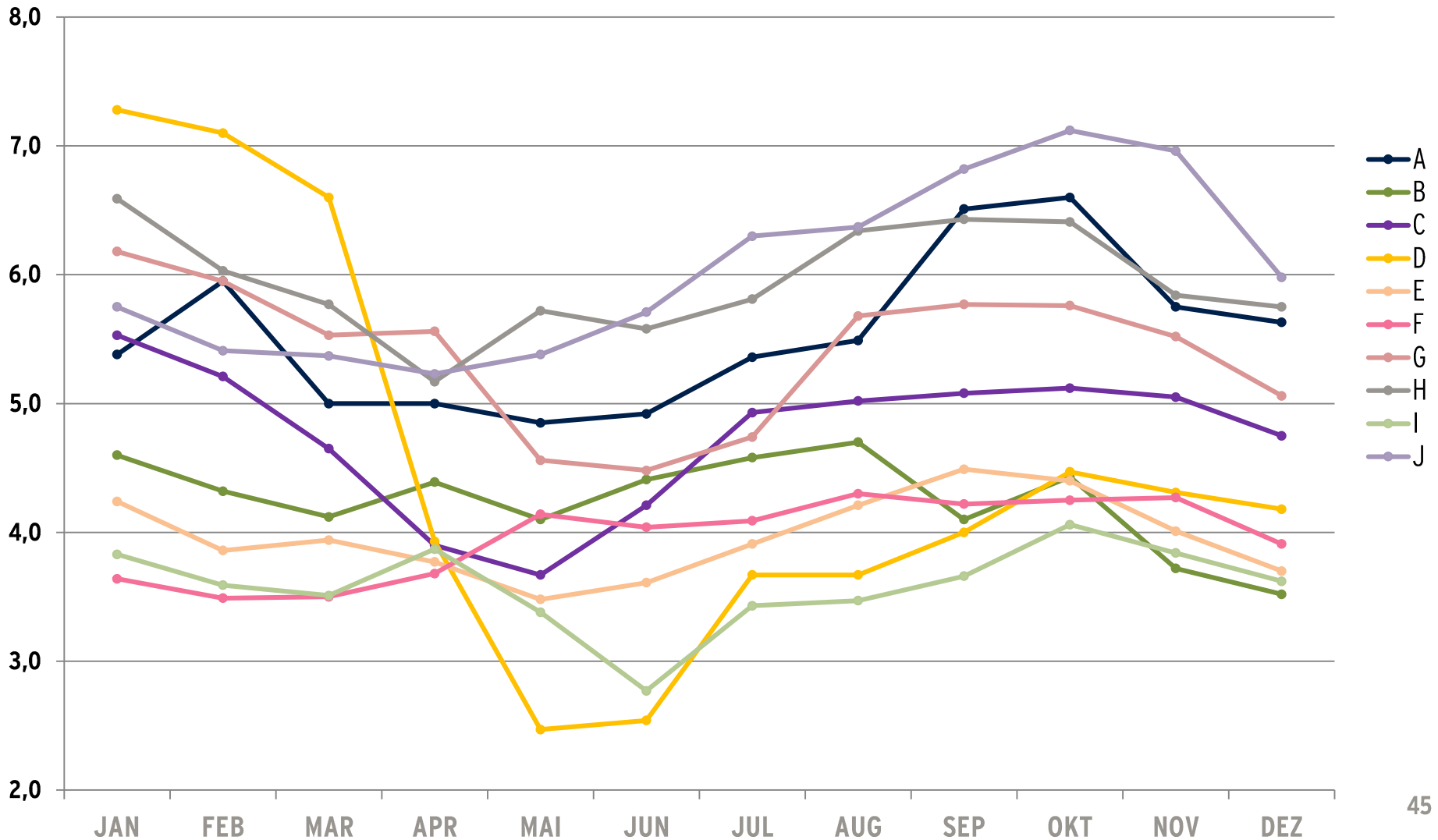
Ø AUFENTHALTSDAUER ÜBERS JAHR



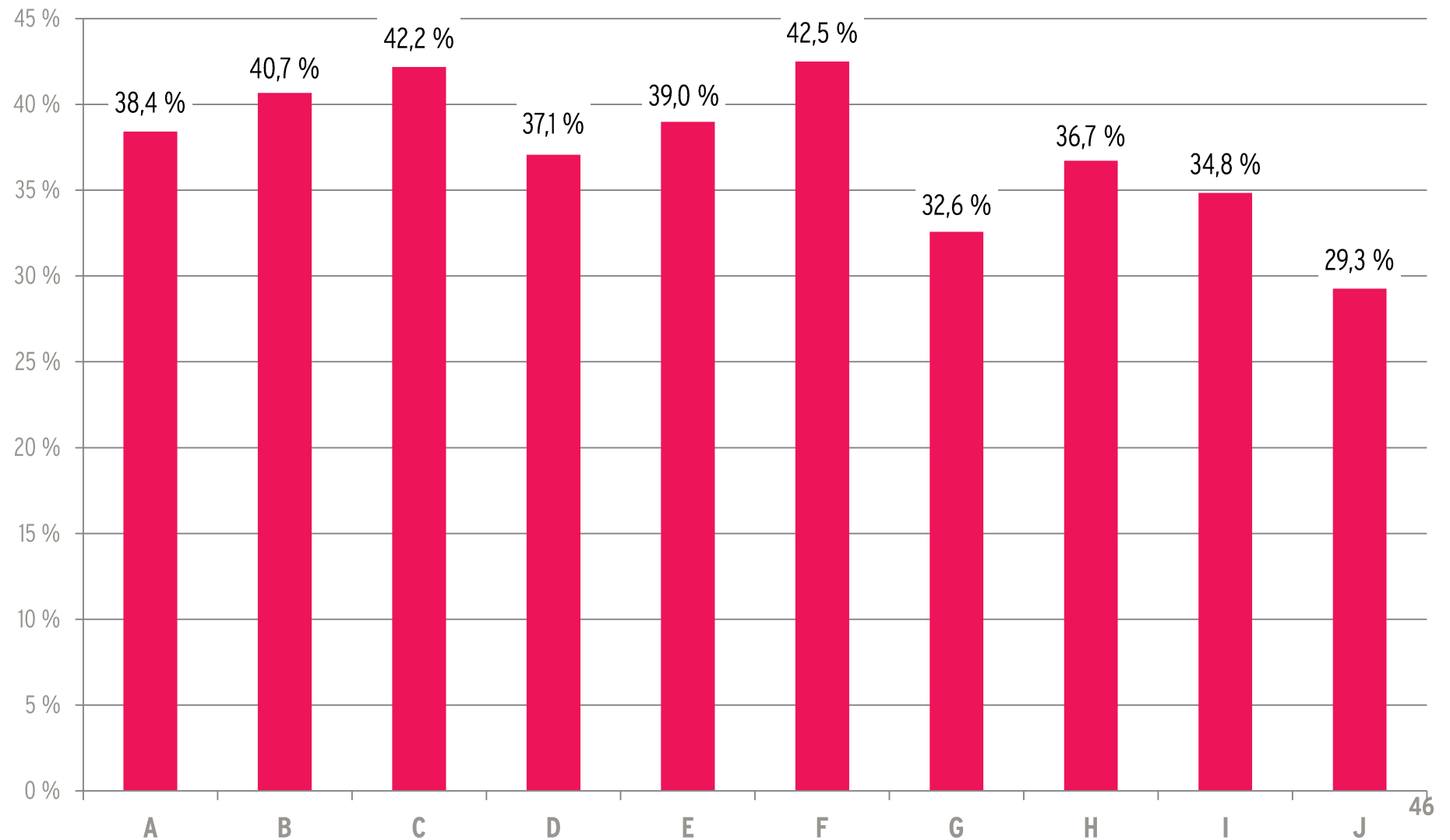
Ø SEITEN PRO SITZUNG GESAMT



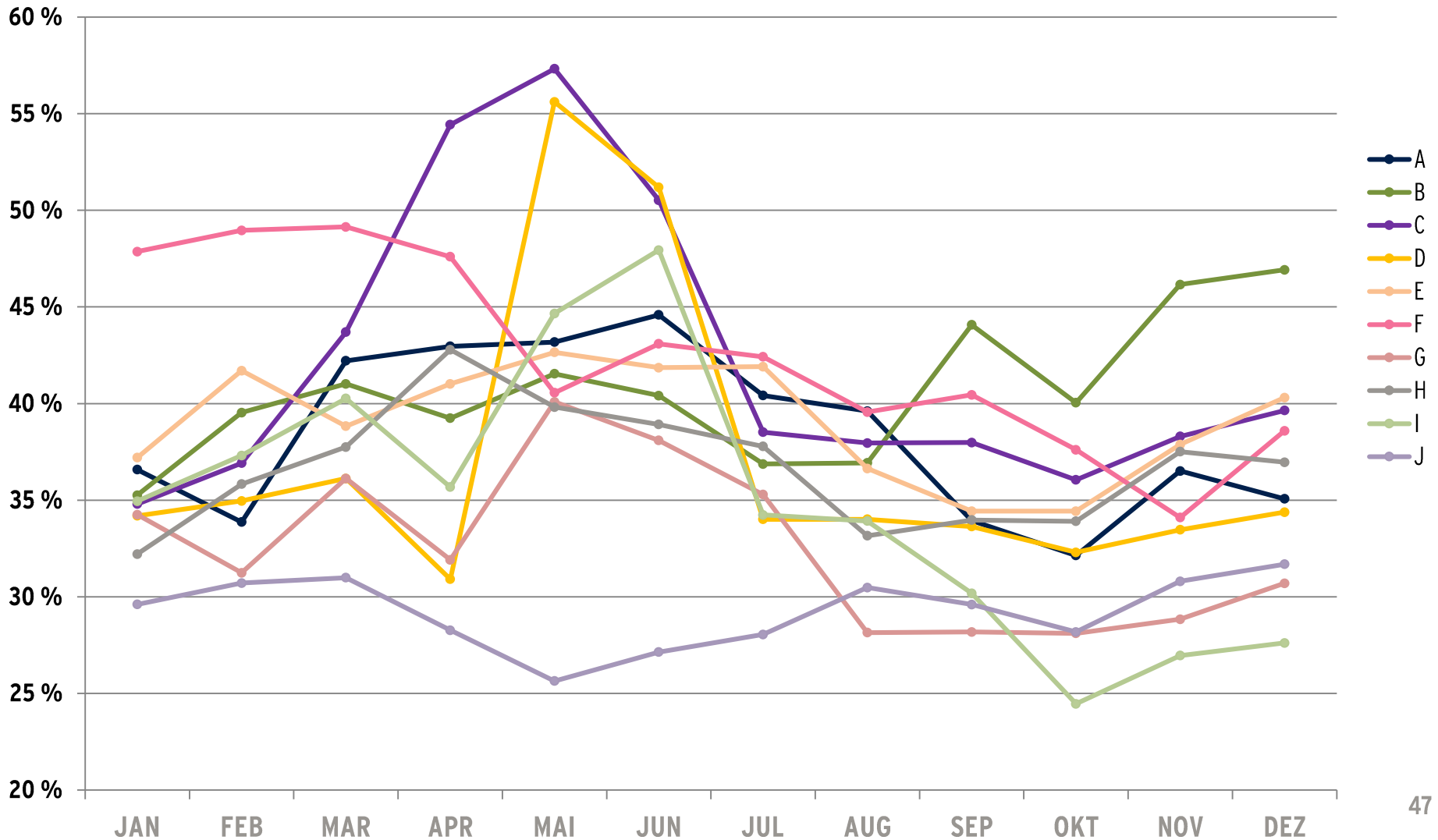
SEITEN PRO SITZUNG ÜBERS JAHR



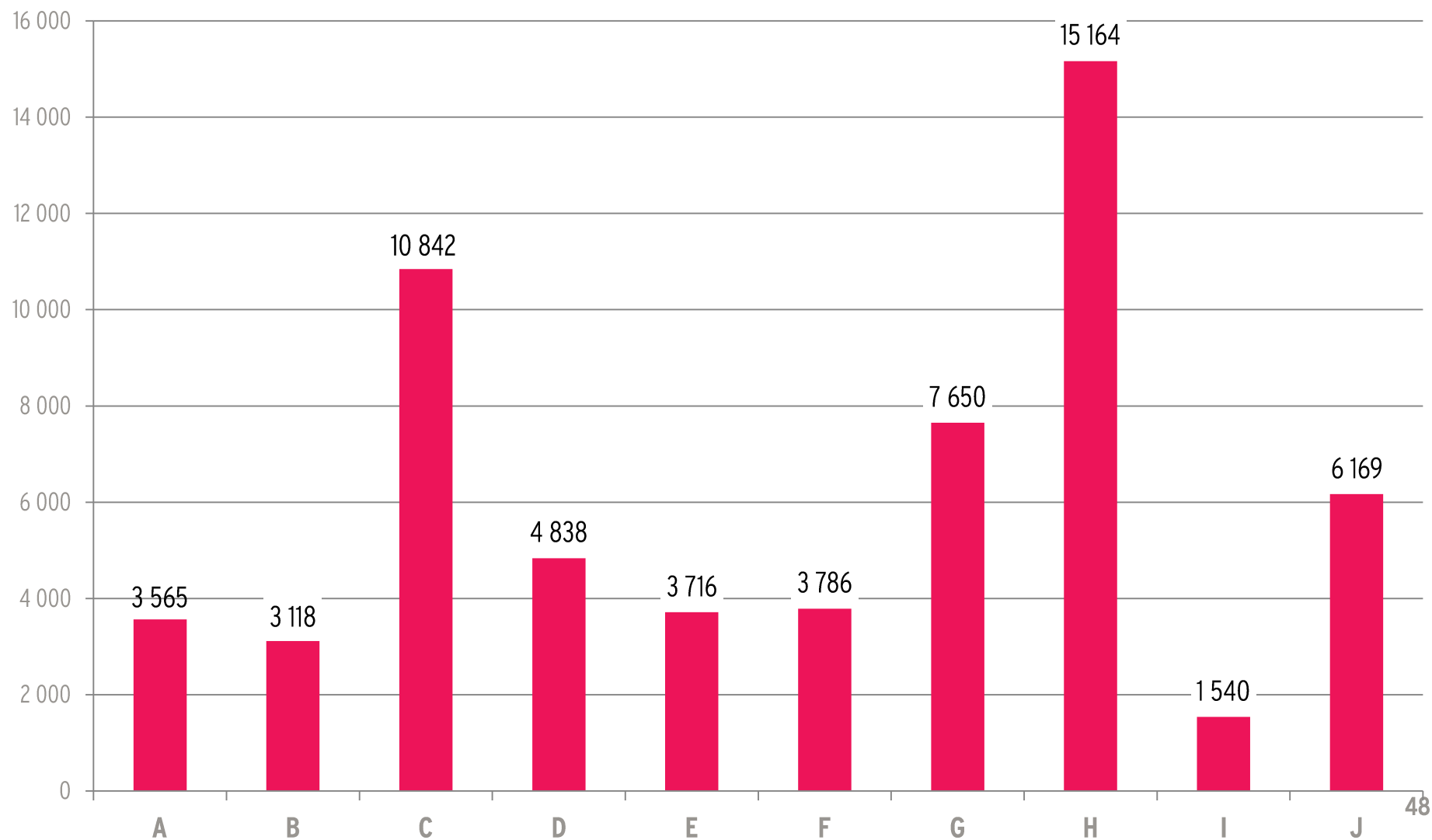
Ø ABSPRUNGGRATE IN % GESAMT



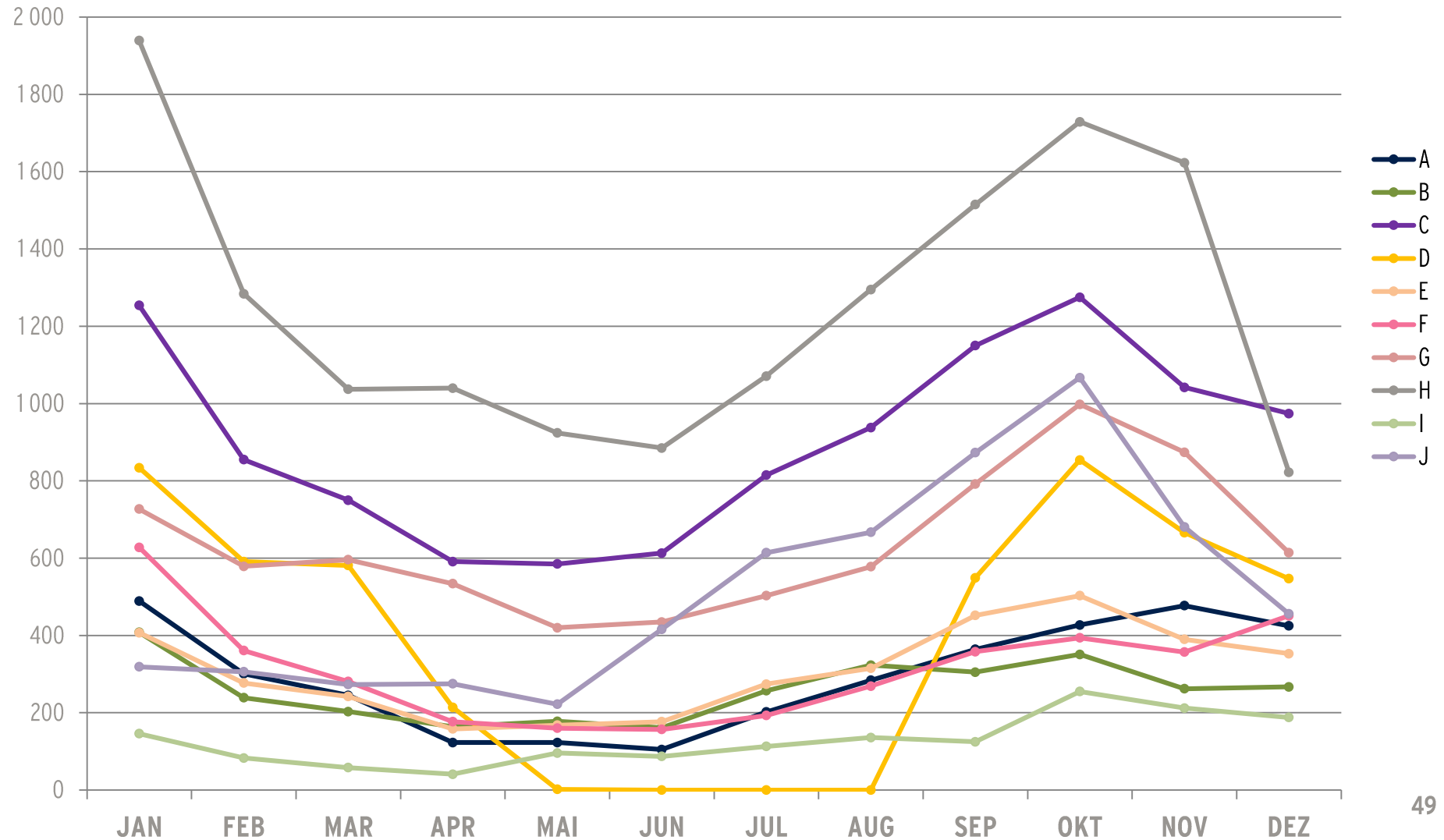
ABSPRUNGRATE IN % ÜBERS JAHR



ANFRAGEN GESAMT

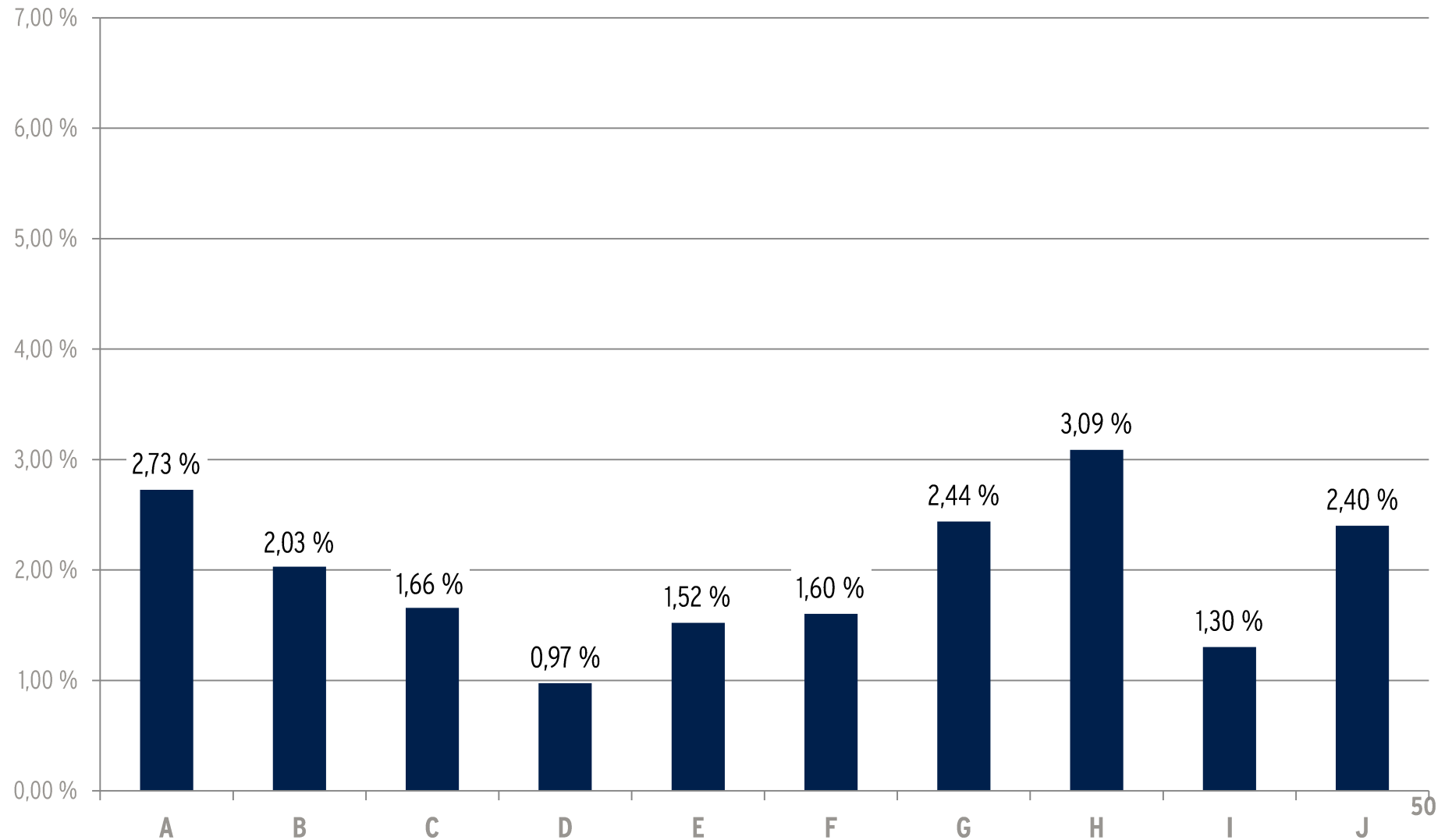


ANFRAGEN ÜBERS JAHR

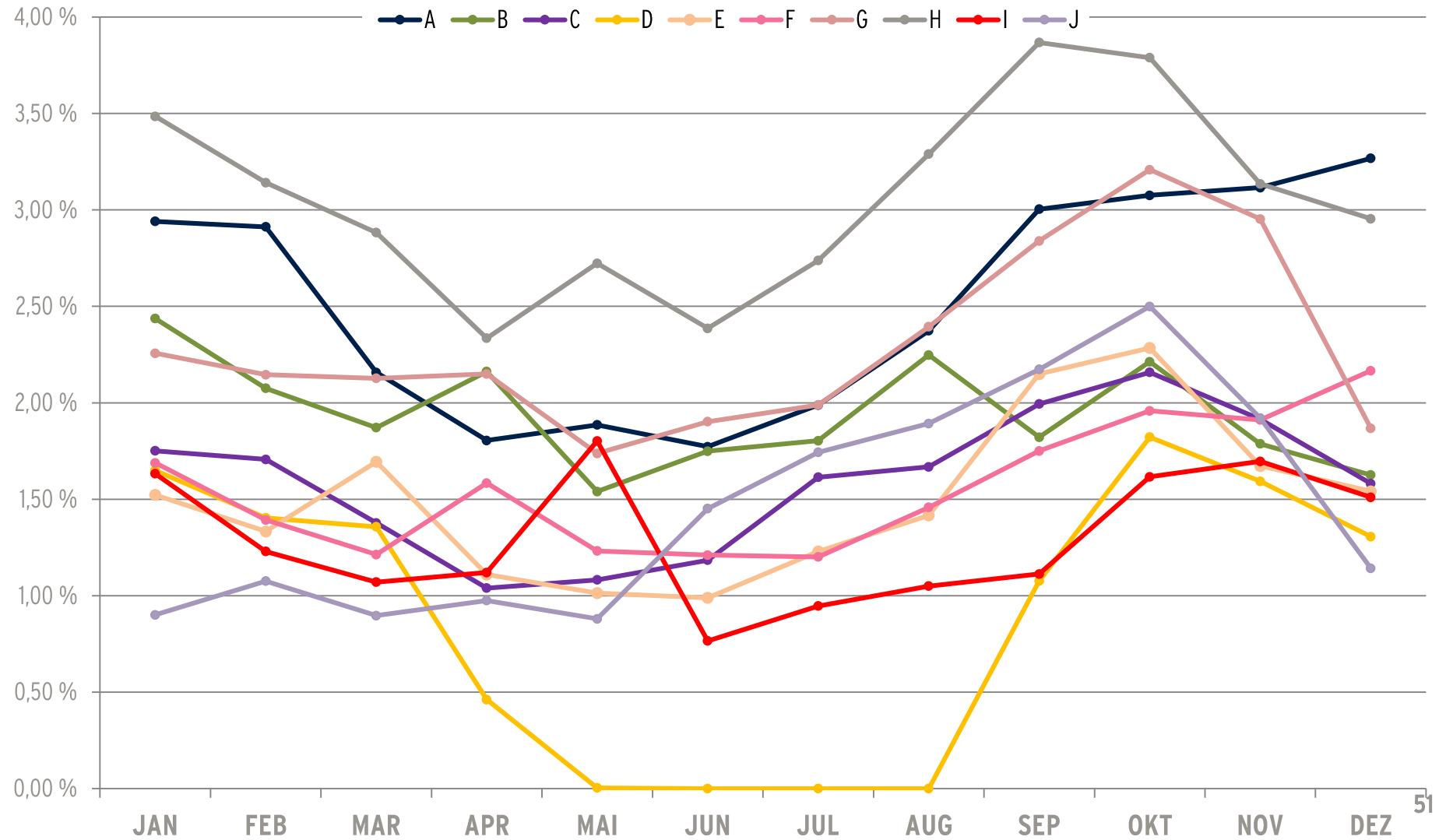


Ø CONVERSIONRATE GESAMT

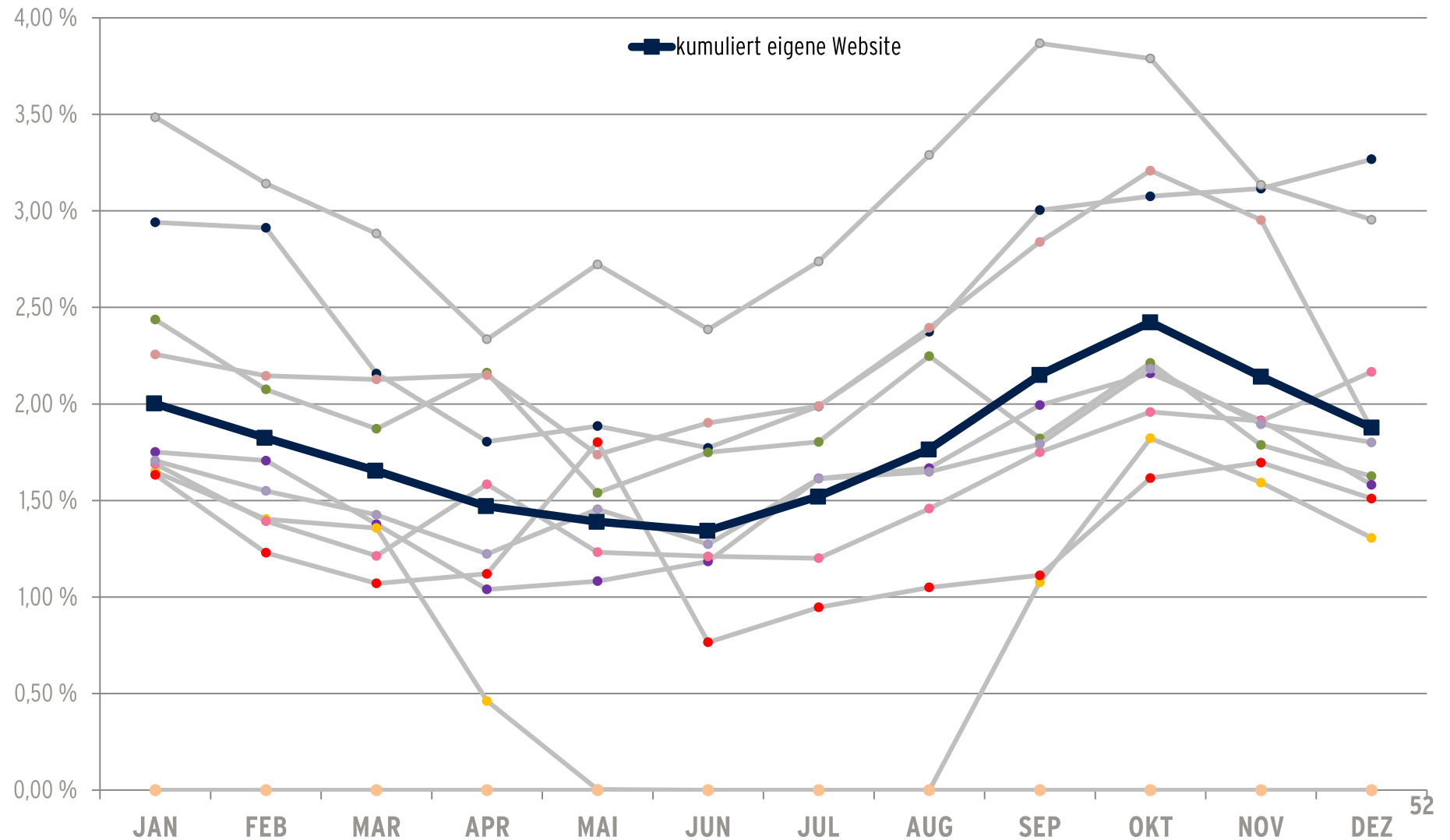
ANFRAGEN & BUCHUNGEN



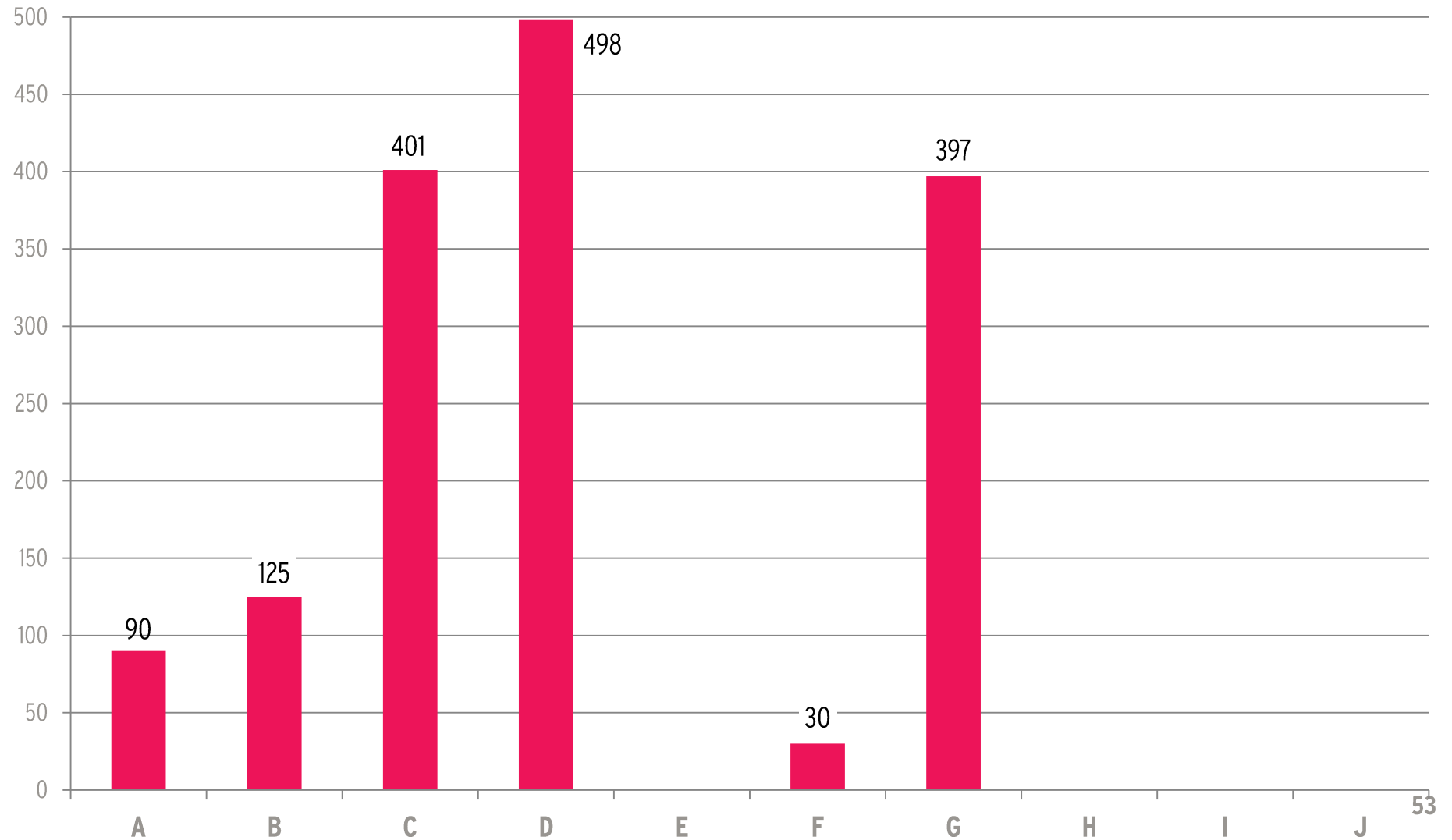
CONVERSIONRATE IN %



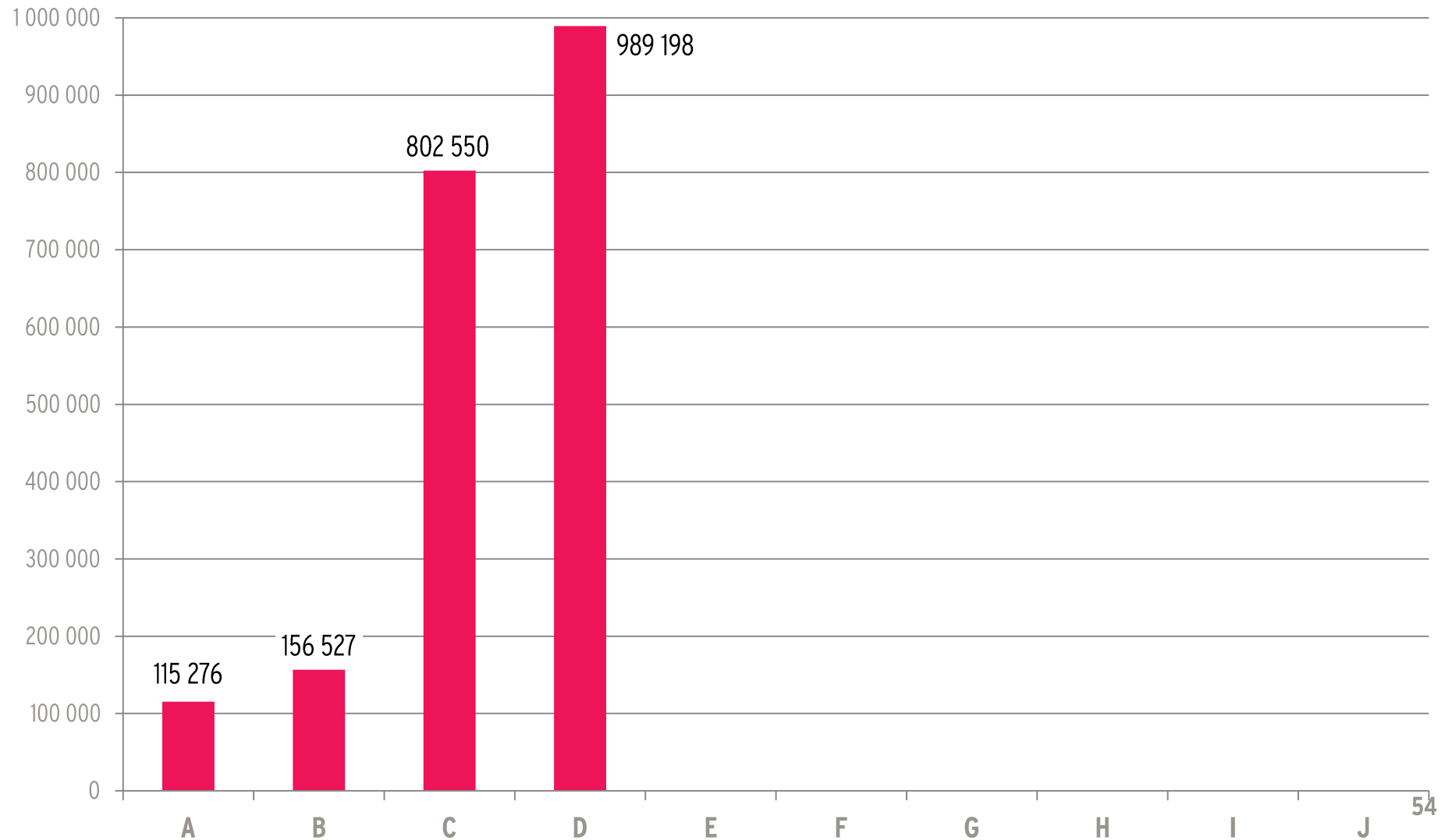
Ø CONVERSIONRATE IN % KUMULIERT



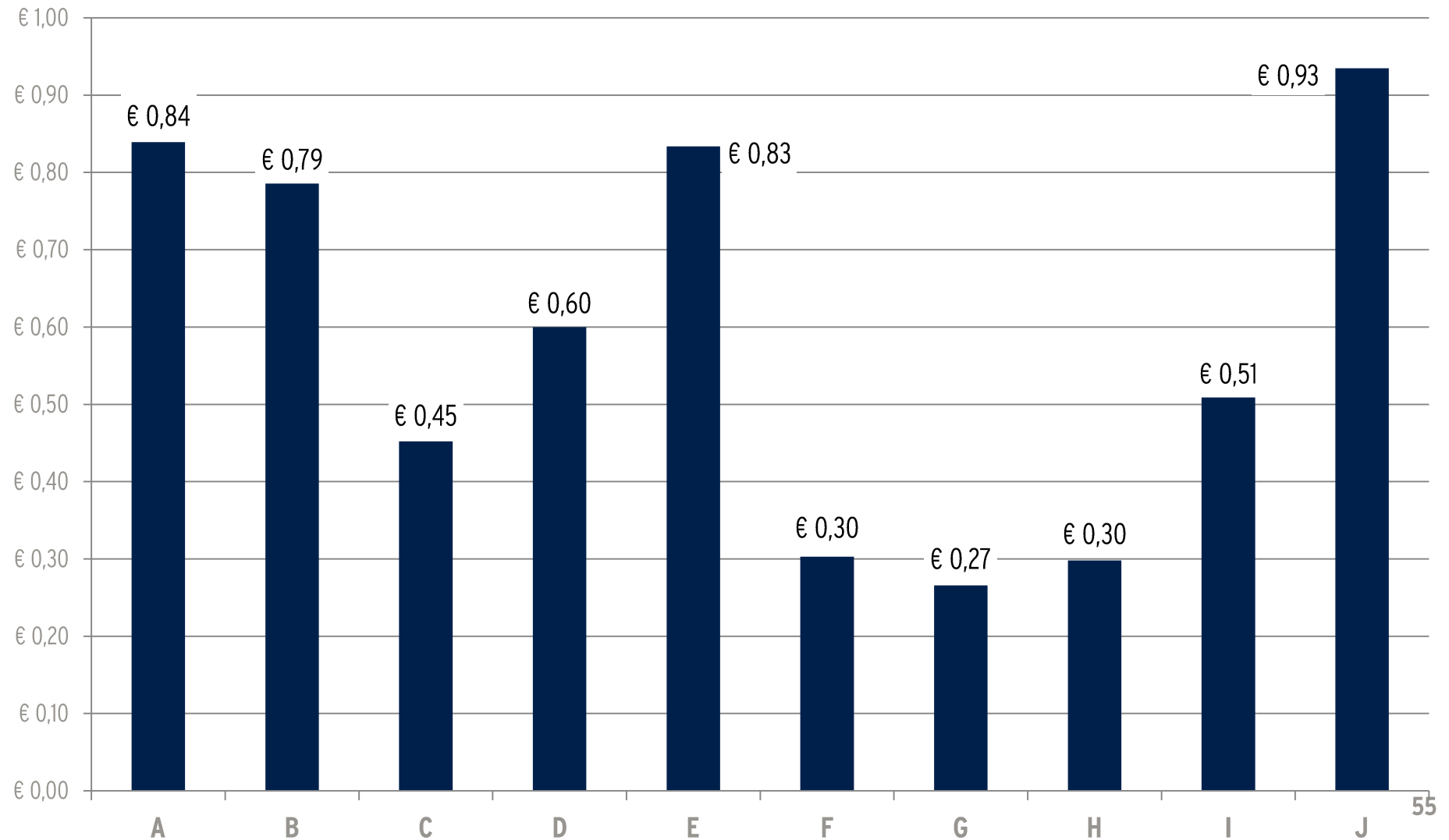
BUCHUNGEN GESAMT



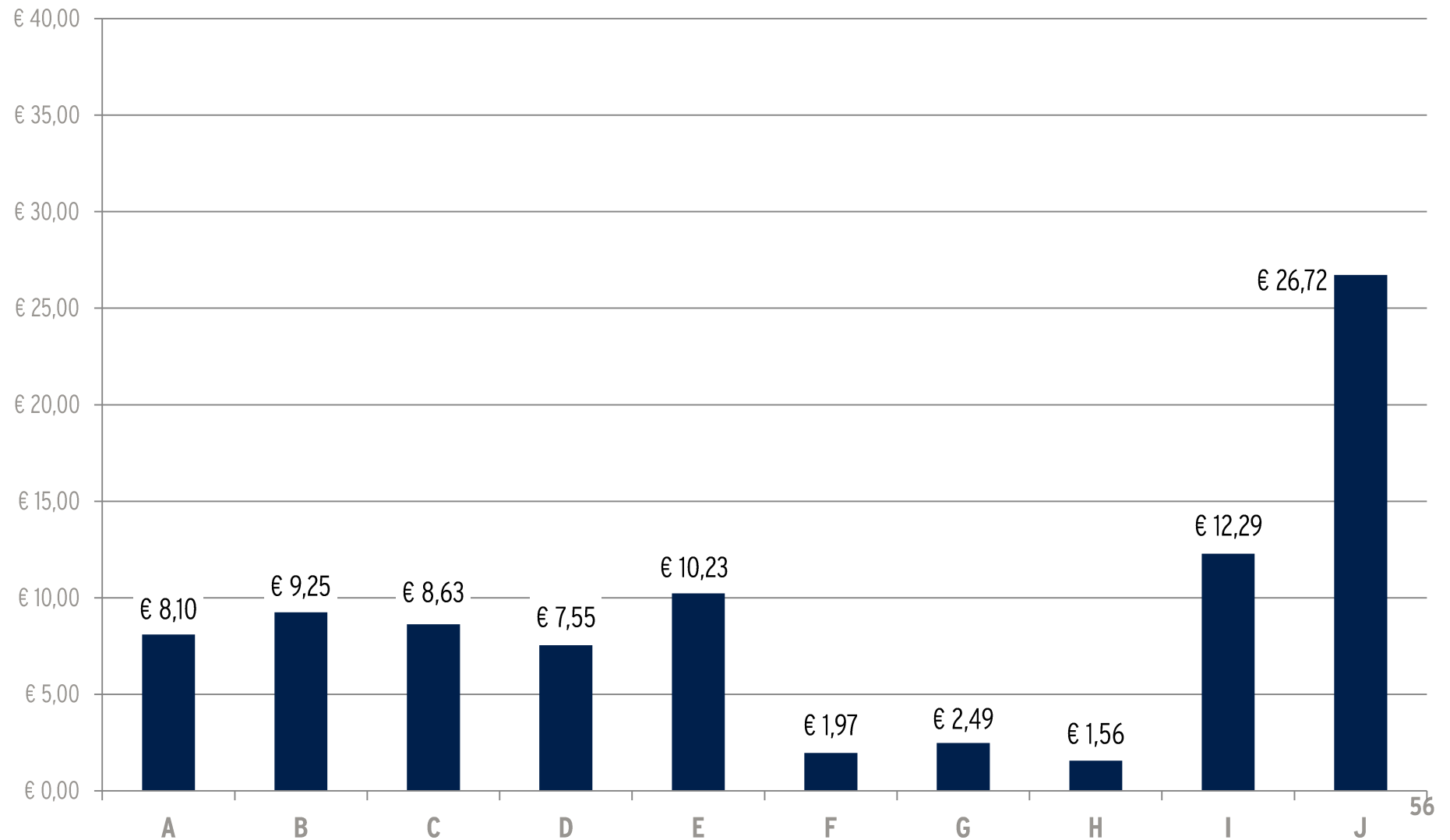
BUCHUNGSWERT GESAMT



Ø CPC (KOSTEN FÜR PAID/ANZAHL DER KLICKS)



Ø CPL (KOSTEN PAID/ABSCHLÜSSE) ANFRAGEN UND BUCHUNGEN



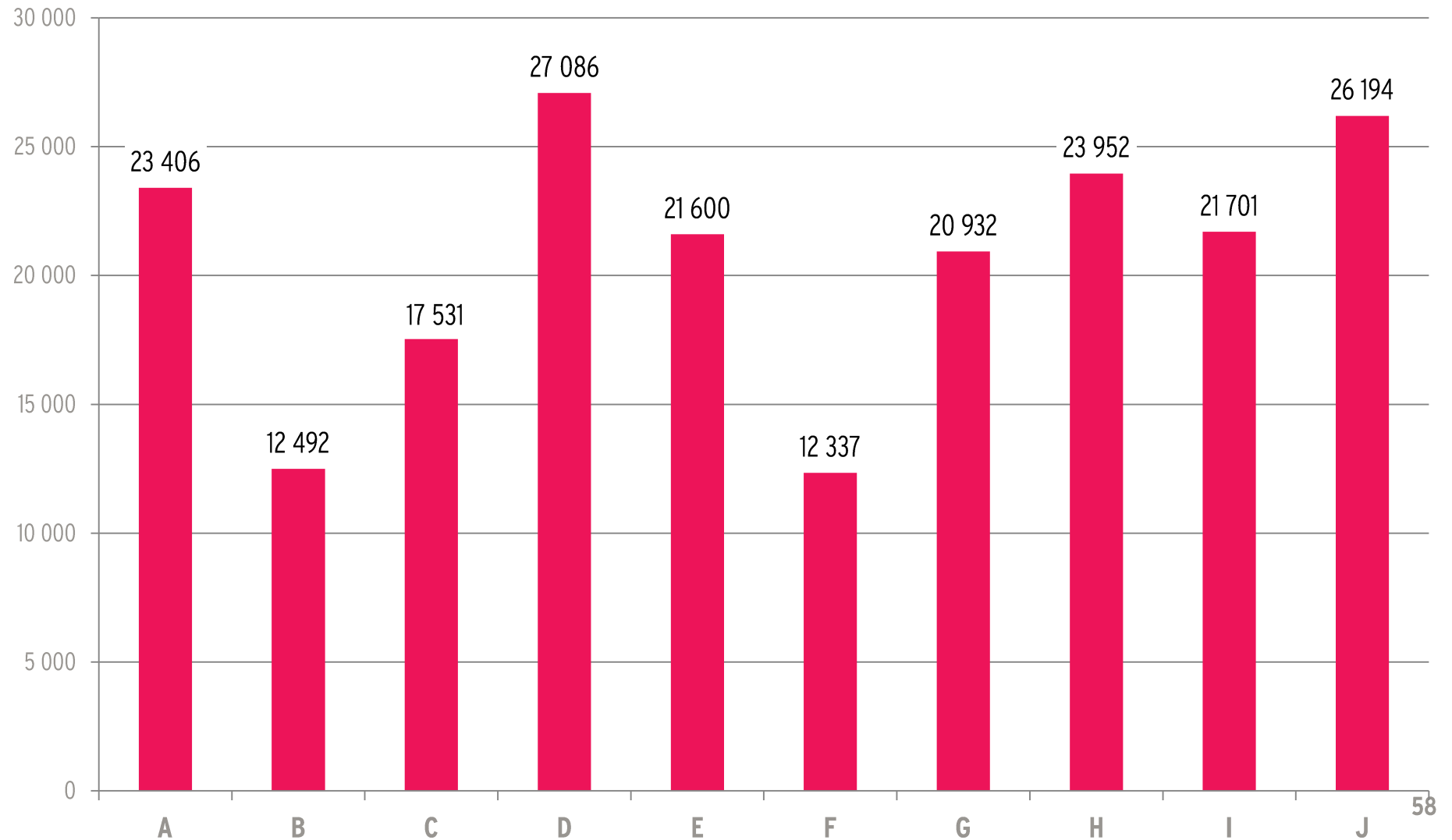


ONLINE BENCHMARK 2017

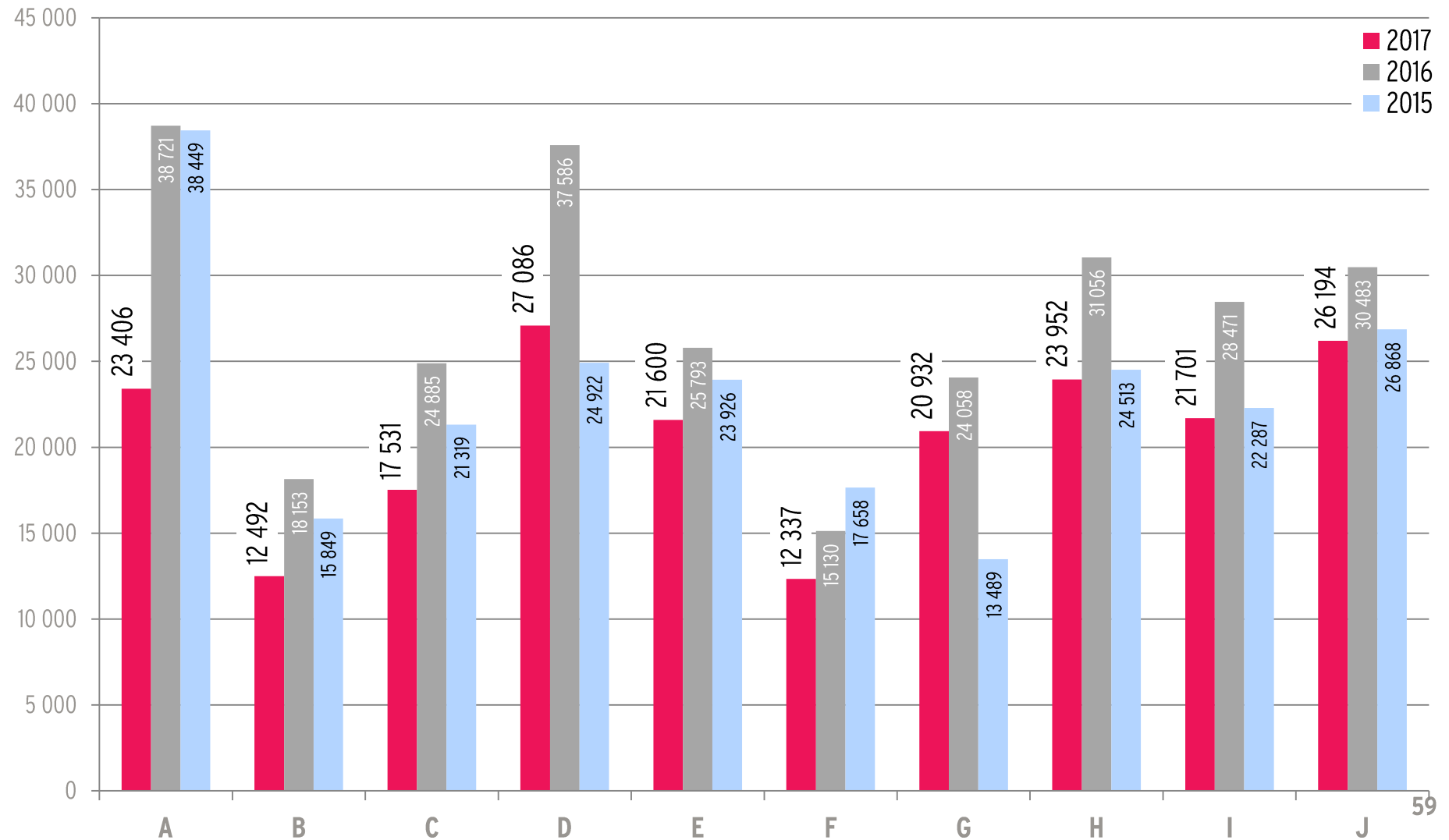
BAW WEBSITE



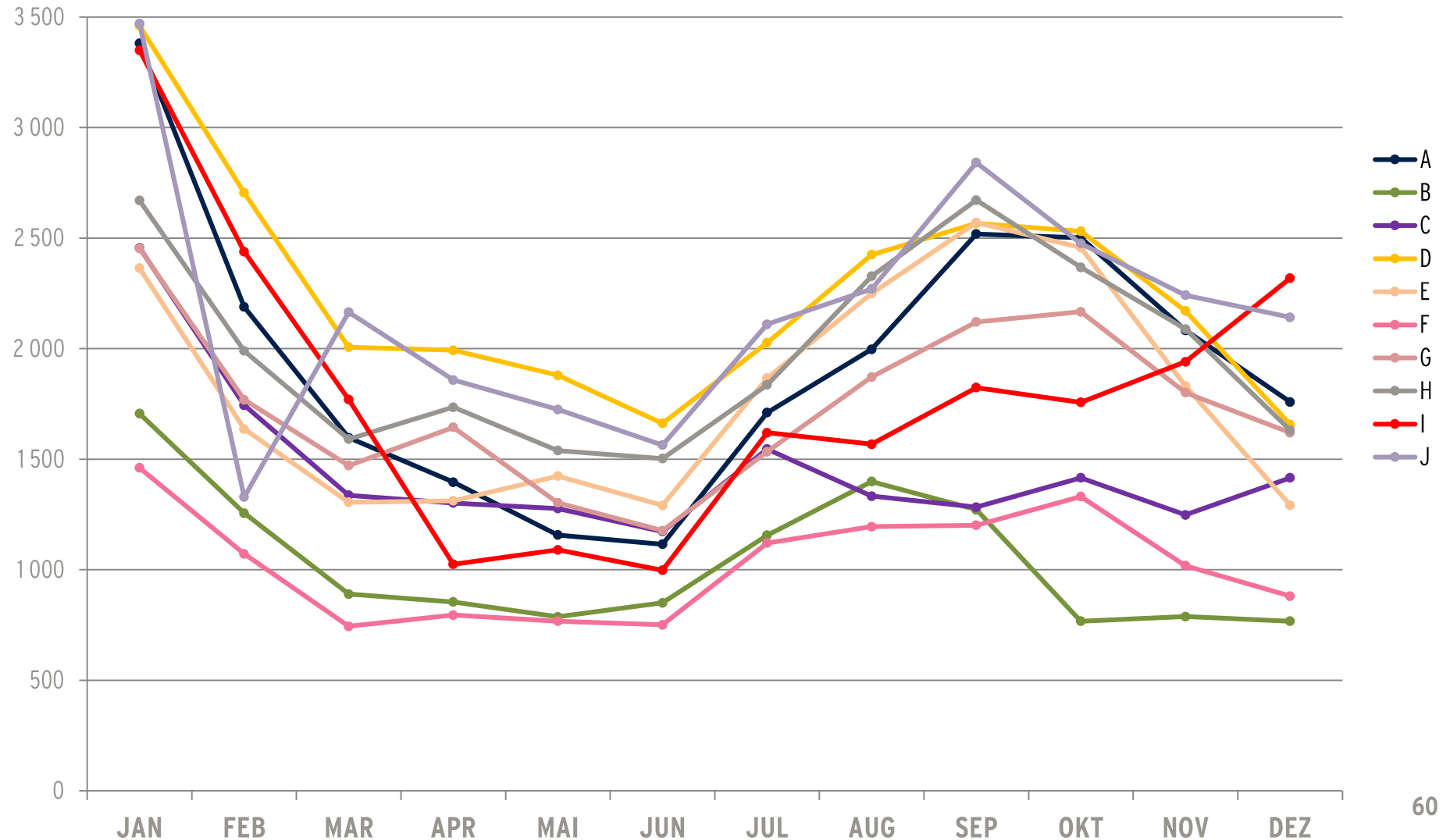
SITZUNGEN DETAILSEITE GESAMT



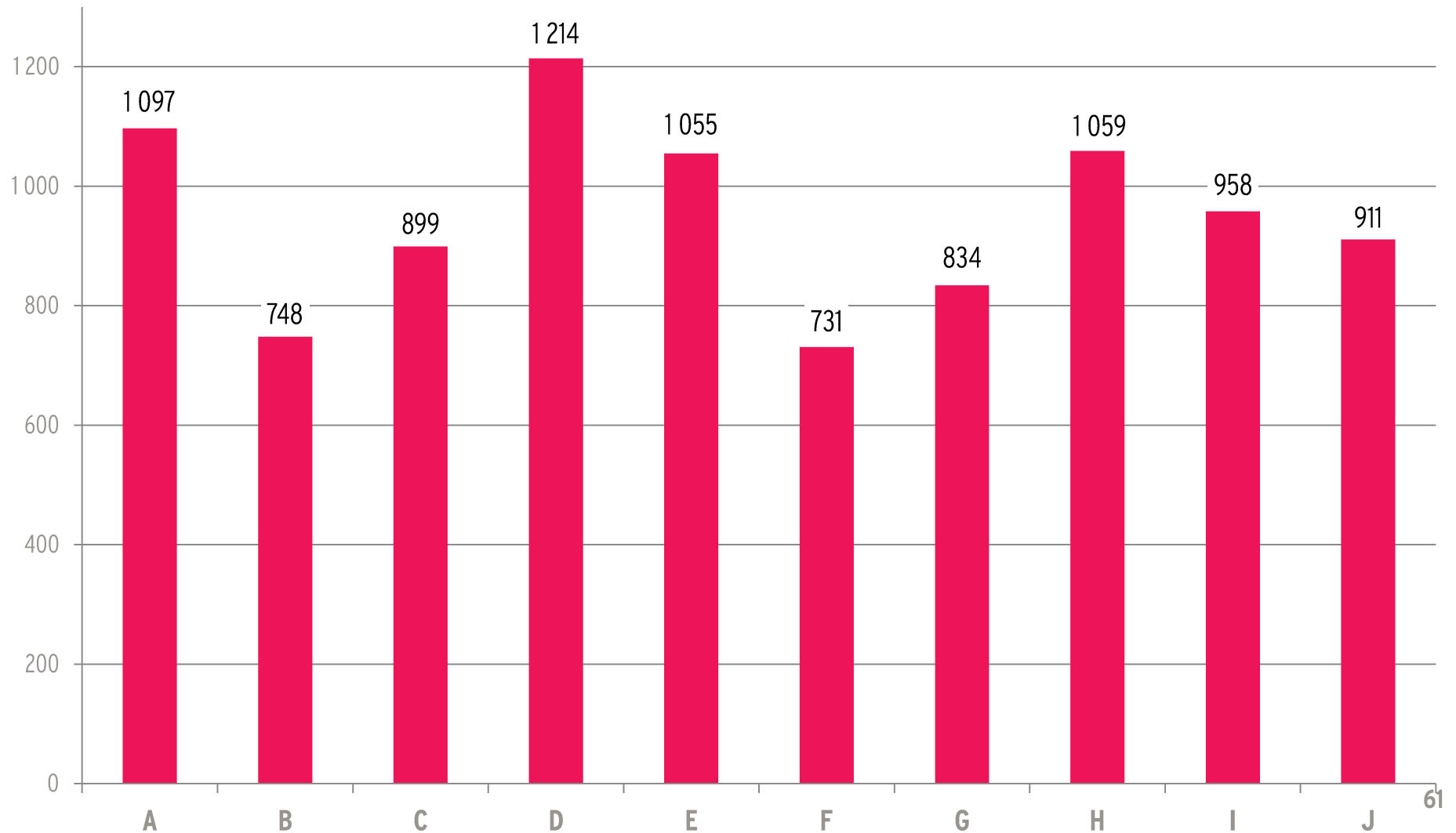
SITZUNGEN DETAILSEITE GESAMT IM JAHRESVERLAUF



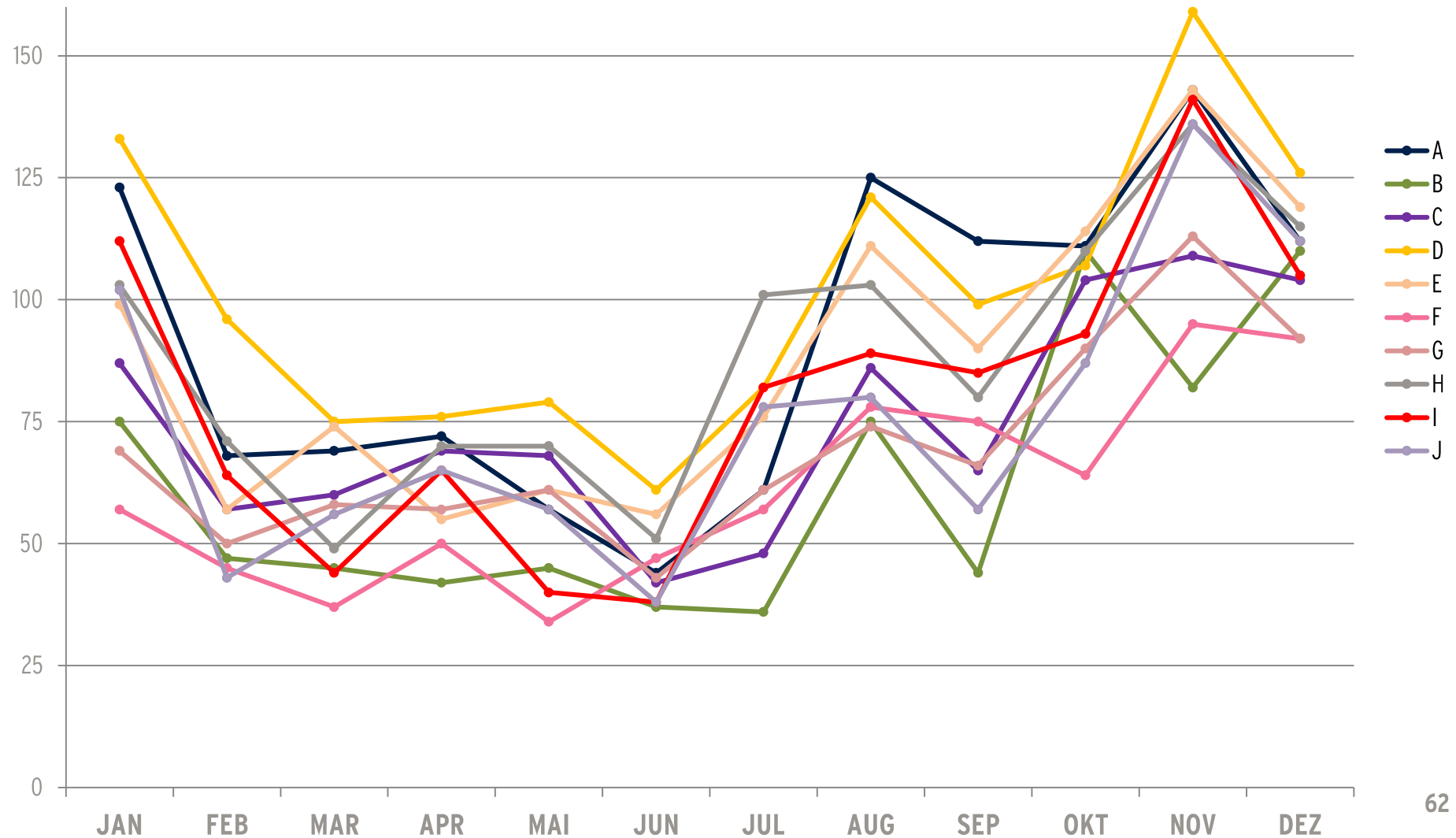
SITZUNGEN DETAILSEITE ÜBERS JAHR



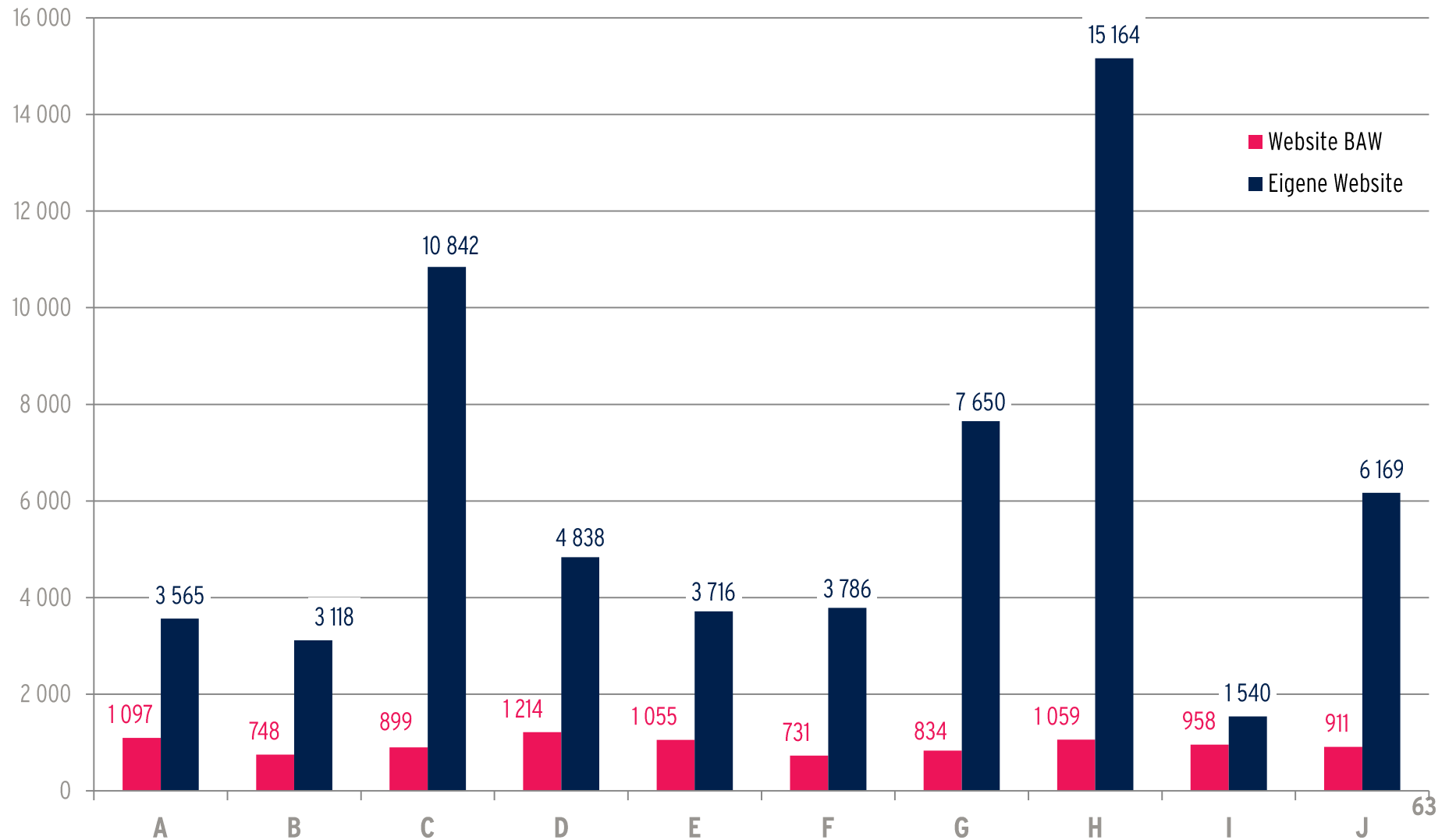
CONVERSIONS GESAMT (ANFRAGEN, BUCHUNGEN UND BÖRSE)



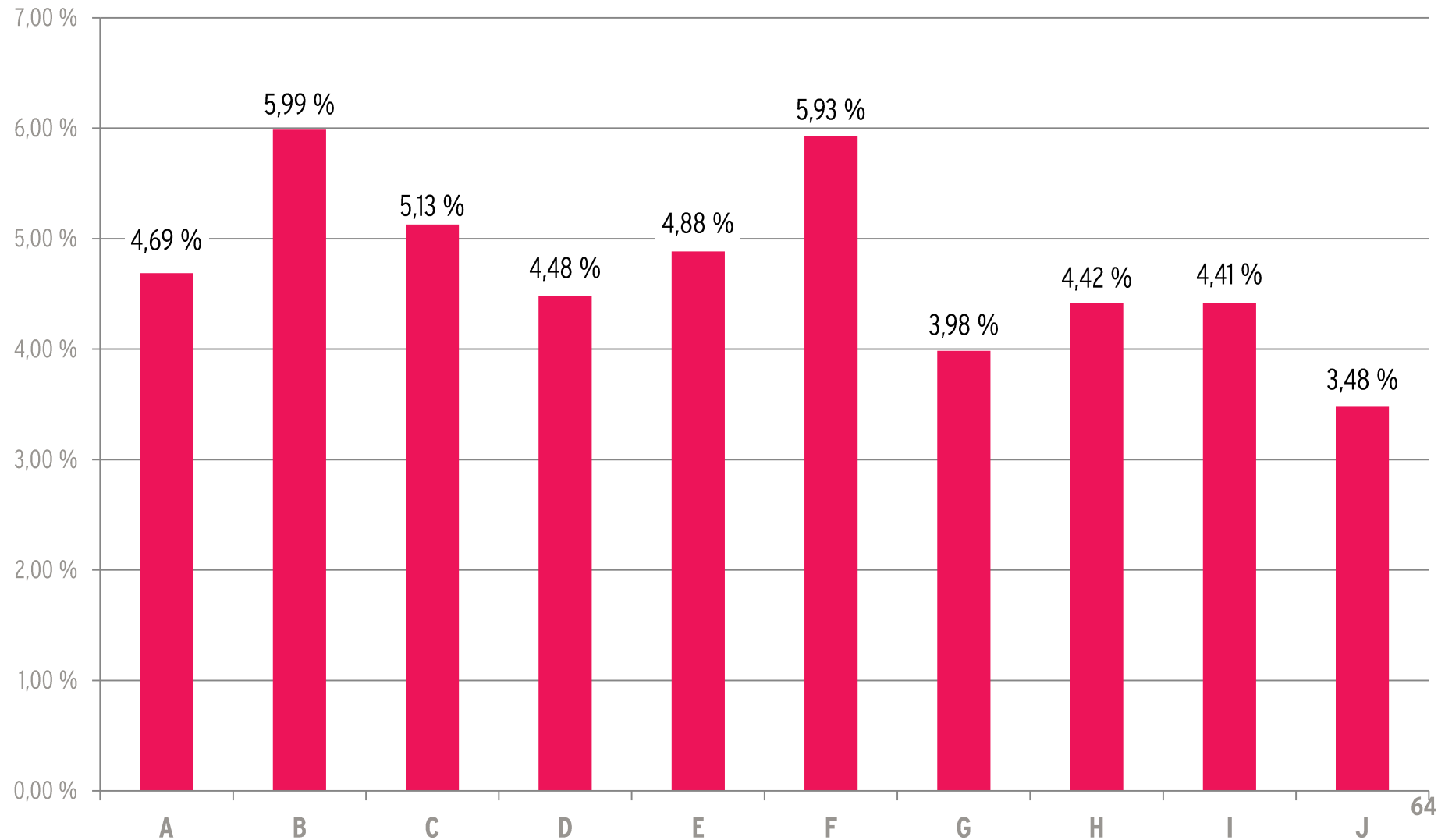
CONVERSIONS ÜBERS JAHR (ANFRAGEN UND BÖRSE)



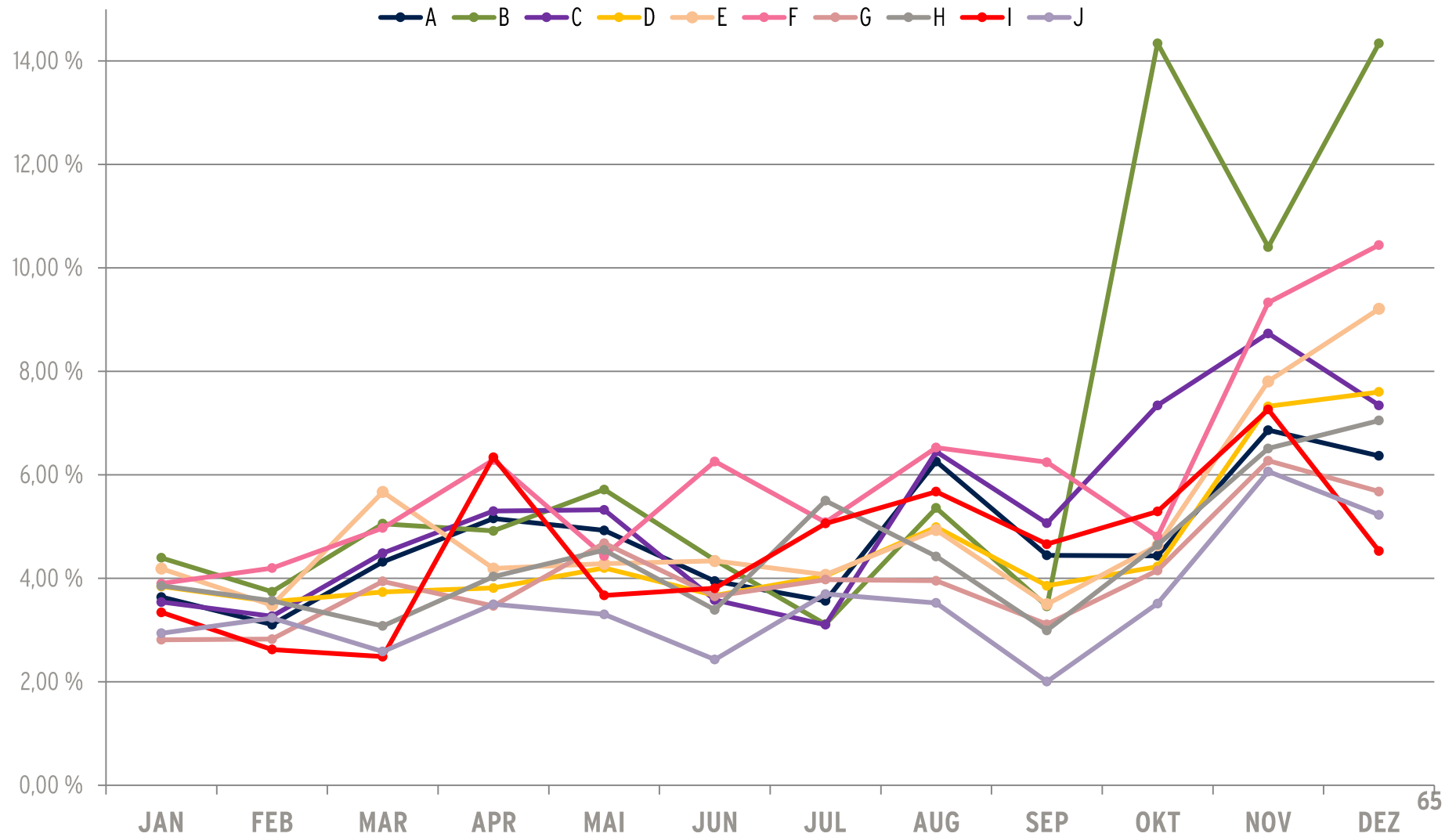
CONVERSIONS GESAMT IM VERGLEICH BAW & EIGENE WEBSITE



Ø CONVERSIONRATE BAW GESAMT



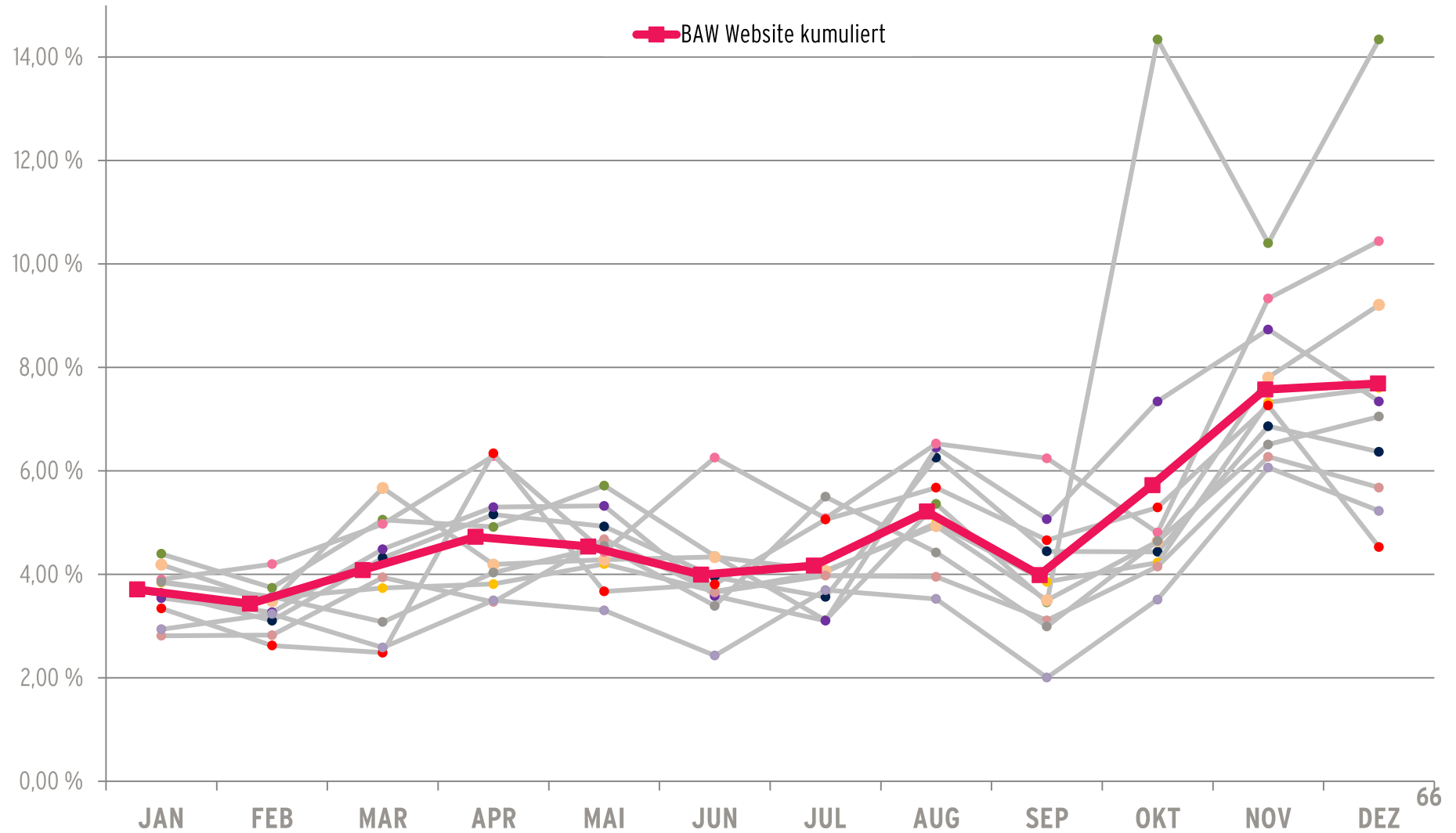
CONVERSIONRATE IN %



Ø CONVERSIONRATE IN % KUMULIERT



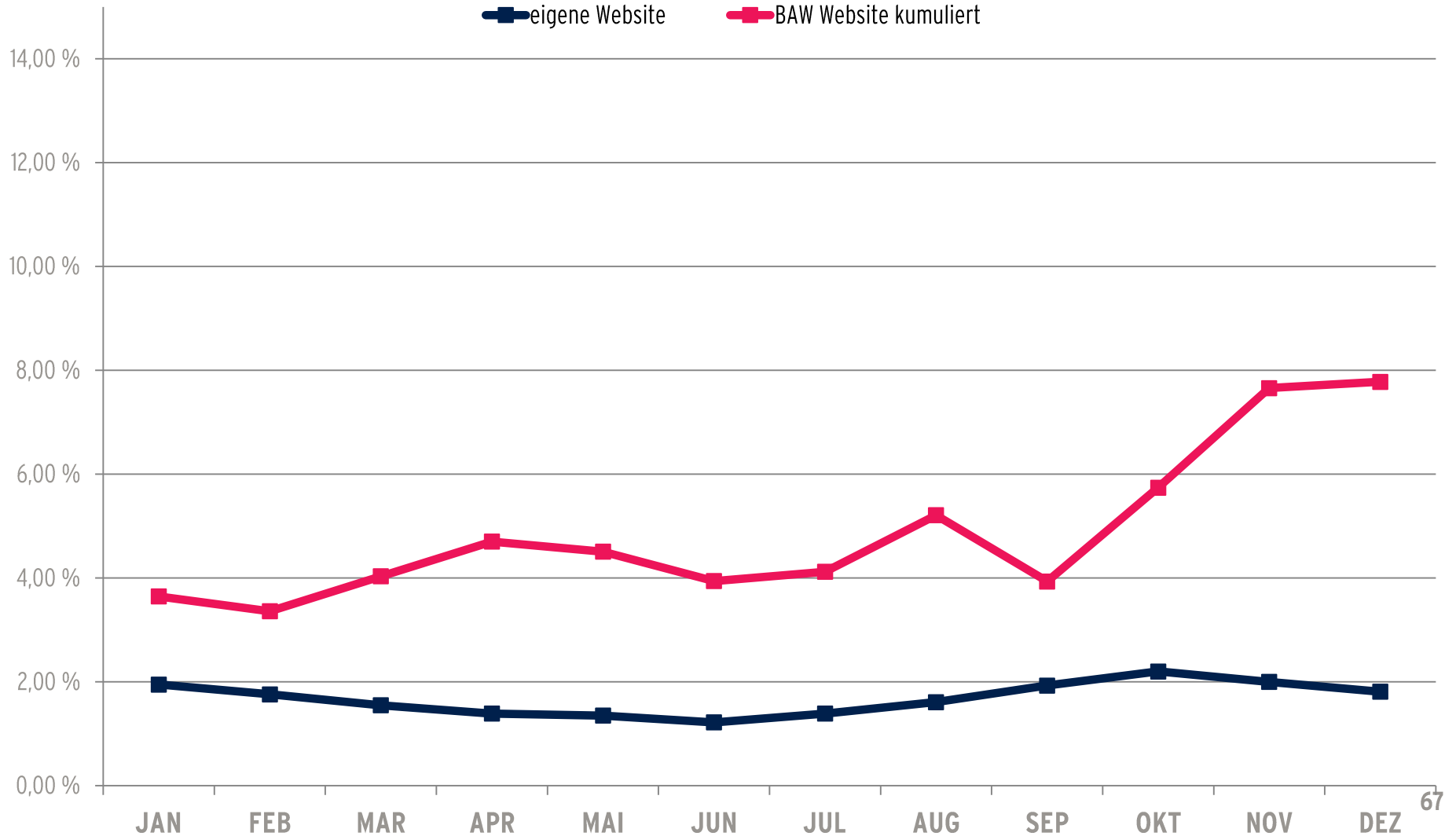
BAW Website kumuliert



Ø CONVERSIONRATE IN % KUMULIERT IM VERGLEICH



■ eigene Website ■ BAW Website kumuliert

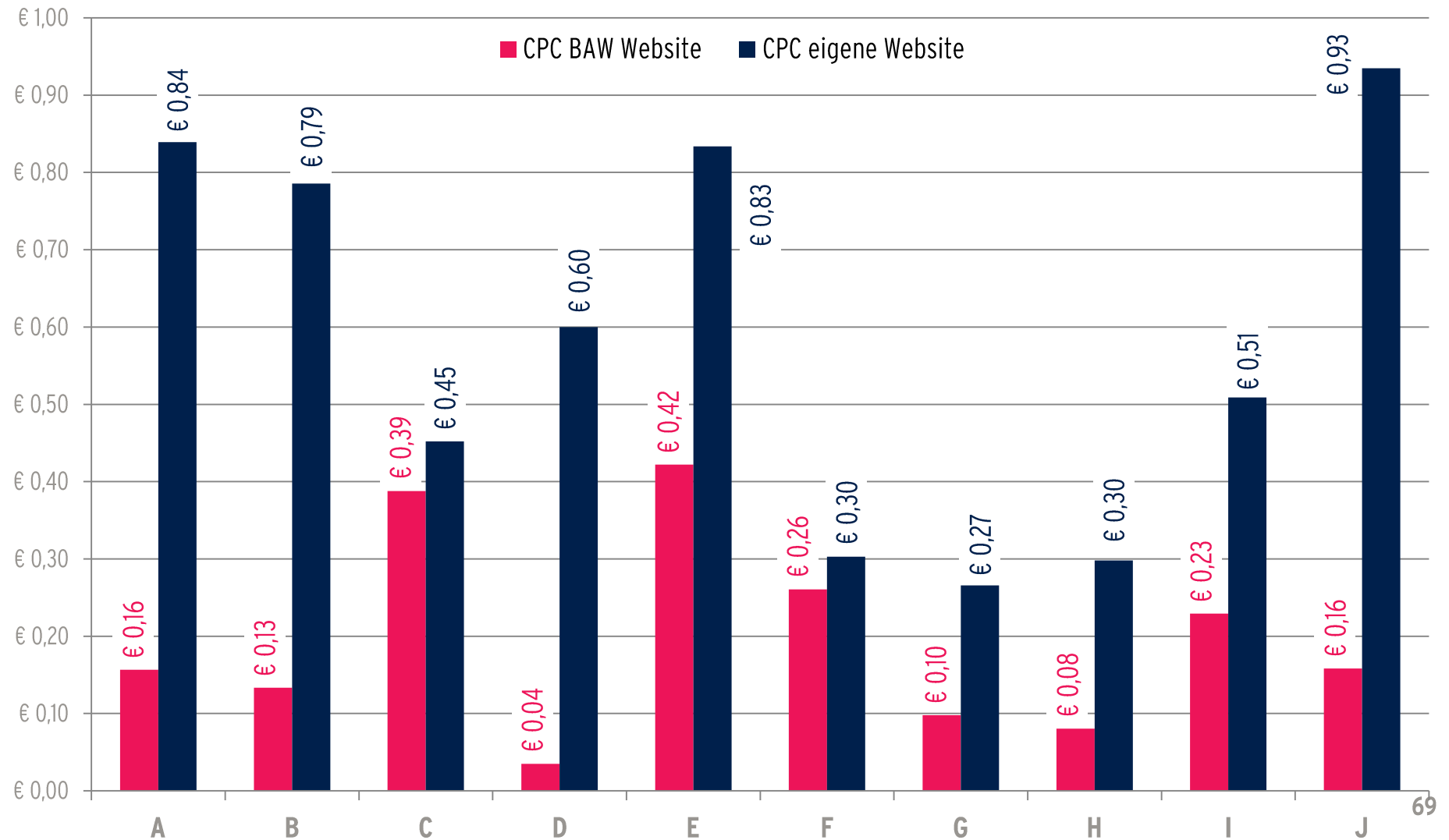


Ø CPC (KOSTEN FÜR PAID/ANZAHL DER KLICKS)

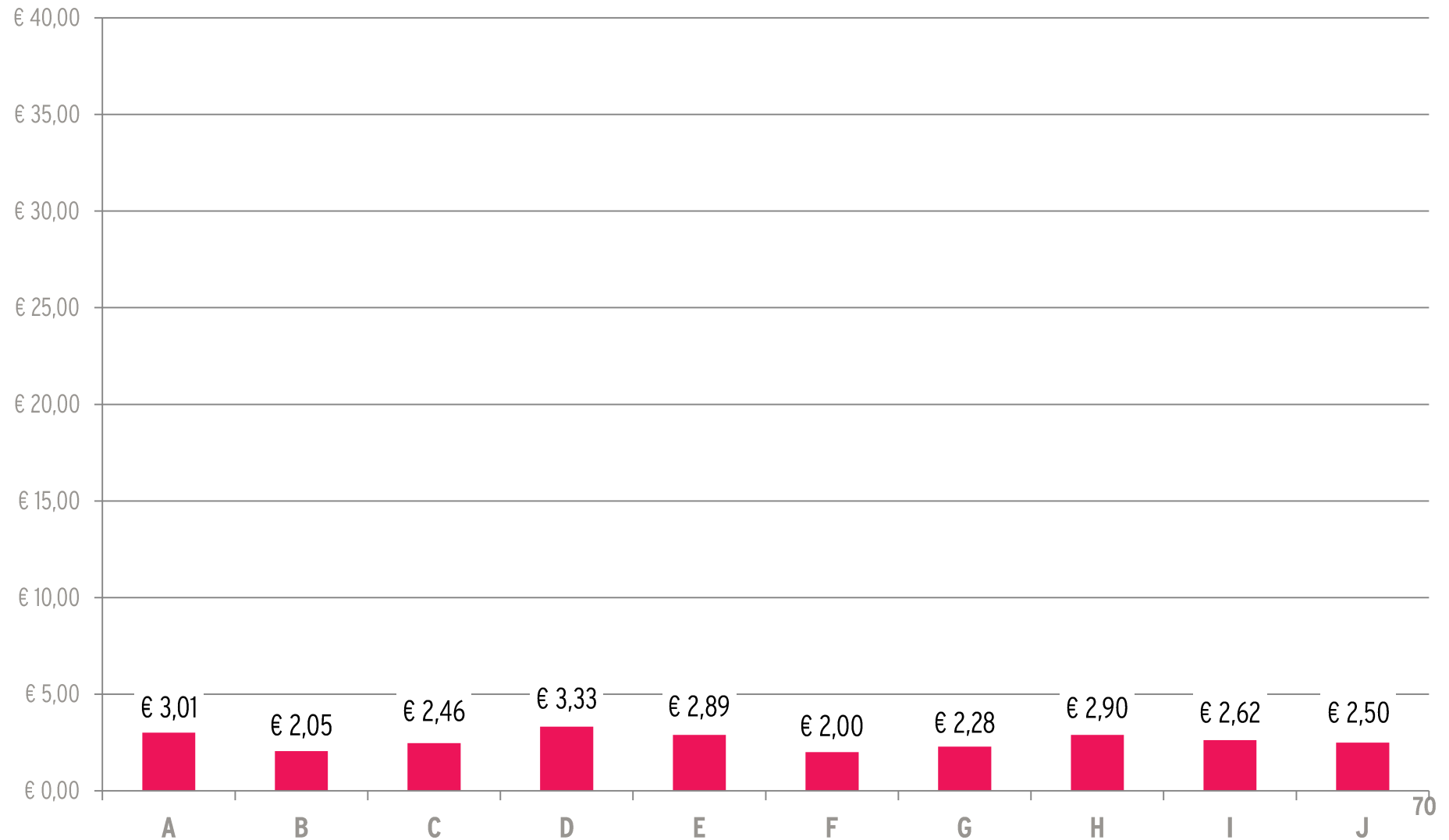


Ø CPC

IM VERGLEICH MIT EIGENER WEBSITE



Ø CPL (KOSTEN PAID/ABSCHLÜSSE) ANFRAGEN UND BUCHUNGEN



Ø CPL

IM VERGLEICH MIT EIGENER WEBSITE

