

expedia group™
media solutions

Advertising solutions

for the traveler purchasing journey



The resources travelers use to find inspiration, research, and book trips have changed in recent years, including the content that influences their purchasing decisions.

These days, travelers get recommendations from family, friends, and social media and turn to various online sources before making a choice. The result is a complex purchasing journey with multiple touchpoints for advertisers to influence and engage with travelers.

It's clear the path that travelers take to book a trip isn't linear, so a successful advertising strategy is one that reaches travelers throughout their purchasing journey. Our [Path to Purchase](#) study with Luth Research found that 46% of travelers were influenced by advertising that highlighted promotions or travel ideas — one of many findings emphasizing the importance of an informed campaign that gets in front of the right traveler at the right time.

To help you connect with and convert travelers across Expedia Group's more than 200 travel websites and apps, we've outlined how our advertising solutions can support your objectives throughout each stage of the traveler's purchasing journey:

- **Inspiration**
- **Research and planning**
- **Booking**





Inspiration

Influence travelers when they first start thinking about a trip

The inspiration phase is your first opportunity to influence traveler decisions and stay top of mind. We know that destination indecisiveness is high: Nearly 3 in 5 travelers don't have a specific location in mind when they decide to take a trip and [consider multiple destinations](#). We also know that 45% of travelers visit destination sites during this phase of their trip planning, making this a highly influential time for advertising.

Our solutions elevate your destination and increase visibility during this critical phase, tapping into what appeals most to indecisive travelers — compelling images, promotions or deals, and unique experiences.

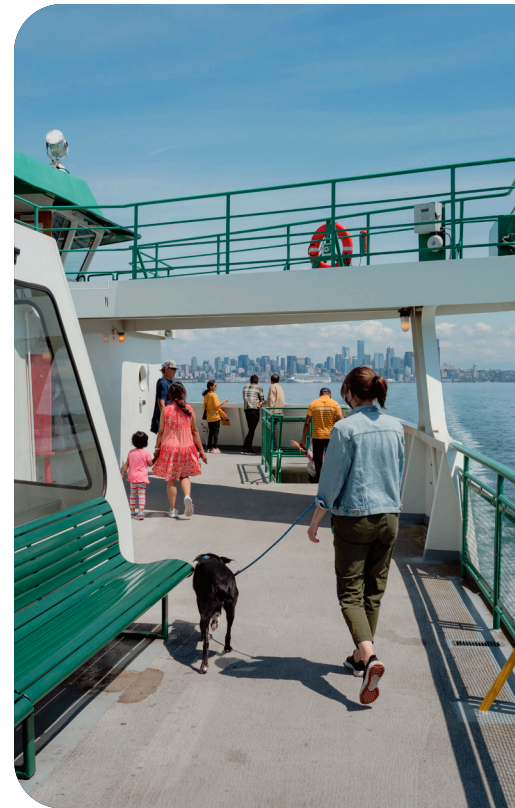


of travelers visit destination sites during this phase of their trip planning

For example, if you're a destination in the Northeastern U.S. and know that travelers visit to watch the leaves change during the fall, how can you ensure your destination is top of mind with travelers when they plan their next trip? One way to reach these travelers is with [Travel Spotlights](#). Developed by our [Media Studio team](#), this content-rich solution highlights your destination's unique amenities and activities.

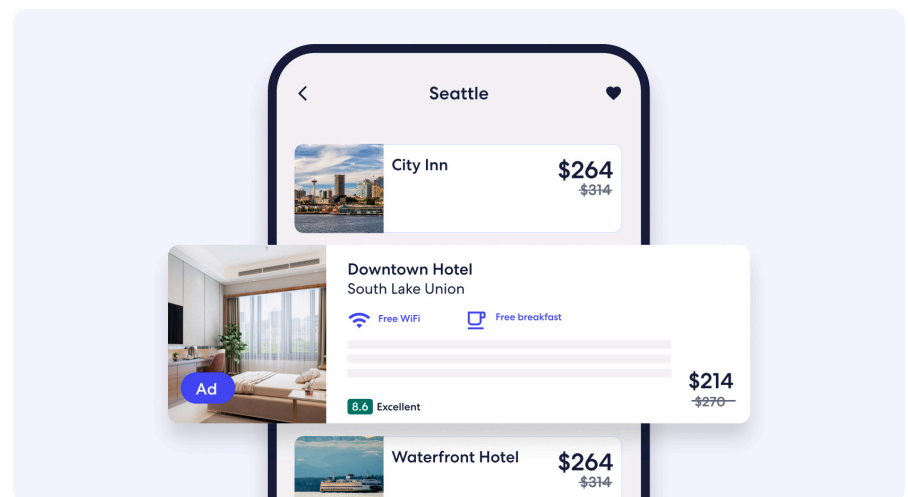
Travelers can explore and engage with your destination with a compelling landing page. From listicles and photo galleries to itinerary suggestions and quizzes, Travel Spotlights capture your destination's details, whether you're a remote destination or a large city.

Our flexible and cost-effective [TravelAds Sponsored Listings](#) help hotels get in front of travelers during the inspiration phase, surfacing your property higher in search results and boosting visibility. You can write custom copy, select the images you want to showcase your hotel, and highlight information that best represents your property. Available on desktop and mobile, TravelAds maximizes your hotel's visibility from inspiration to booking and helps you reach the right traveler with our [robust targeting capabilities](#).



“**TravelAds makes every dollar work harder.**”

Patrick Mitchell, VP, Brand & Ecommerce, Sonder



Boost your property's visibility and drive room demand and revenue with TravelAds Sponsored Listings.

Consider a new oceanfront resort in Japan that is looking to reach North American Gen Z and millennial travelers. The resort could use our geo-targeting capabilities to get in front of these travelers on desktop and mobile and activate a TravelAds campaign that showcases the property's 5-star cuisine, watersports activities, and smart technology.



of travelers use social media for trip inspiration

Social media is an [influential resource](#) for travelers as they scroll for destination inspiration, lodging recommendations, deals, and more. When promoting your

property, destination, or offering, integrating user-generated content in your social campaigns can drive engagement with travelers seeking authentic, trustworthy information from other travelers. One way to do this is by working with social media influencers to create inspiring content tied to your ads.

Our solutions are designed to work individually or together to reach your goals. The [Moroccan National Tourism Office](#) used custom influencer content, a dedicated microsite, display ads, and more to attract visitors. The influencer content delivered over two million impressions and drove more than 10,000 visitors to the microsite, with an average on-site time of four minutes, demonstrating the power

of compelling social media content to inspire travelers.

As the popularity of mobile browsing and booking continues to grow, a [mobile advertising strategy](#) can help you effectively reach travelers while they spend time on their smartphones — especially those who bounce between social media and other online resources to gather inspiration and information. We can work with you to identify and develop the right mix of mobile ad types and formats — including display, video, and native — that best align with your campaign goals and target audience.





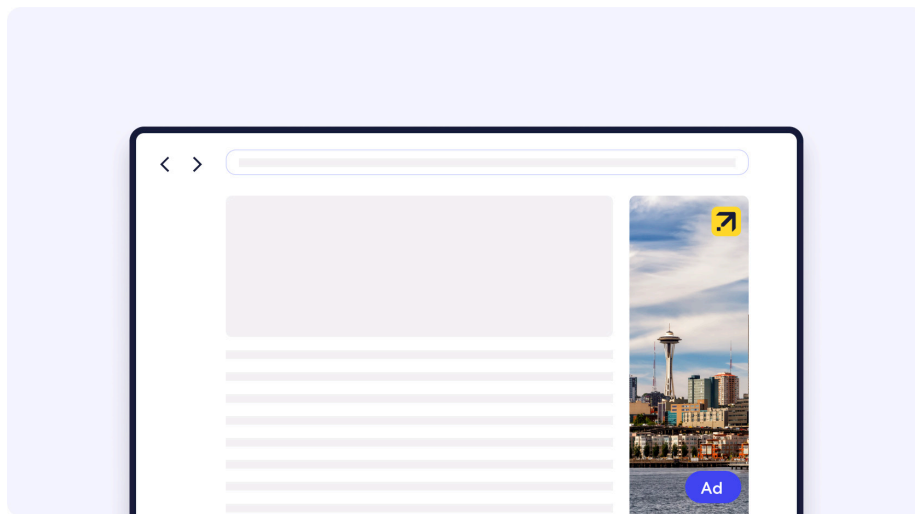
Research and planning

Reach travelers as they browse
and consider options

Travelers research, gather information, and compare options across several online travel resources, including social media, destination websites, online travel agencies (OTAs), and more. In fact, 80% of travelers visit an OTA during this stage, making it important to show up beyond your owned sites and channels during this integral part of the shopping journey.

One way to get noticed is through flexible and scalable [display advertising](#). This solution provides a standard format to highlight beautiful images with a strong call to action for travelers browsing and considering their options. Our display advertising is powered by precise audience targeting based on Expedia Group’s exclusive first-party data, to help you raise your visibility and engage with travelers.

Our data shows that getting the best price on travel is a key factor when travelers are considering their options, and with display and native ads — contextually relevant ads that



Display Advertising solutions can give you a direct connection to travelers visiting our sites to dream, research, and book travel.

seamlessly integrate into the travel shopping experience on our websites and apps — you can highlight different promotions and package deals across hotels, flights, activities, car rentals, and more.

[VisitScotland](#) used native and display advertising on prominent homepages and hotel search results pages to build awareness with U.S. and European travelers. The campaign successfully raised visibility for the destination with travelers and actively drove conversions and bookings to Scotland, delivering a more than 115% increase in room nights and an over 175% increase in flights booked period over period.

These flexible solutions can also supplement other advertising

tactics like TravelAds and are an effective way to build awareness and consideration during the research and planning phase.

[Palace Resorts](#) used a combination of TravelAds and display advertising to elevate its profile with travelers and stand out from competitors. Combining these solutions, Palace Resorts created custom copy and images to highlight what makes them unique — imperative in the highly competitive Latin America market — and selected which properties used one or both solutions to engage with their target audience. Travelers that saw multiple ads had a conversion rate of 2.6x, and 17% more travelers converted when display advertising was combined with TravelAds.

“

Using TravelAds in tandem with display advertising made the impact we were looking for.”

Daniel Conte, Director of Online Distribution, Palace Resorts

[Co-op campaigns](#) are an effective solution to help capture traveler interest and widen your brand’s reach through a joint advertising effort. We bring together multiple brands with common marketing goals — such as a complementary destination, airline, and hotel — to extend and amplify advertising spend with a collective campaign. Our team of experts works to identify strategic partners, produce the creative assets, and manage the logistics to build the right campaign and drive demand. These campaigns

can be particularly valuable during slower off-seasons when destinations want to increase tourism.

[Visit Anaheim](#) partnered with multiple local hotels through a co-op campaign to increase room nights and revenue for their city’s hotels and awareness during the slower summer months. The co-op campaign drove more than a 29% increase in gross booking and room night demand year over year.

We know that travelers are drawn to advertising with content that highlights interesting experiences. Tourism Toronto, Air Canada, and the Greater Toronto Airport Authority activated a co-op campaign to increase market share by positioning Toronto as the [ideal stopover destination](#) that offers travelers unique and dynamic experiences. The campaign successfully drove destination interest, with a more than 330% year-over-year search growth for #TorontoStopover and increasing year-over-year demand by more than 70% for Air Canada flights with a stopover in Toronto.

With our [targeting capabilities](#), you can reach specific travelers based on select criteria, including custom audience profiles, across any vertical. Whether your campaign is focused on increasing bookings on a particular flight route, bringing a new type of traveler to your destination, increasing room night bookings, or extending car rental days, you can build an audience profile with our targeting options to connect with the right travelers at the right time.





49%

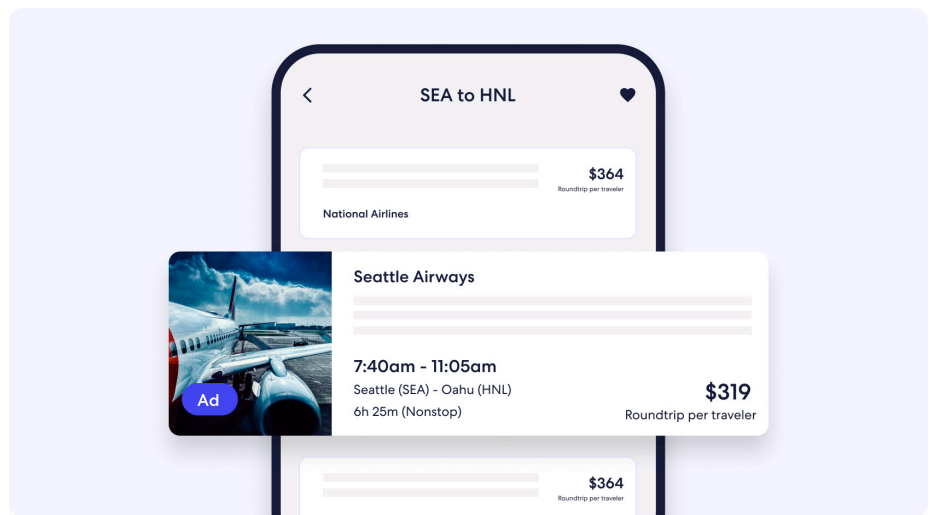
of travelers said getting the best price is an important factor when deciding to book a trip

Through targeted advertising — across display, [Passport Ads](#), and email marketing — [Hawaiian Airlines](#) increased passenger demand on a route by 40% over seven months. The campaign leveraged Expedia Group’s first-party data and Hawaiian Airlines’ data to inform the targeting strategy of getting in front of travelers who were searching for specific airline routes.

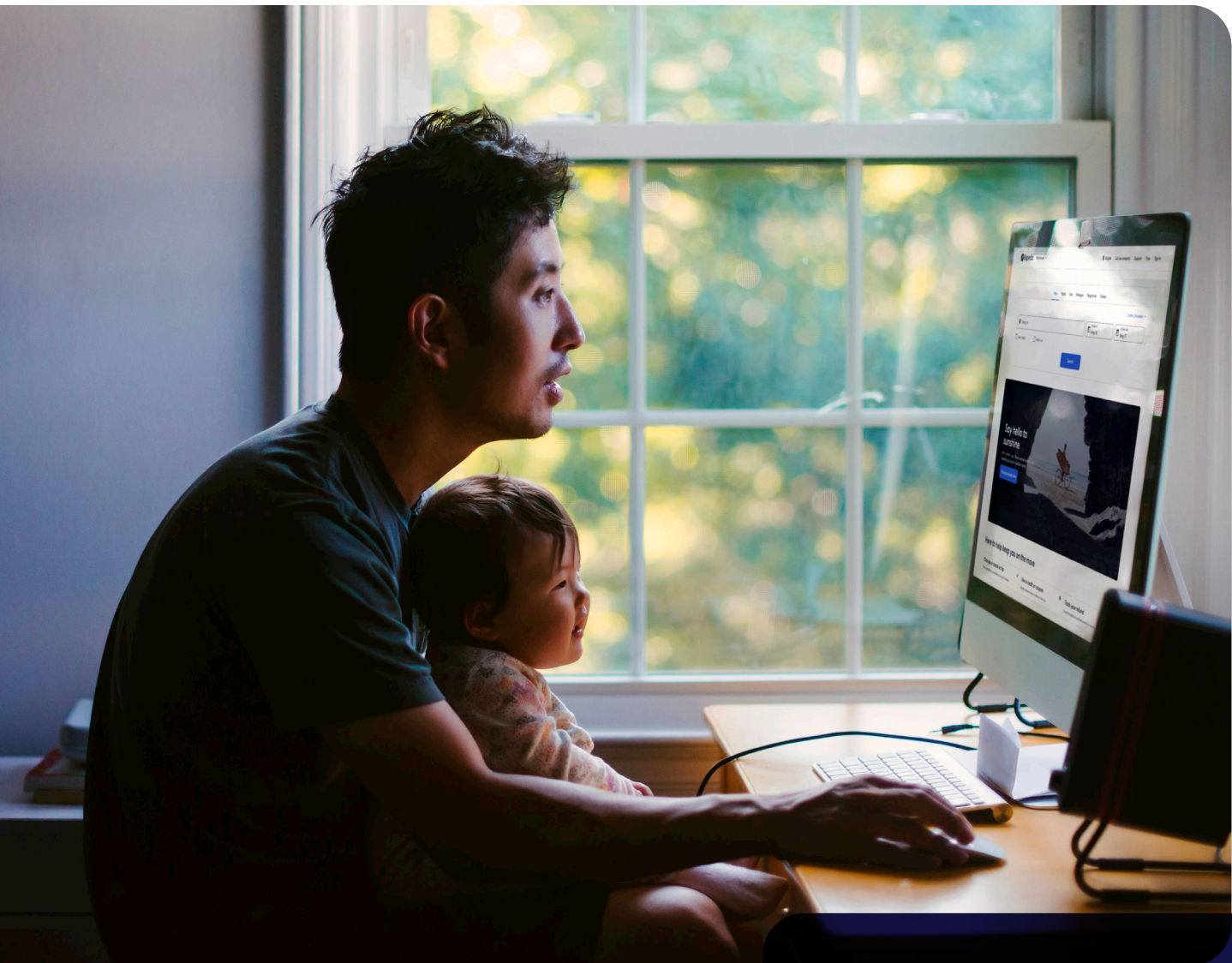
When travelers are narrowing down their options and finalizing their trip details, it’s natural to consider how they will get there.

[Flight Sponsored Listings](#), our cost-per-click solution for airlines, build brand awareness and reach millions of travelers who are actively searching for their next flight on our travel websites and apps.

These campaigns are based on real-time traveler intent and combined with an origin and destination targeting strategy to help you capture more demand. Flight Sponsored Listings increase your visibility in the search results, so whether you’re spotlighting a deal, promoting a new route, or looking to differentiate against competitors in search results, this can be an effective and simple solution to reach the right travelers as they browse and consider their options.



We offer air travelers one of the world’s most visible online platforms. Billions of searches are made every year across Expedia Group websites, giving airlines the opportunity to reach these travelers with Flight Sponsored Listings.



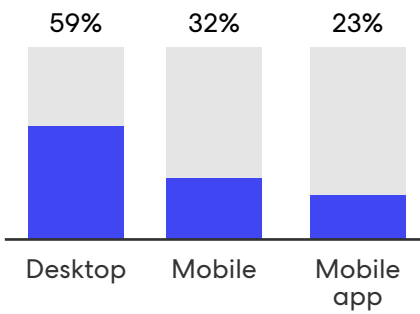
Booking

Convert travelers from consideration to purchase

Our research shows that travelers book across a variety of devices, so you need to be able to reach them where they purchase.

Our [shoppable streaming platform](#) — available on desktop and mobile — allows you to engage with travelers in ways other brands can't by letting them shop and book travel as they watch your travel content, making entertainment tourism bookable. We know travelers

Traveler booking methods across devices



spend more than five hours with travel content in the 45 days leading up to booking, and our platform allows travelers to book while they look. It also allows you to track and measure the impact of your content on travelers' booking decisions, including which content generates the most engagement and influences bookings.

Despite the popularity of desktop booking, maintaining and delivering a seamless mobile experience is important. Our advertising solutions are available in various mobile ad types and formats — from display and native ads to video ads — for you to surface your content and effectively reach travelers wherever they are looking to book.

German-based car rental company [SIXT](#) activated an integrated campaign to increase

their global reach and maximize their return on advertising spend (ROAS) while increasing their bookings and revenue. The campaign reached American travelers across Expedia Group's U.S. network of sites, with display ads linked to a dedicated offer page optimized for multiple devices and powered by first-party travel behavior destination and airport targeting. The campaign drove a 2.5% click-through rate (CTR) for desktop, a 1.1% CTR for mobile, and a 10:1 ROAS for mobile.

We recommend incorporating mobile advertising into your strategy if you haven't already. Our solutions, like TravelAds, offer device-based targeting capabilities for a specific

demographic or location and more.

[Blinkup](#), a digital marketing consultancy that manages hotel advertising campaigns for Place of Charme — a group of six hotels in Tuscany, Italy — wanted to help the hotels reach and connect globally with more travelers. Blinkup used TravelAds and activated bid enhancers, which offer different targeting capabilities to enable hotel ads to be visible depending on how, when, and where travelers search. The campaign generated nearly two million impressions and resulted in a nearly 600% increase in room nights year over year.

“Using different Media Solutions products enabled us to capture several market opportunities and connect with travelers through all stages of their journey.”

Edoardo Dal Negro, CEO, Blinkup

Travelers are often browsing and booking across different websites, apps, and resources, which makes it important for your brand to show up across multiple digital channels. [PassportAds](#) — our audience extension solution — helps you stay top of mind with travelers wherever they are online. Powered by our exclusive first-party travel intent data, PassportAds uses information drawn from traveler searches for destinations, accommodations, activities, and more to identify the attributes of a ready-to-convert traveler.



“
[Being] able to target the highly qualified Expedia audience with our ads after they leave Expedia is amplifying our revenue across all channels, and therefore multiplying our Expedia ROAS.”

Mathias Eichelberger, General Manager of Online Sales & Marketing, Korean Air

[Korean Air](#) used PassportAds to increase bookings from the U.S. by reaching travelers interested in using the air carrier who weren't only looking at Expedia Group sites. PassportAds helped Korean Air engage and stay top of mind with travelers as they continued their web-browsing journey outside of Expedia Group sites, building brand awareness and delivering a 10:1 ROAS.

travelers at every stage of their journey. By utilizing on- and off-site solutions in a multi-channel approach that encompassed Media Studio, social media, PassportAds, email, and display solutions, the campaign generated a nearly 65% year-over-year increase in room nights and a more than 130% increase in bookings year over year.

To expand its footprint and drive awareness and visits from travelers in 10 major international markets, [Visit Greece](#) executed a holistic, multi-channel campaign that integrated our full-funnel suite of solutions to reach



Conclusion

Reach and engage travelers throughout the purchase journey

With a complex travel shopping journey that lasts 71 days on average, advertising is a strategic and effective way to reach travelers at the right time and place. As a leading travel media network with extensive advertising solutions and sophisticated targeting capabilities, we help you reach travelers wherever they are in their journey with campaigns that move the needle.

We tailor advertising strategies to your specific objectives, provide real-time reporting on performance, and help you optimize your campaigns. Our team of digital experts, with experience across verticals and decades of industry knowledge, will help you build the right campaign for your budget and business goals. You can be confident that you'll always know what the latest traveler trends are and what type of traveler behaviors are influencing

the decision-making journey with our exclusive Expedia Group first-party data and custom research to reach and convert travelers.

If you're ready to maximize your advertising and marketing opportunities in the traveler path to purchase, [contact us](#) to discuss the best solutions for your business objectives and budget. You can also see how [other advertisers](#) have successfully used our solutions to meet their goals.

