



TravelAds Sponsored Listings

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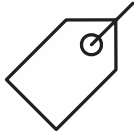
Challenges for hotel marketers



Building
brand
awareness



Targeting the
right traveler



Driving
Occupancy



TravelAds Sponsored Listings

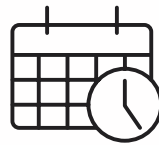
Customizable native ads for lodging partners



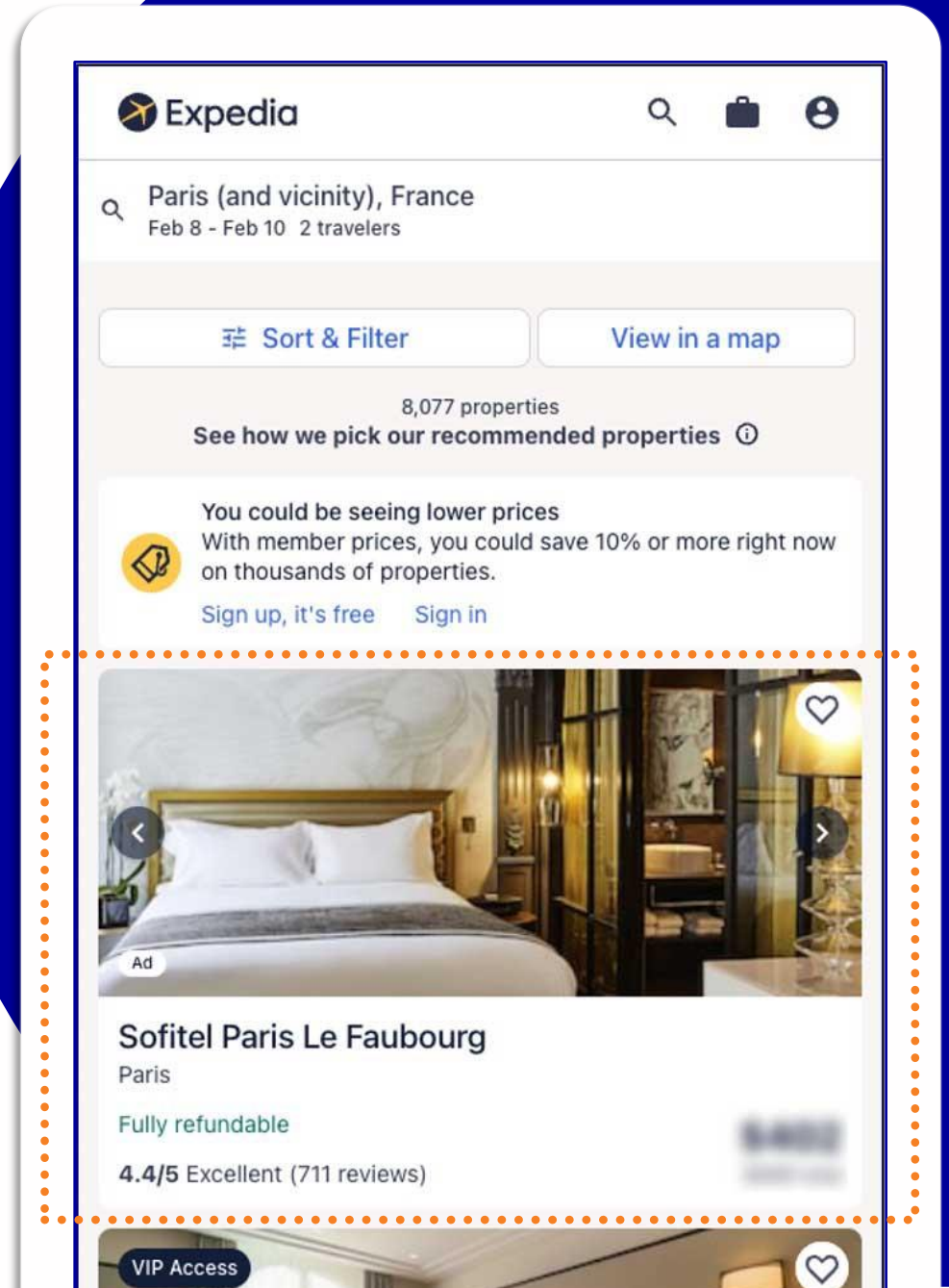
Customizable content to help differentiate your brand



Pay-per-click option that works for almost any budget



Flexibility to be used at any time to drive specific goals

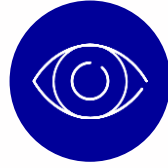


Stand out from the
Crowd



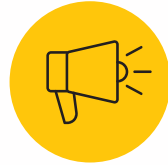
Find the right traveler at the right time

Engage travelers and capture demand



Double Exposure

Organic & TravelAds listing run simultaneously



Promote specific hotel features,

location and key unique selling points



Customize by path

Dedicated ad copy for package path and hotel path travel shoppers



Localize ad copy

Expand the reach of your message by localizing in over 10 languages



Increase visibility

for key booking periods like Black Friday/Cyber Monday



Highlight deals

you are running to stand out from the competition



Tailor ad copy

to focus on seasonal amenities or enhanced cleanliness measures



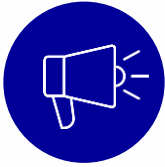
Target package path shoppers

by customizing ad copy to them

Enhance your campaign with scheduled ads

Run customized campaigns for specific dates





Promote specific hotel features
location and key unique selling points

Ad



Hotel name

\$ ~~100~~ \$ ~~100~~
per night


Experience Luxury

Stunning property close to it all. Enjoy the fitness center, spa, and more. Free WiFi and breakfast included.



Customize by path
Create dedicated ad copy for package path to highlight promotions

Ad



Hotel name

\$ ~~100~~ \$ ~~100~~
per night

Free airport shuttle and early check in

Stunning property close to it all. Enjoy the fitness center, spa, and more. Free WiFi and breakfast included.



Localize
Expand the reach of your message by localizing in over 10 languages

Ad



Hotel name

\$ ~~100~~ \$ ~~100~~
per night

Bonita ubicación

Impresionante propiedad cerca de todo. Disfrute del gimnasio, el spa y más. WiFi gratuito y desayuno incluido.

Stand Out From the Crowd

Properties running a TravelAds campaign saw the following uplift versus non-enrolled properties



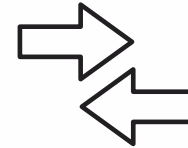
87%

More visible in the
search results



124%

More room nights



59%

Greater
conversion rate



122%

More bookings

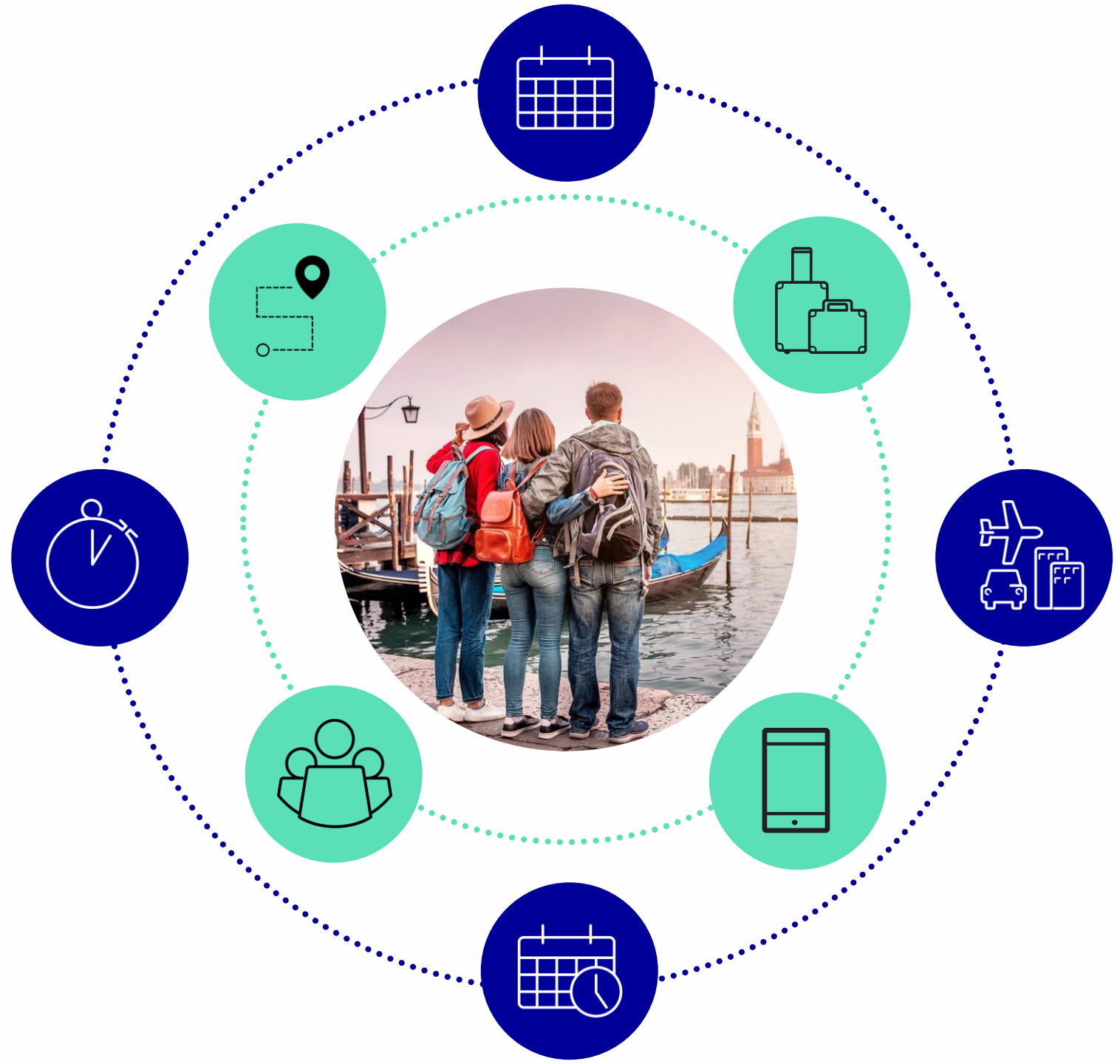
Target the right
Traveler



Connecting with the Right Traveler

Advanced targeting to find the right customer at the right time.

- Audience
- Travel Dates
- Booking Window
- Device
- Proximity *and More*



Target the Right Traveler

Check-in Window within 48 hours



Increase your exposure for travelers searching to stay in the next 48 hours



Impact visibility immediately by capturing last minute demand that would otherwise go unsold



Tailor your campaigns in line with market demand



Target the Right Traveler

Check-in Window within 0-2 weeks



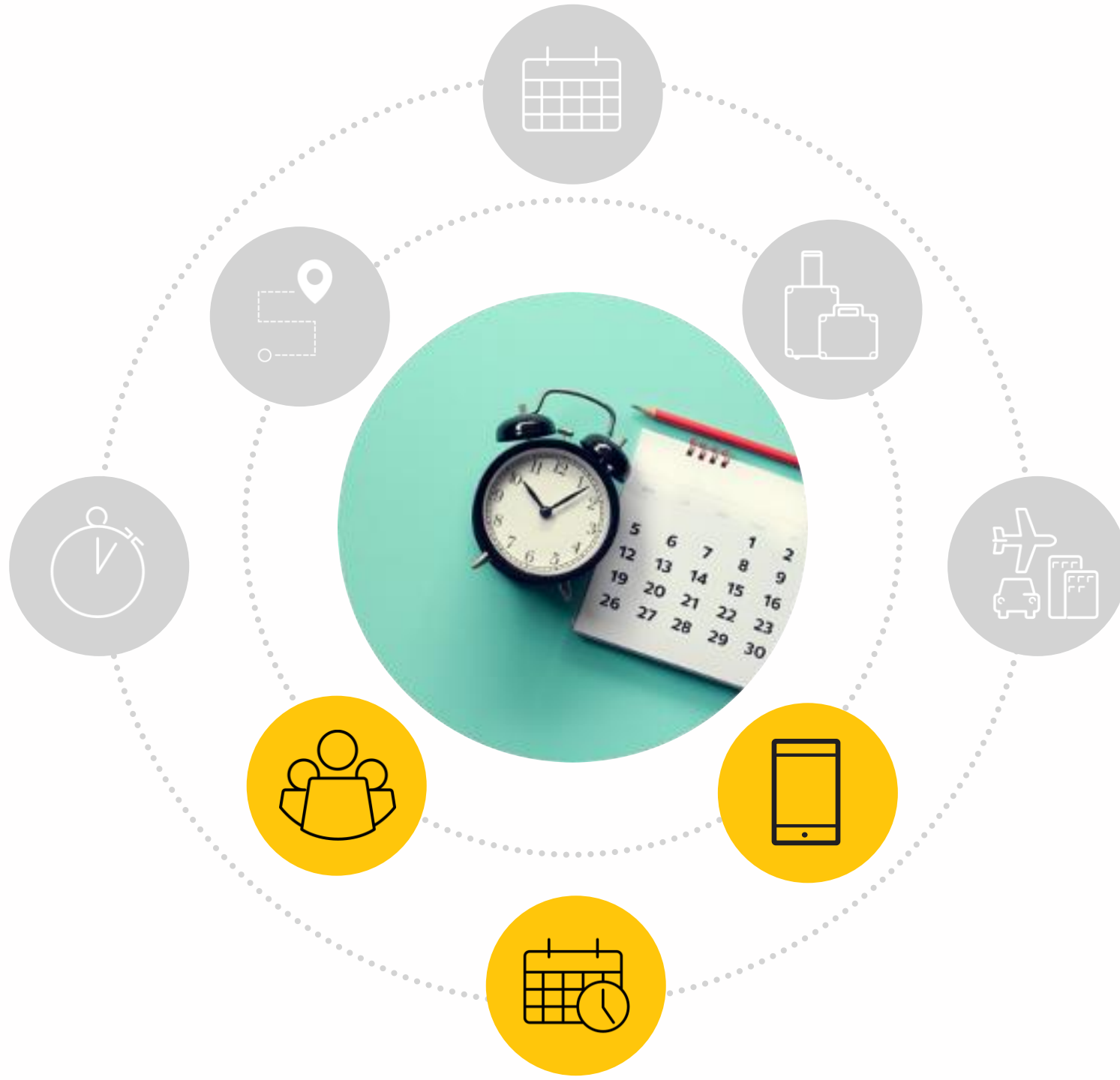
Increase your exposure for travelers searching to stay in the next 2 weeks



Connect with travel shoppers at the right time to avoid last minute scramble to fill empty rooms



Tailor your campaigns in line with market demand



Target the Right Traveler

Target International Travelers



Capture high value, leisure travelers by targeting international shoppers



Target travelers who tend to book further out and stay for longer



Tailor your campaigns using market booking trend insights in Partner Central



Target the Right Traveler

Reach Mobile Shoppers



Mobile searches on Expedia sites have increased significantly since 2020



Maximize your visibility and positively impact your mobile share in the market



Tailor your campaigns in line with market demand



Target the Right Traveler

Travel Shoppers Within 100 miles (161 km)



Be more competitive for travelers searching within 100 miles (161km).



Target travelers looking to stay at a local, drive-to location



Tailor your campaigns in line with a more domestic-focused advertising strategy



Target the Right Traveler

Group Bookers

Get more for your marketing spend



Be more competitive for travelers booking two or more rooms



Get more for one click by capturing travelers looking to book two or more rooms



Monetize more room nights with one marketing effort



Target the Right Traveler

Loyalty Travelers

Attract repeat Expedia
Group bookers



Increase your conversion by
attracting repeat Expedia
Group bookers



Members tend to spend more,
book more frequently and
cancel less



Improve the monetization of
your marketing and increase
your RevPAR



Target the Right Traveler

Business Travelers

Target single adults checking in midweek



Increase occupancy and fill rooms mid-week with travelers less likely to cancel



Drive ADR and incremental spend at your property



Tailor your campaigns in line with market demand



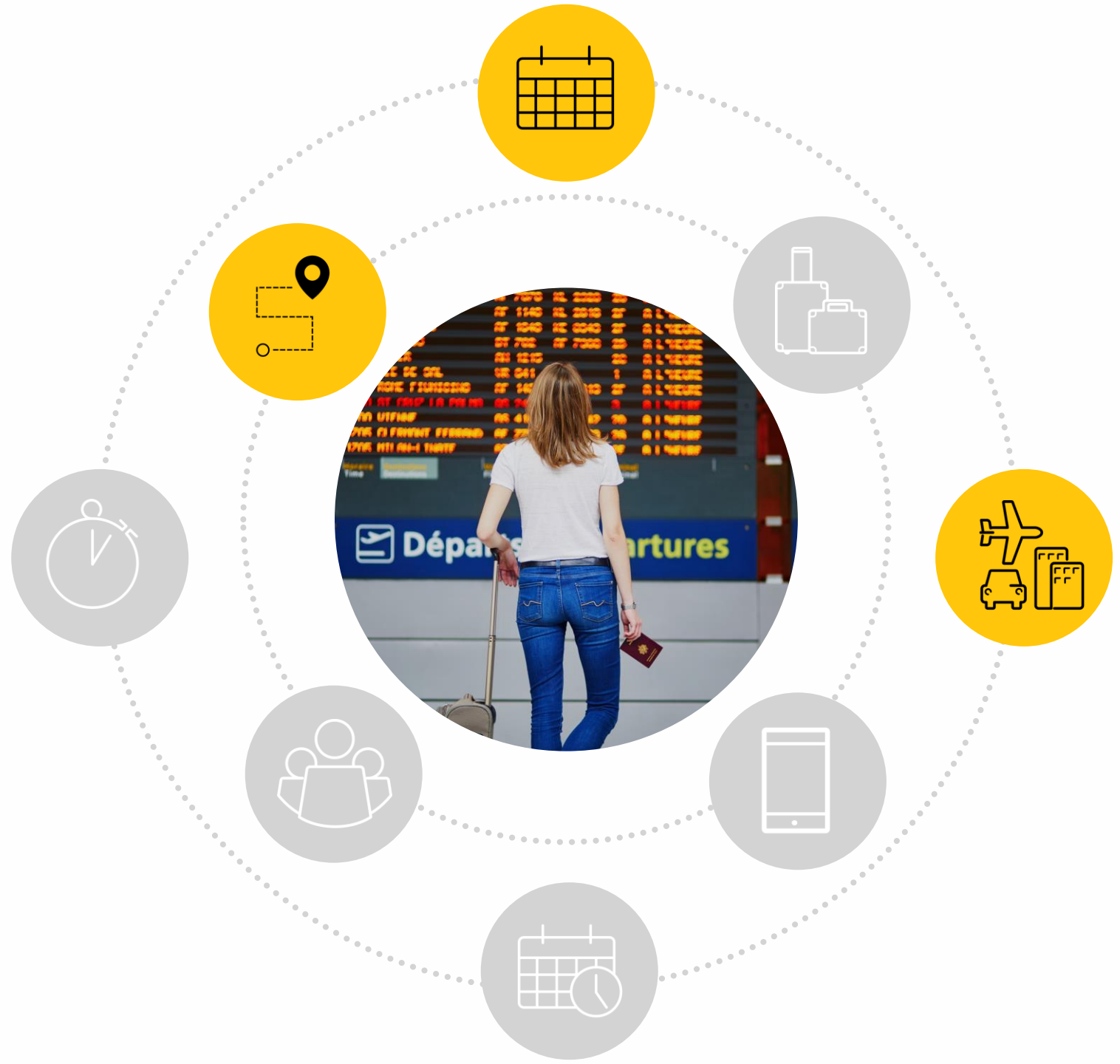
Targeting International Travelers

Capture high value, leisure travelers by targeting international shoppers

➤ Package path bidding

➤ 22 day and beyond booking windows

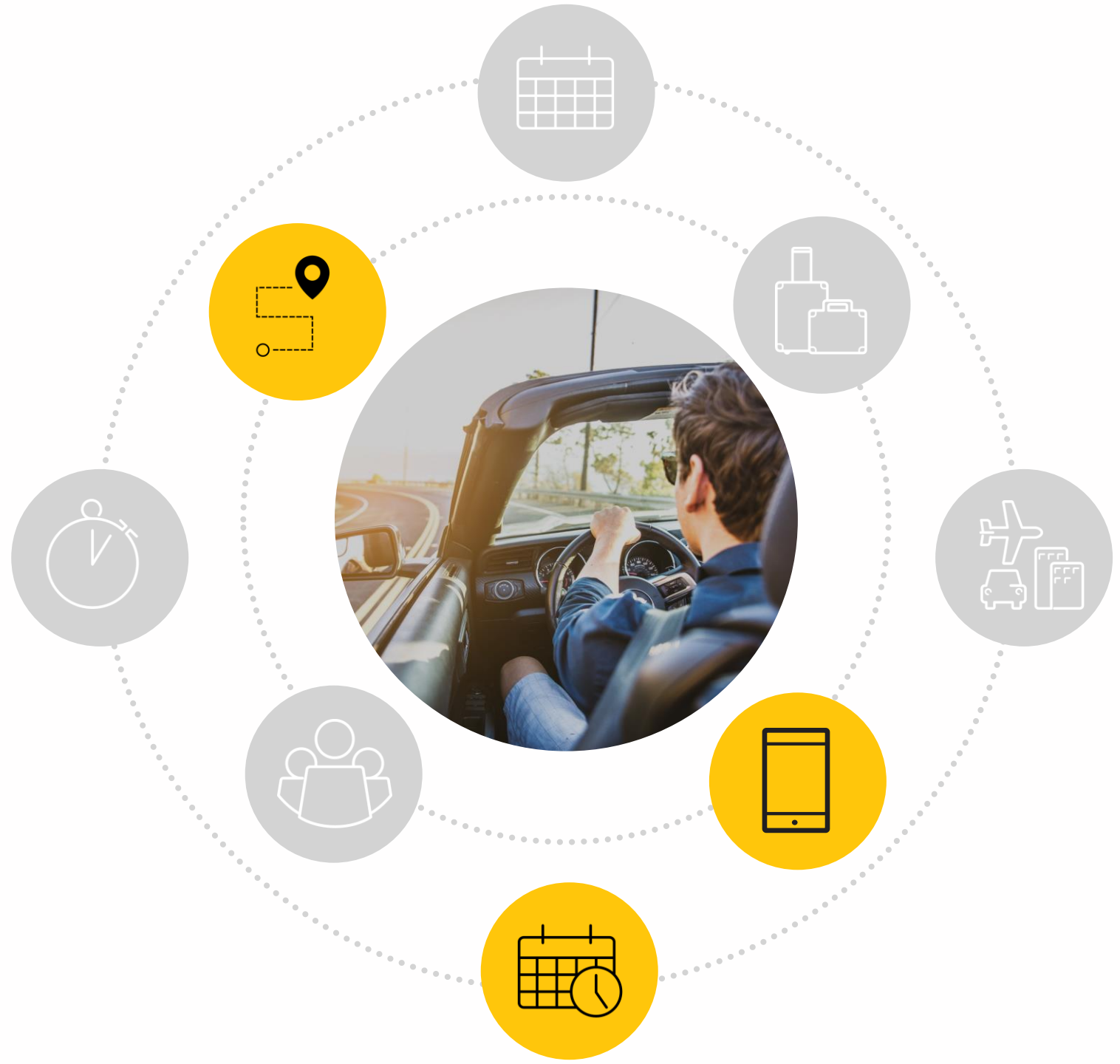
➤ Country of origin



Targeting Domestic Travelers

Capture high value, leisure travelers looking to stay nearby

- Travelers searching in the next 2 weeks
- Travelers searching within 100-mile radius
- Mobile shoppers



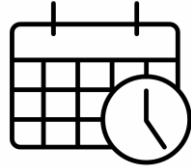
Target the Right Traveler

Properties running a TravelAds campaign saw the following uplift versus non-enrolled properties



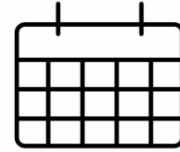
39%

Higher average
daily rate



32%

Longer length
of stay



66%

Higher booking
window



130%

more revenue

Maximize your
Spend



Bidding Tools Drive Value

Bidding & Budgeting

Stay in control of your budget and drive value with flexible bidding tools



The image shows a computer monitor displaying a bidding tool interface. The interface has a table with columns for Status, Max CPC (GBP), Bid strength, Avg Rank, Imps, CTR, Clicks, Avg CPC (GBP), and Spend (GBP). The table is divided into two sections: 'Travel window: 0-21 days' and 'Travel window: 22+ days'. Each section lists 'Hotel' and 'Package' options with their respective metrics. The 'Hotel' option has a green toggle switch, and the 'Package' option has a green toggle switch. The 'Bid strength' column shows a yellow circle with a number inside, indicating the bid strength relative to the competition.

Status	Max CPC (GBP)	Bid strength	Avg Rank	Imps	CTR	Clicks	Avg CPC (GBP)	Spend (GBP)
Travel window: 0-21 days								
Hotel	0.60	5.5	2.4	5,101	1.57%	80	0.74	58.89
Package	0.25	7.7	1.4	114	5.26%	6	0.36	2.14
Travel window: 22+ days								
Hotel	0.60	5.5	2.3	7,180	2.38%	171	0.66	112.11
Package	0.25	7.4	1.8	418	1.67%	7	0.28	1.99



Complete control over how much you pay per click and your daily spend



Only pay for the clicks you receive



Ads shown only when rooms are available

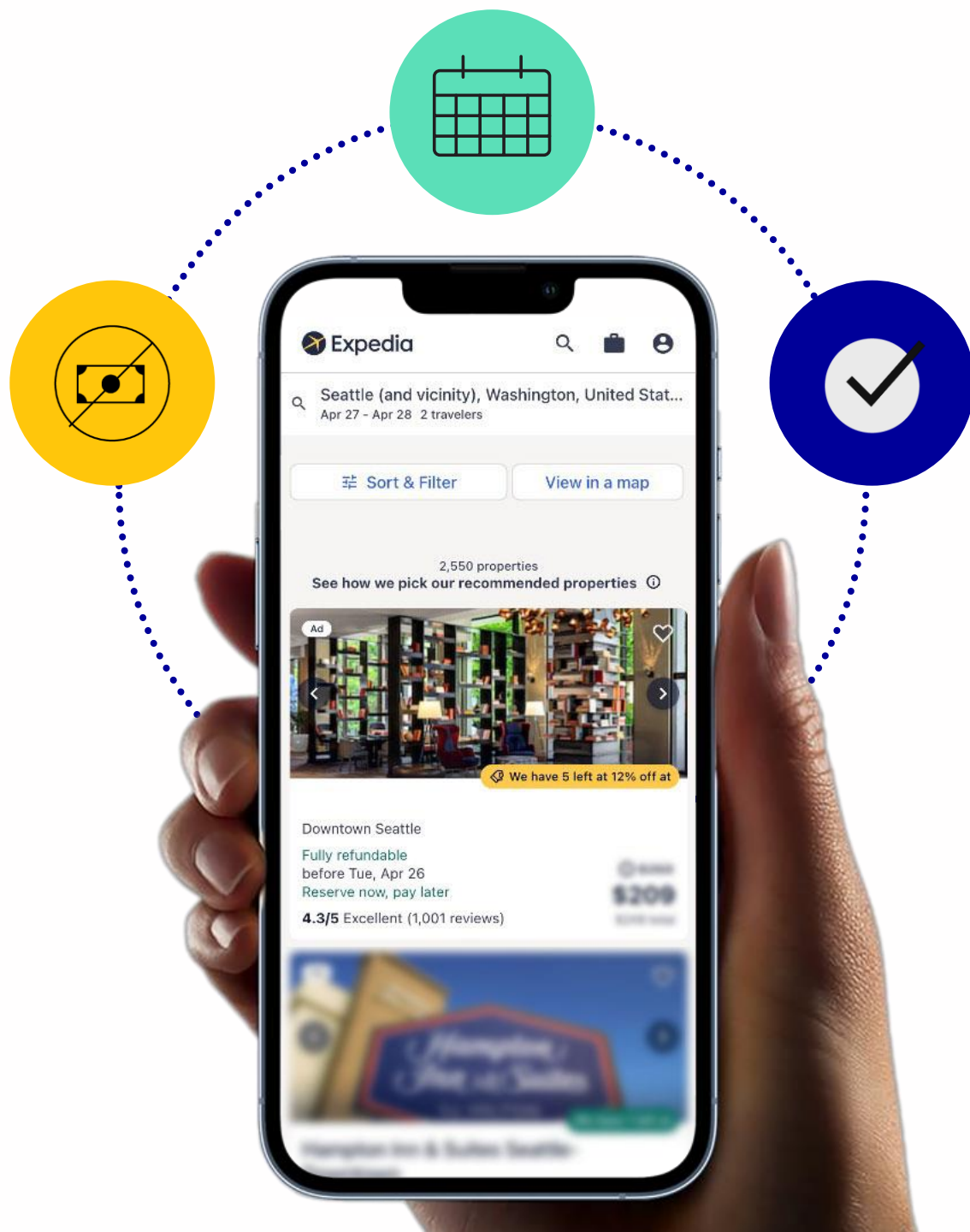


Simple bidding allows you to get started quickly

Unlock potential with Post Bill

TravelAds Post Bill provides your property the option to pay after the clicks have been delivered for a campaign

- No upfront commitment
- Monthly invoicing
- No pre-approval



Hotel Effie

Hotel Effie Sandestin began using TravelAds, our pay-per-click hotel advertising program, in late 2020. However, the hotel often had difficulties getting the funding to pay for their campaigns upfront, which had the effect of making the campaigns' visibility inconsistent. The hotel saw suboptimal results, while managing funding became too time-consuming. That is when they adjusted their payment strategy to a new and more flexible option that allowed them to pay after the clicks, once the business was on the books.



Hotel switched to Post Bill which extends a predetermined line of credit



*“TravelAds’ new funding method, Post Bill, has helped our hotel to stay in the auction consistently, **saved us an abundance of time**, allowed us to **stay on track for our budget**, and made it easy to only pay for the clicks we got versus pre-loading the account. We love this feature and will continue to use this funding method!”*

JEANNA HINE, DIRECTOR OF REVENUE



+2660%

QoQ Room
Night Demand



+530%

Impressions
QoQ



+4%

Click Through
Rate

Support From
Start to Finish



We serve as hotels' trusted advisor.

Partnering with Expedia Group, you will have access to the teams, tools and resources you need. Our teams support you from start to finish. Planning, monitoring and optimizing.

✓ Trusted Hotel Advisors

Our experts provide **insights** and **guidance** on proven and effective media strategies to help partners connect with travel shoppers in over **4,000 bid markets** and **75 countries**.

✓ Established Industry Expertise

More than 20 years of travel and media experience. Combining partnership with our global team of lodging advertising experts.

✓ First Class Thought Leadership

We focus on helping you understand and navigate shifting traveler behavior so they can find ways to reach partners. We do this by constantly looking at what the data tells us.

Insightful Reporting

Your TravelAds reporting dashboard provides actionable insights into how your campaign is performing

Multiple data points to drive efficiency

- Click through rate
- Conversion rate
- Clicked and exposed room nights
- Clicked and exposed revenue

