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Senior Manager

Media Solutions

Destination France

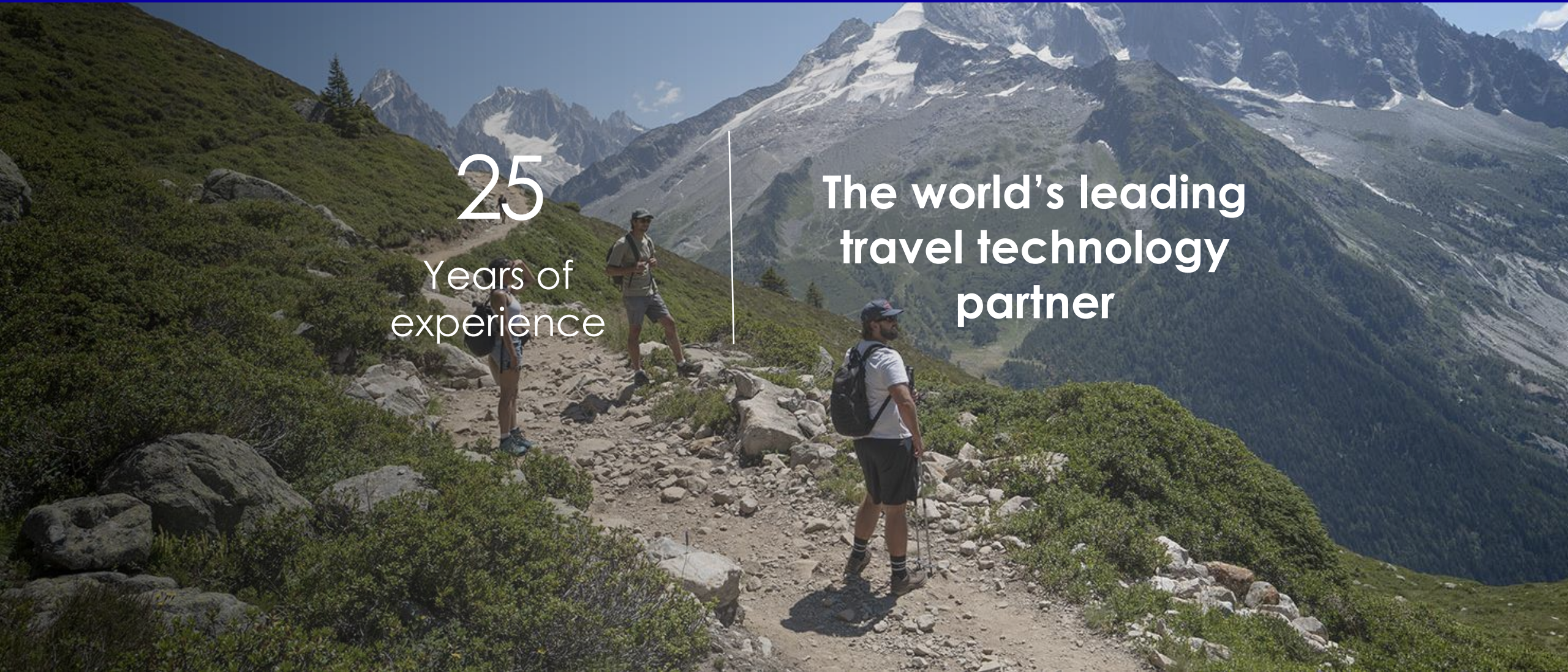




25

Years of
experience

The world's leading
travel technology
partner



Deliver the right choices

inventory from 200 countries

3M

Properties

500

Airlines

120

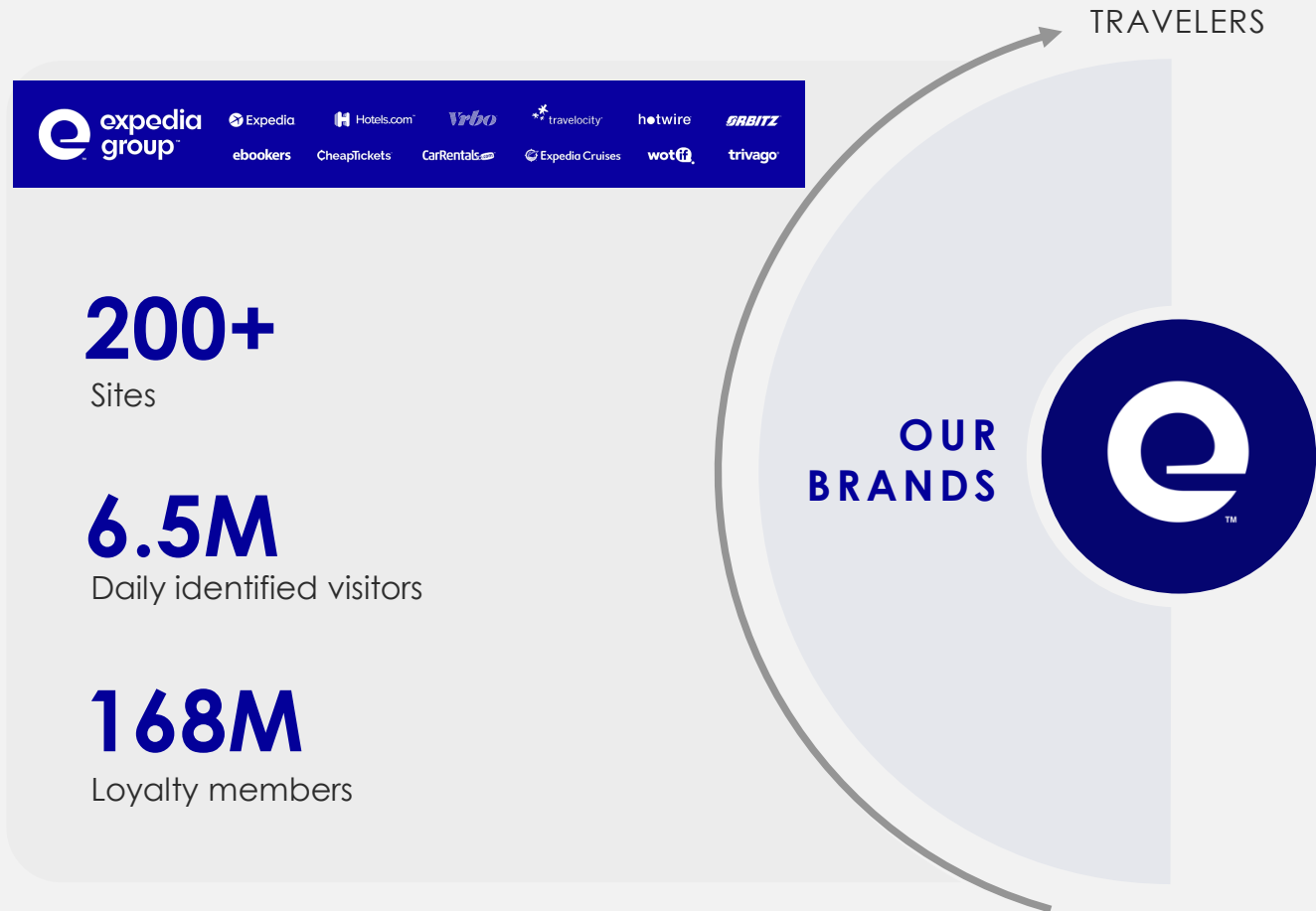
Car rental companies

220K

Activities and experiences

Source: EG internal data 2022

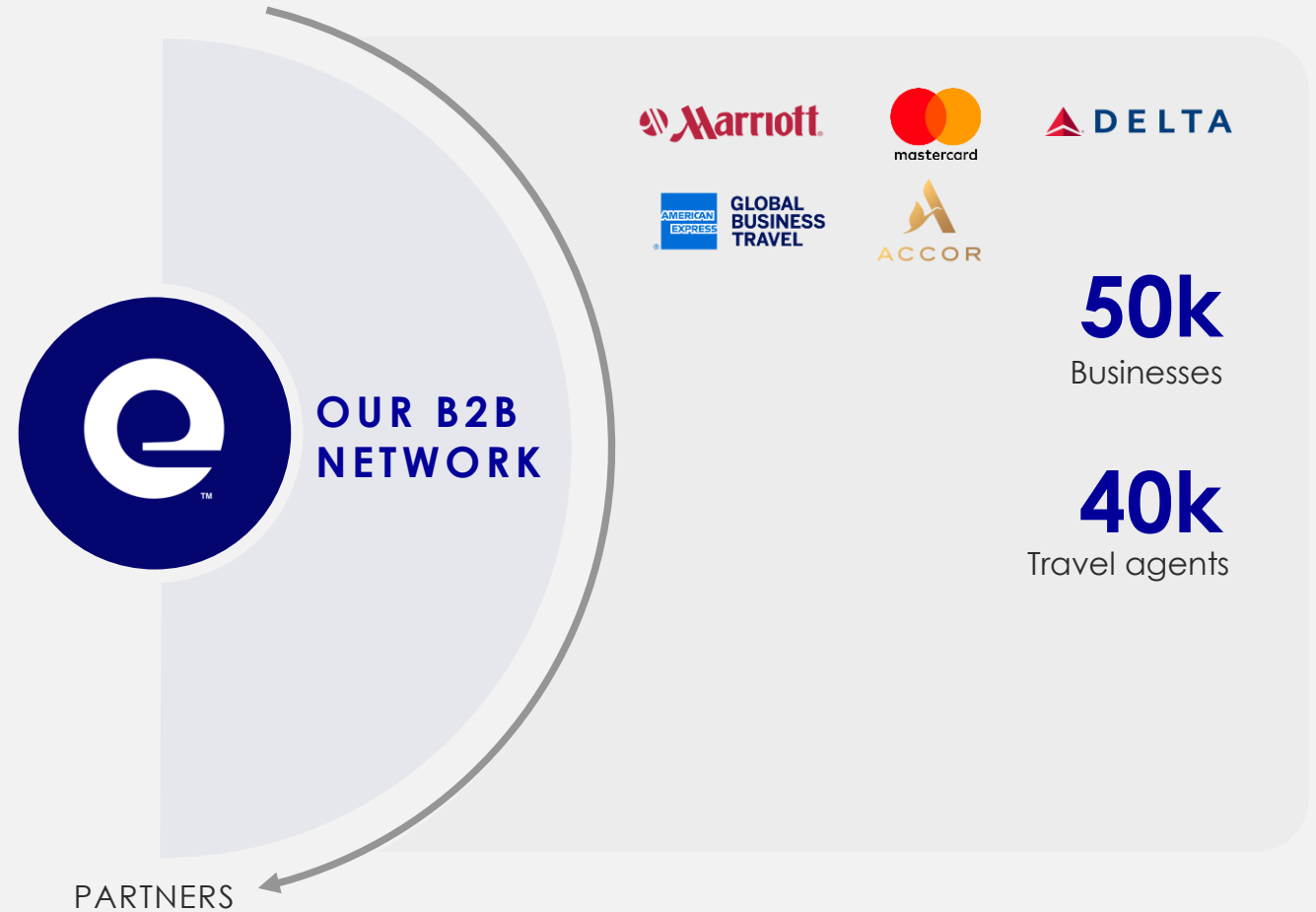
Our greatest values; **product, technology, data & audience**



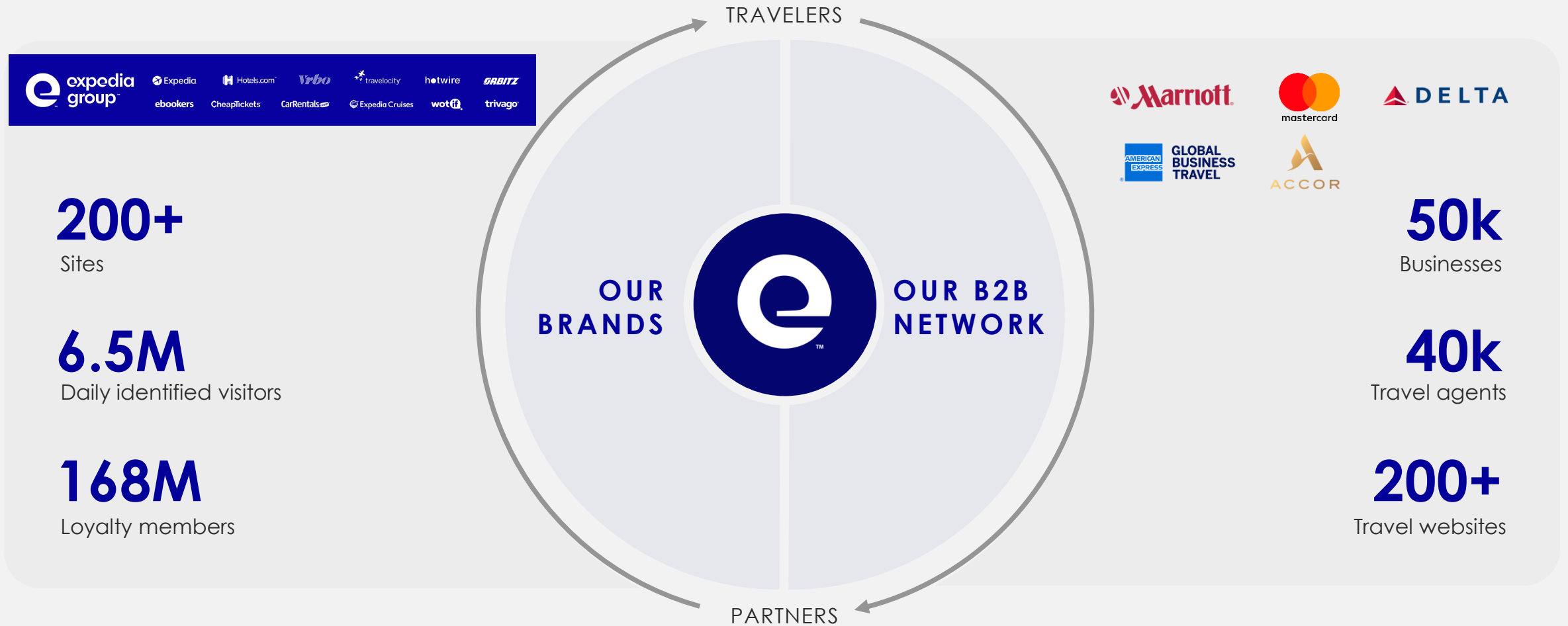
Source: EG first party data, 2022

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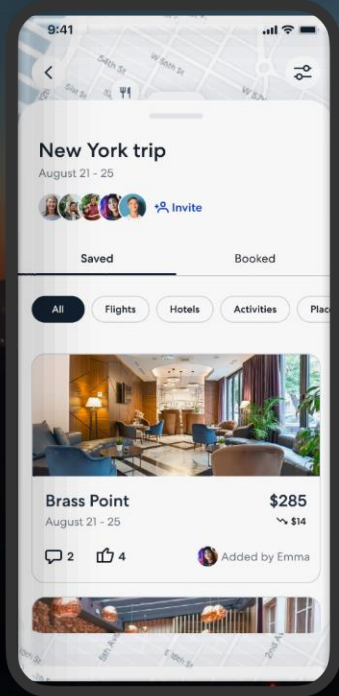
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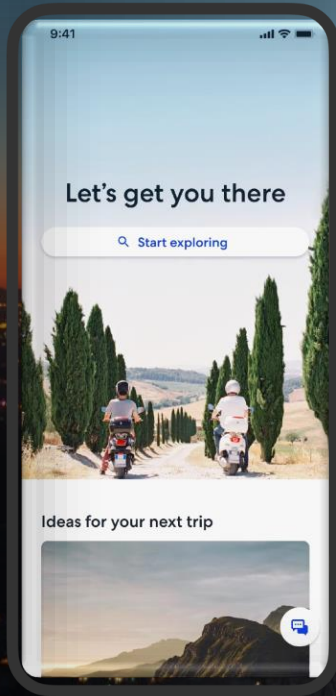
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A traveler experience that keeps them coming back



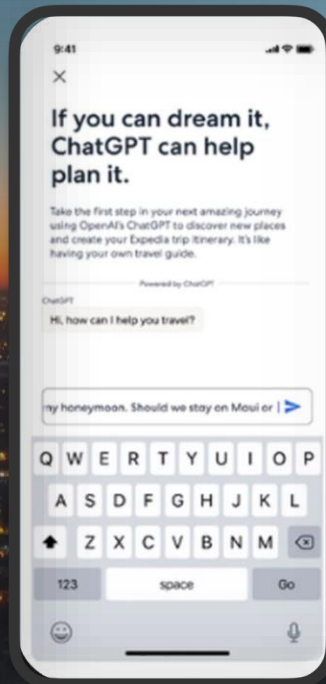
Better choices

increase likeliness to upgrade with smart shopping



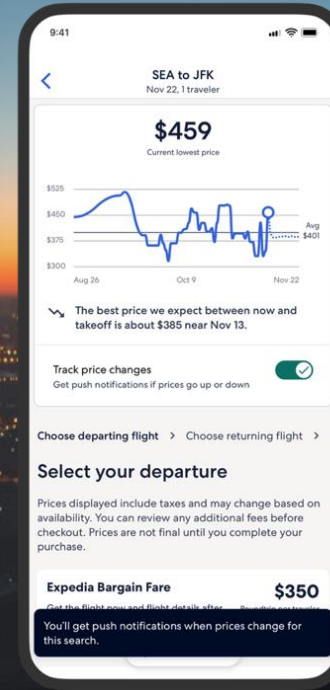
Easier planning

Trip Board users 2x more likely to book multiple trip elements



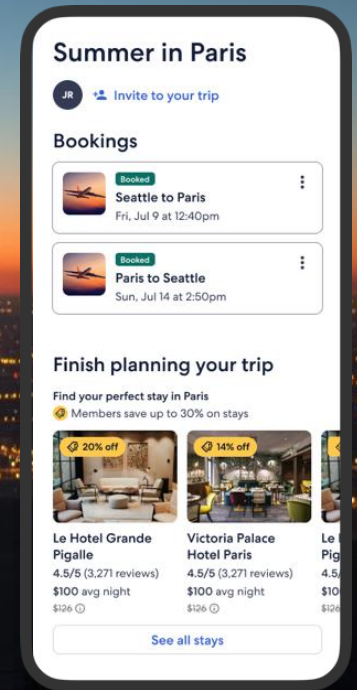
Virtual Assistant

Build you trip and find the right fit with ChatGPT



Price confidence

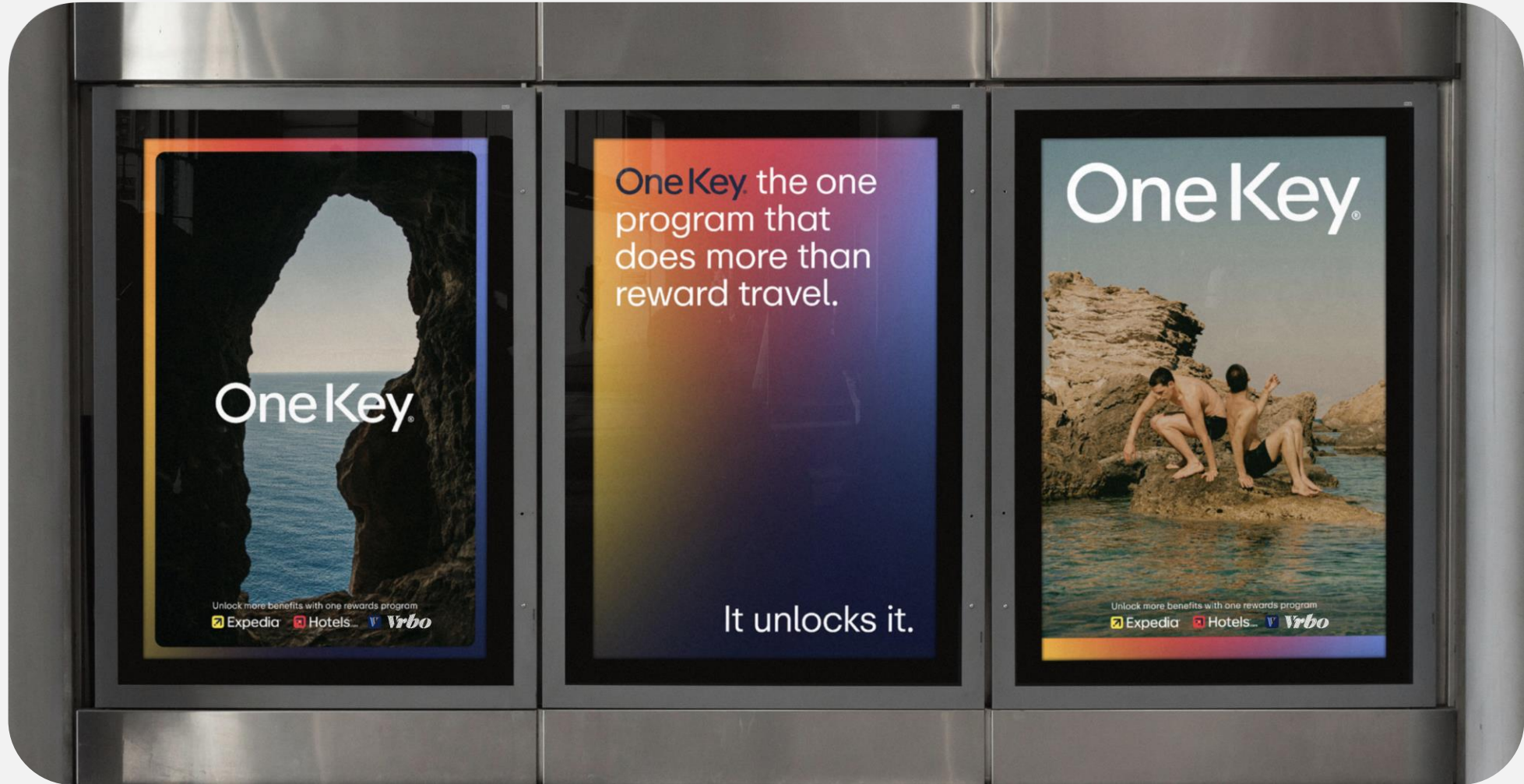
with Flight Price Tracking & Predictions



Higher relevancy

with personalized cross-sell recommendations

One Key; new unified loyalty program



A group of people on a red scooter on a tropical dirt path. The scooter is red and has a large headlight. The people are wearing helmets and casual clothing. The background is a lush tropical forest with palm trees and other greenery.

Target new travelers you care about most

Members of our loyalty program

Book **2.5x** more frequently

Gold members **spend 22% more** than non-members

Travelers with a multi-item trip

42% higher ADR

2.2x length of stay

Travelers that book via our network

40% more off-season and
10% more mid-week

Traveler confidence continues to grow

+25%

Quarter-over-quarter

travel searches globally

+10%

Year-over-year

travel searches globally





All Markets

Insights

France has seen an overall growth of

+5%

in passenger bookings YoY for 2023 YTD





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France has seen an overall growth of

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10M+
+50% YOY

2022 Total PAX



198 USD EG
229 USD VRBO

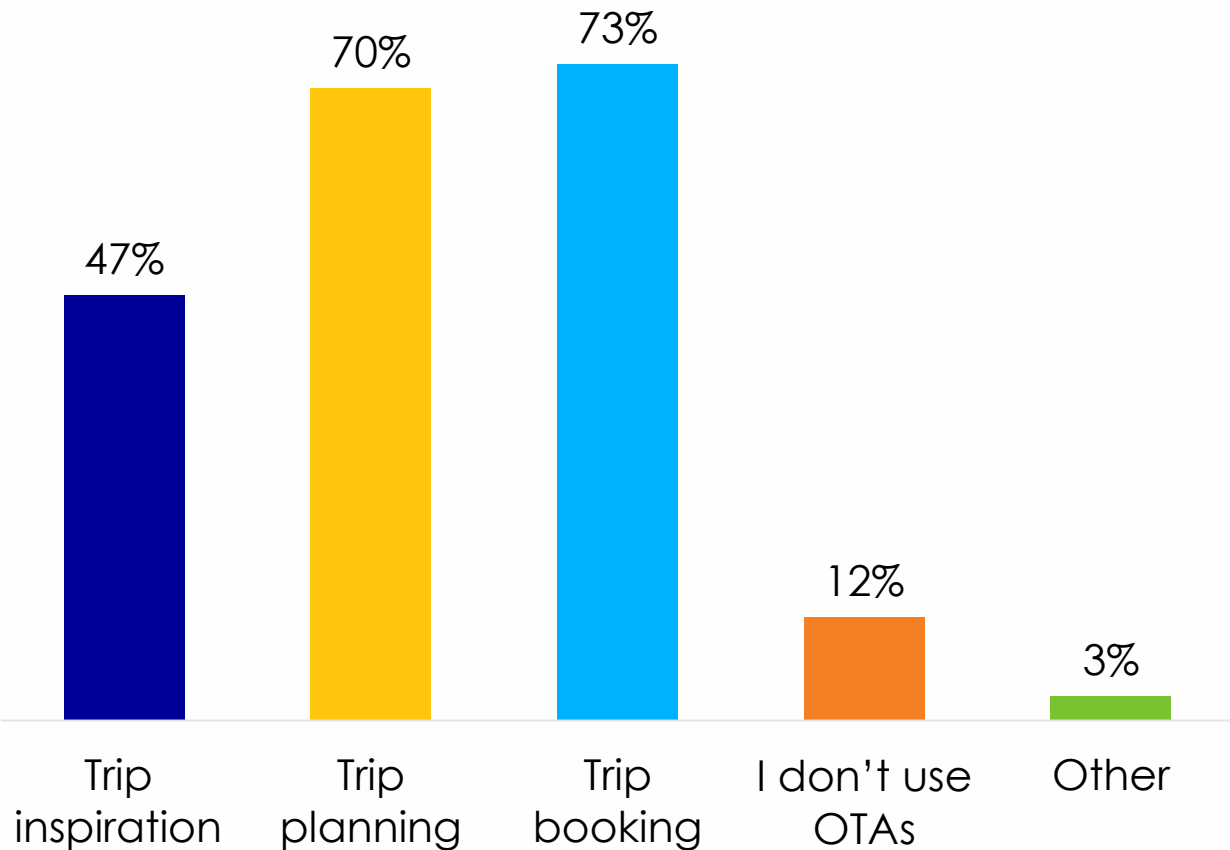
ADR



2.1 days EG
7.0 days VRBO

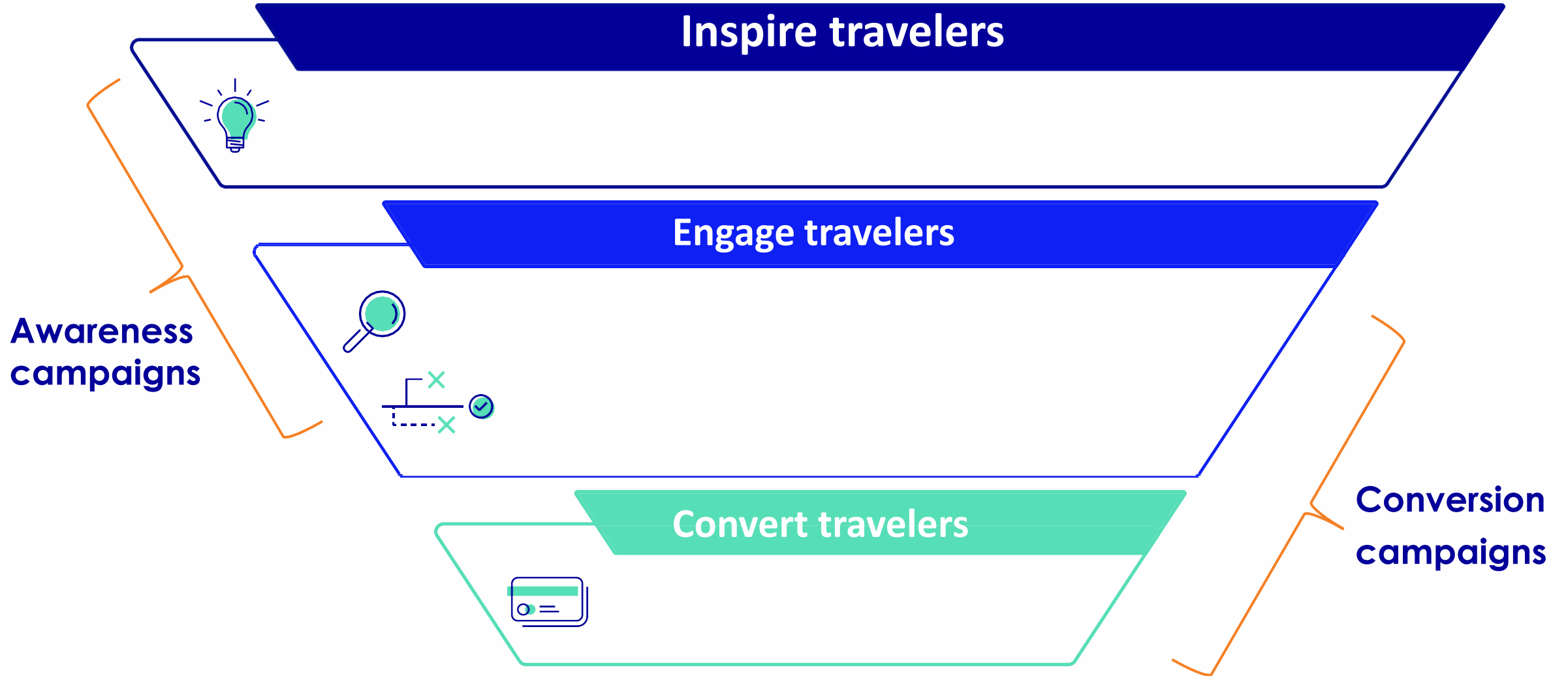
Avg. LOS

Travelers turn to OTAs throughout the purchase journey

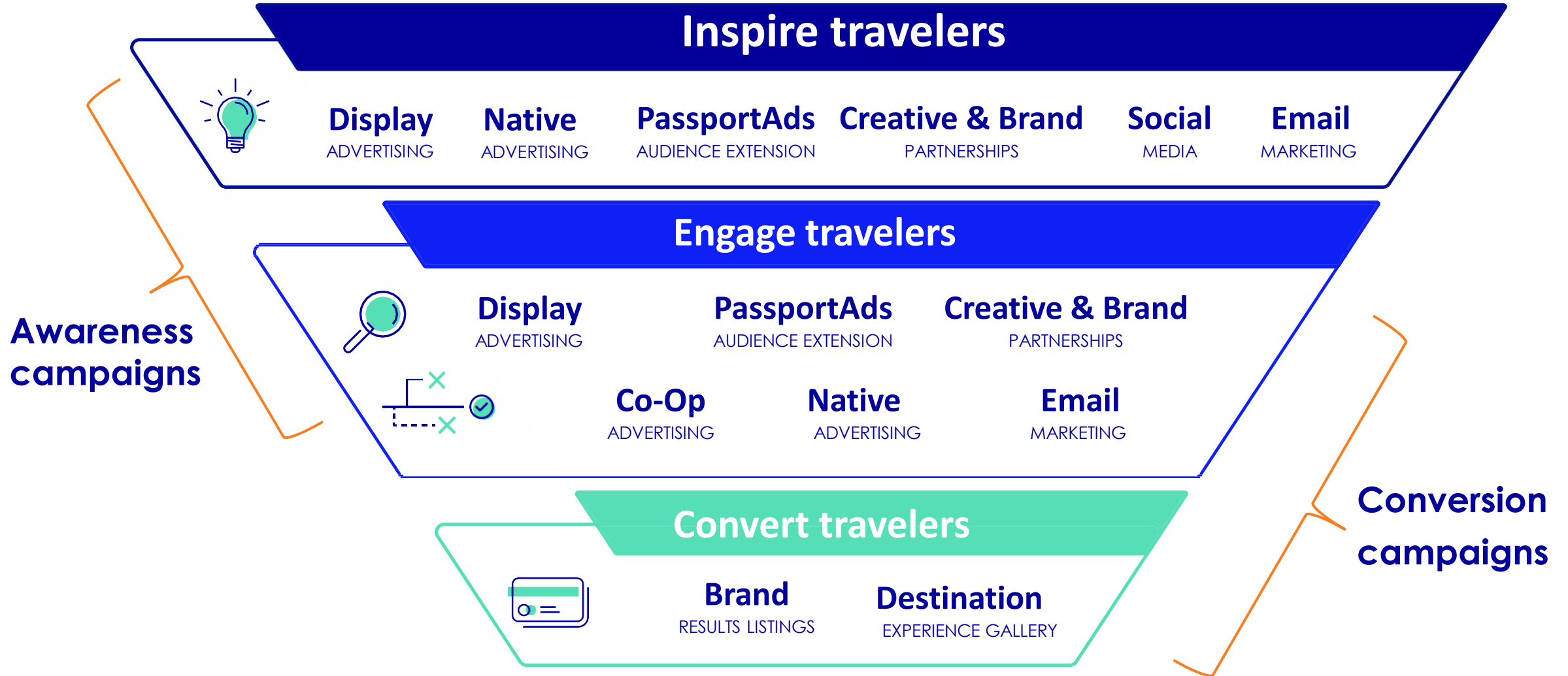


Source: Expedia Group Media Solutions - Traveler Sentiment Study, July 2020

Implement solutions to inspire, engage and convert



Implement solutions to inspire, engage and convert



Display Advertising

Ads that engage travelers no matter where they are on their shopping journey



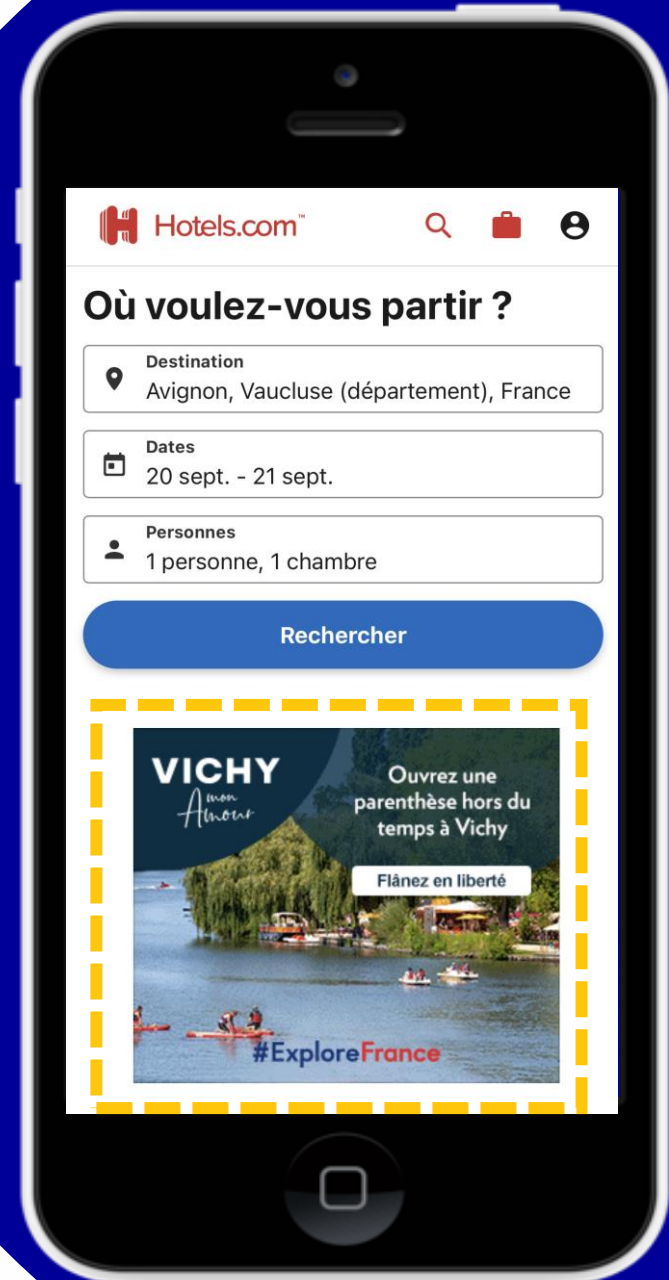
Ads designed to create cohesive shopping experiences for travelers



Flexible and scalable solutions for brands of all sizes and business goals



Precise targeting to reach the right traveler with the right message

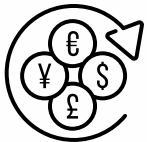


Native Advertising

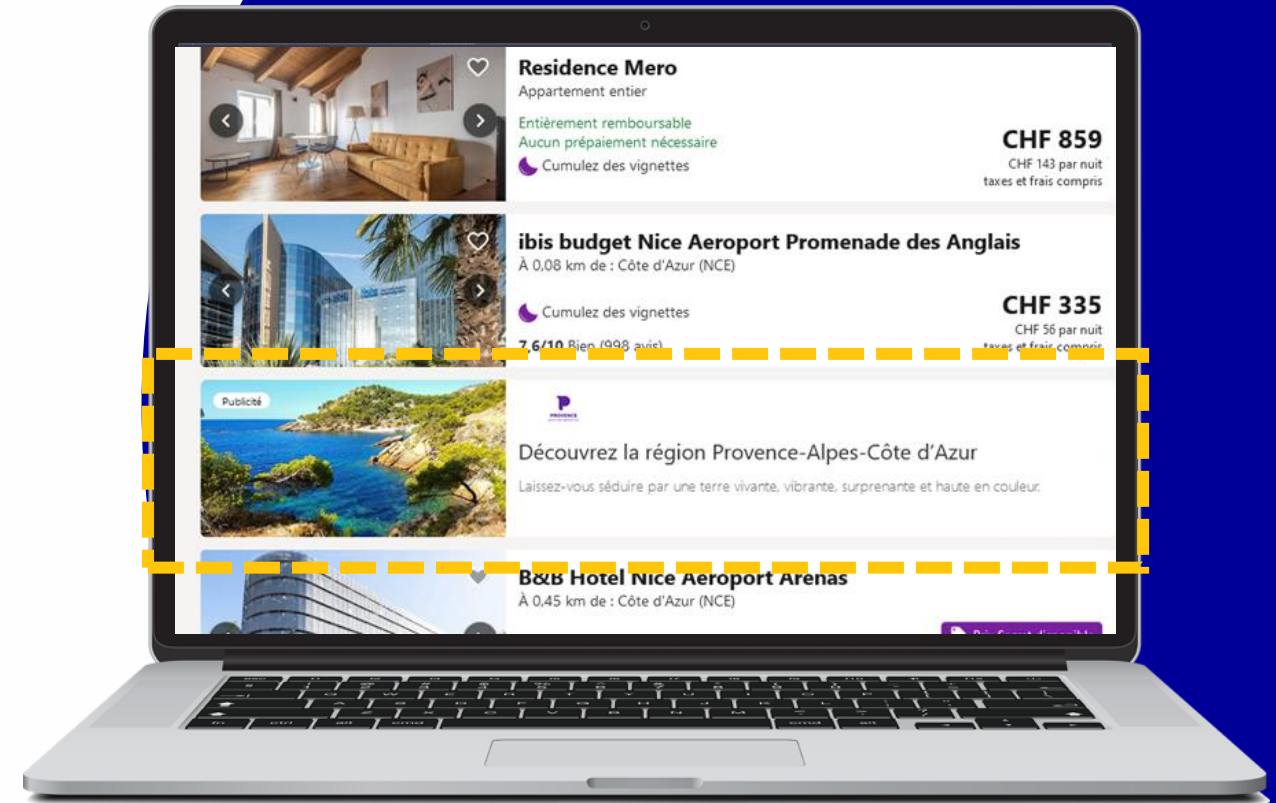
Reach travelers as they shop for their next trip



Reach travel shoppers organically wherever they are on their shopping journey



Highlight your brand using inspirational imagery and copy on our most prominent placements



Brand Results Listings

Customizable native ads for hotel partners



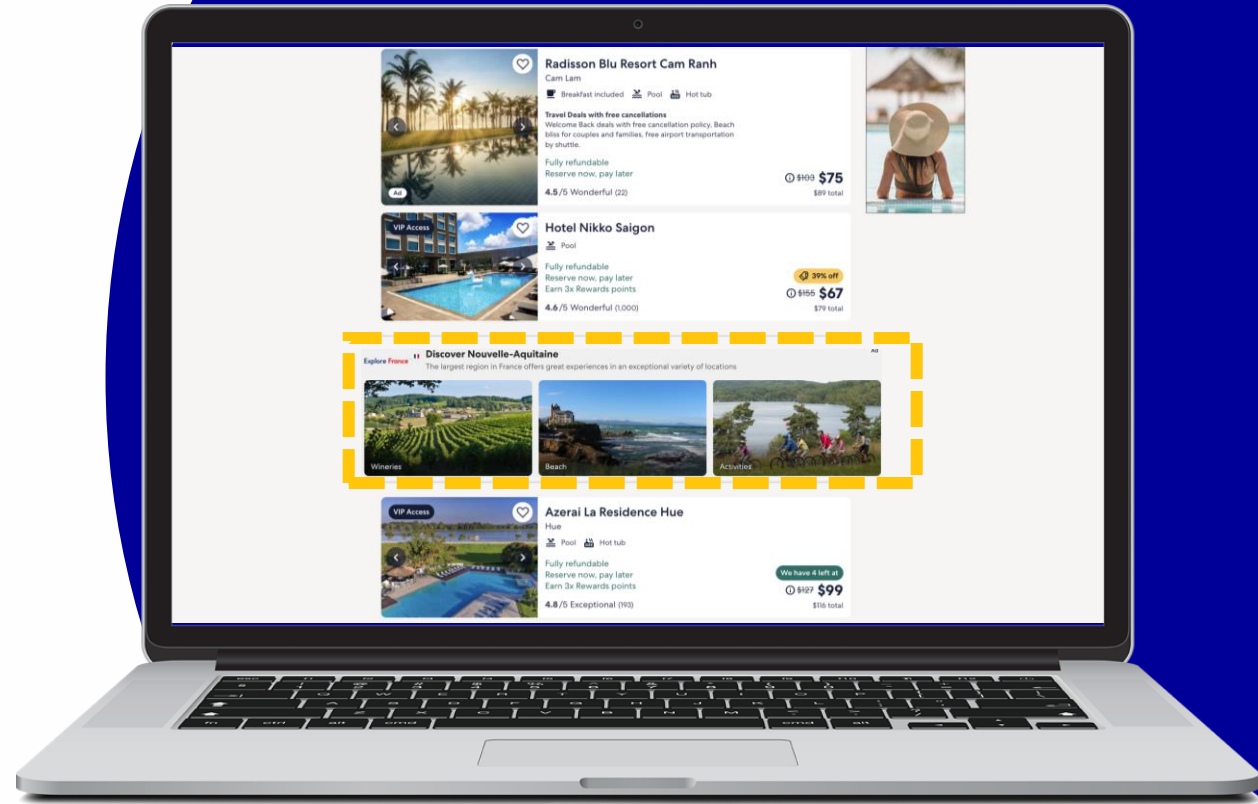
Customizable content to help differentiate your brand



Inspire and inform travelers about hotel offerings



Engage travel audiences further down the purchase path



Passport Ads – Video

Audience Extension



Reach relevant travel shoppers beyond Expedia Group sites



Build and scale custom audience segments



Target specific segments anywhere online to reinforce your message



Passport Ads – Display

Audience Extension



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Brand & Brand Partnerships

Custom-made storytelling with our in-house creative agency



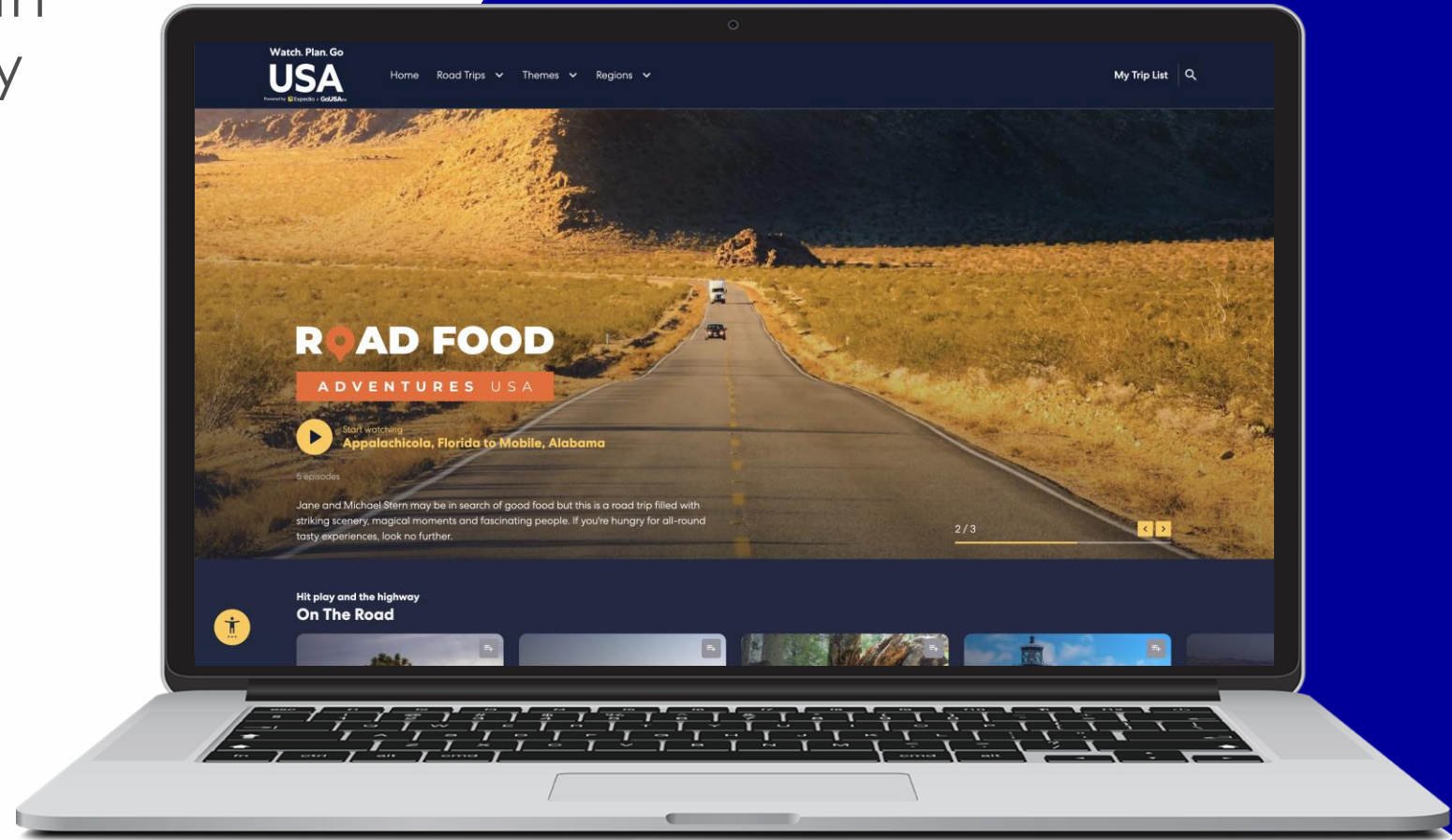
Create unique, compelling media experiences



Showcase your brand in a memorable, engaging way



Everything from facial recognition to influencer campaigns to virtual reality



Brand & Brand Partnerships

Custom-made storytelling with our in-house creative agency



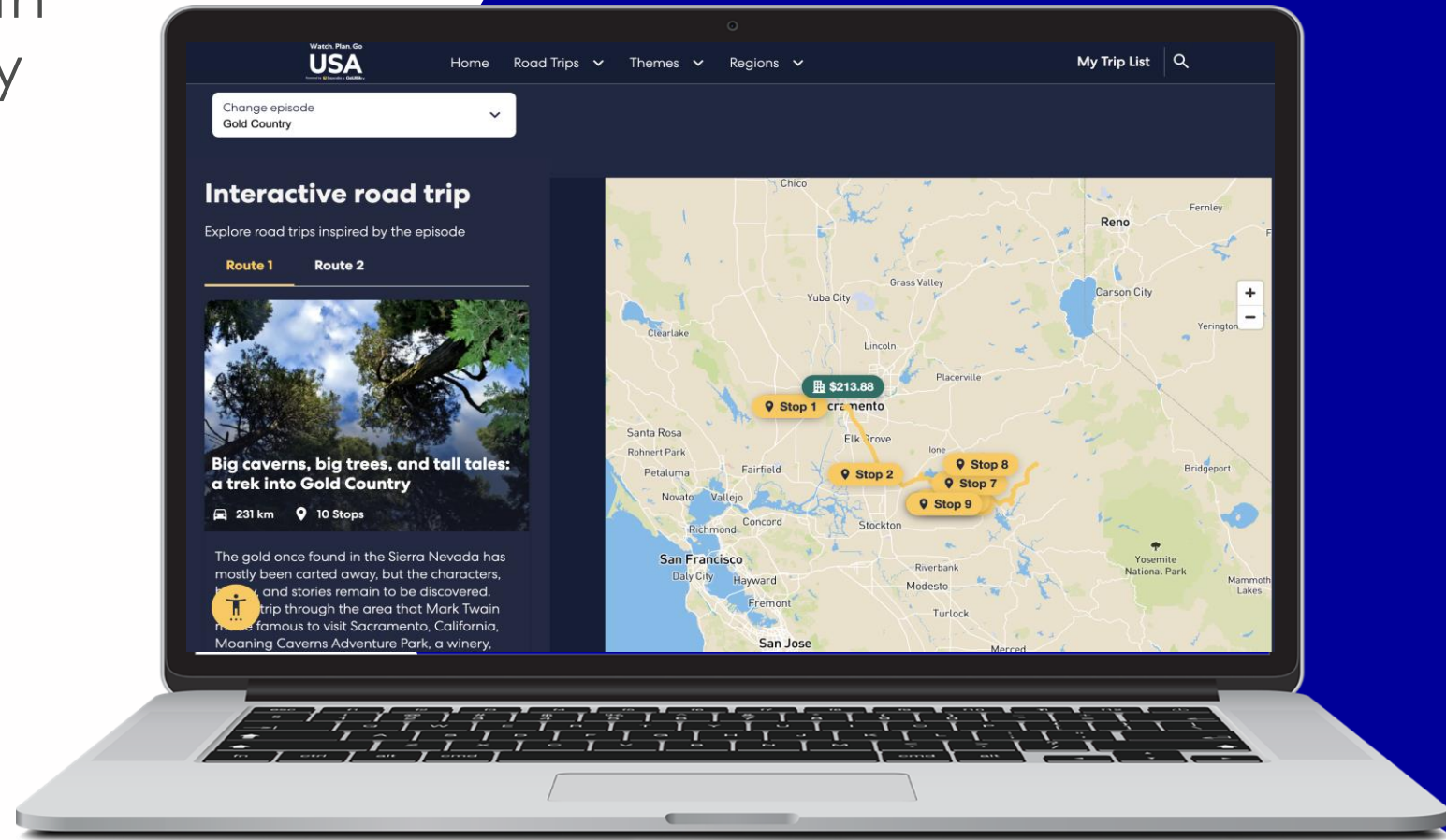
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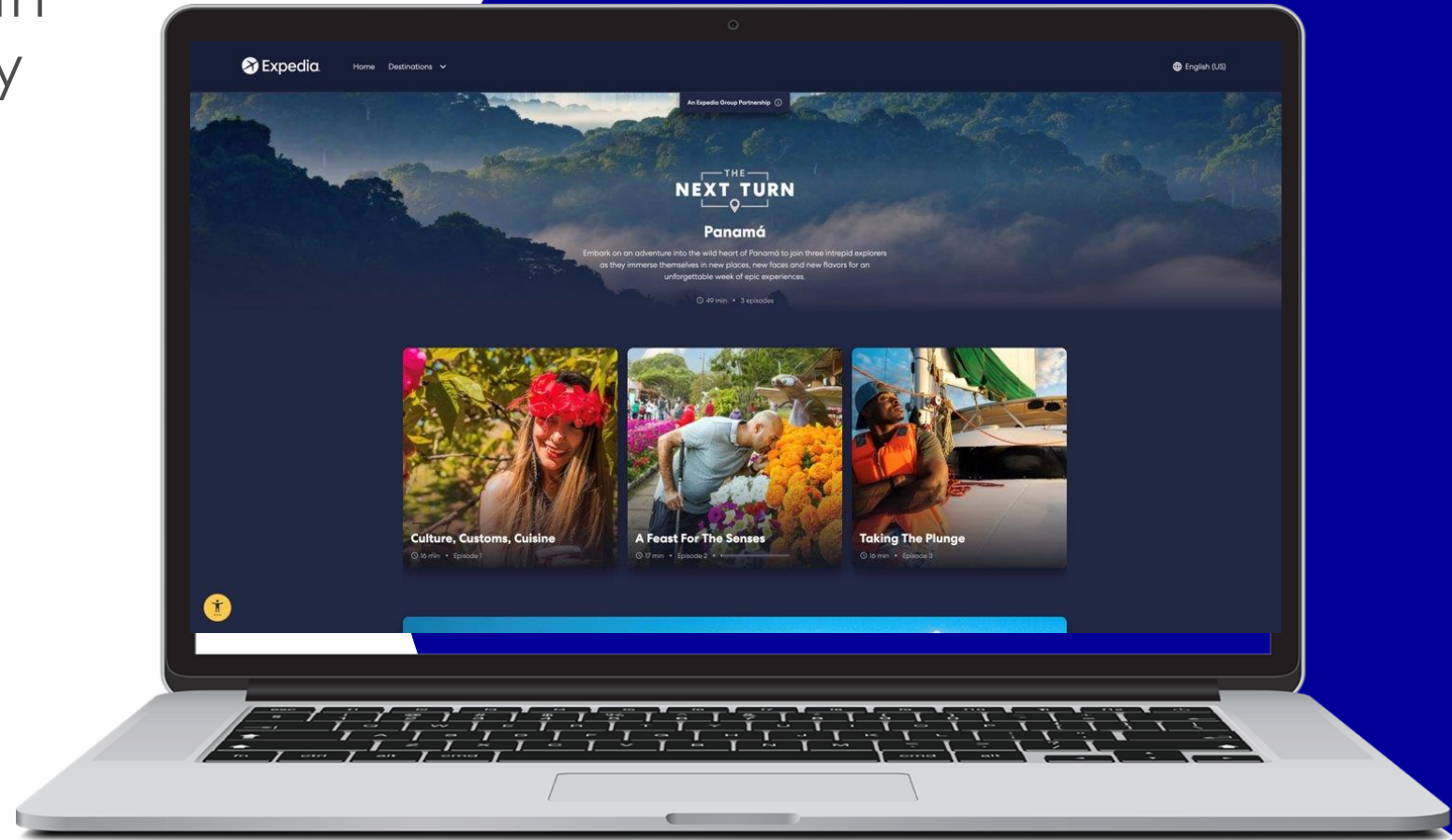
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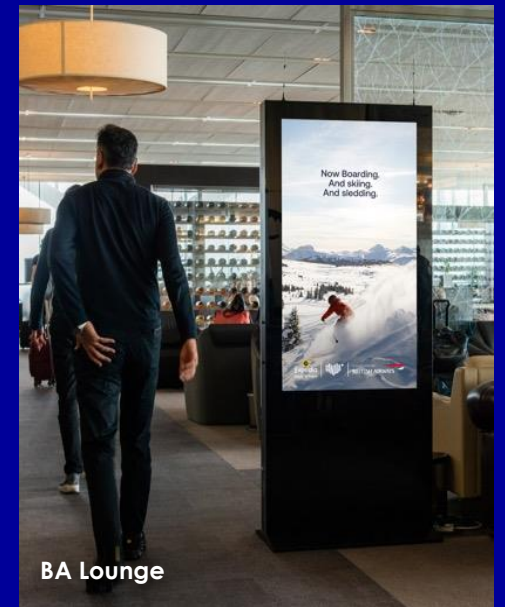
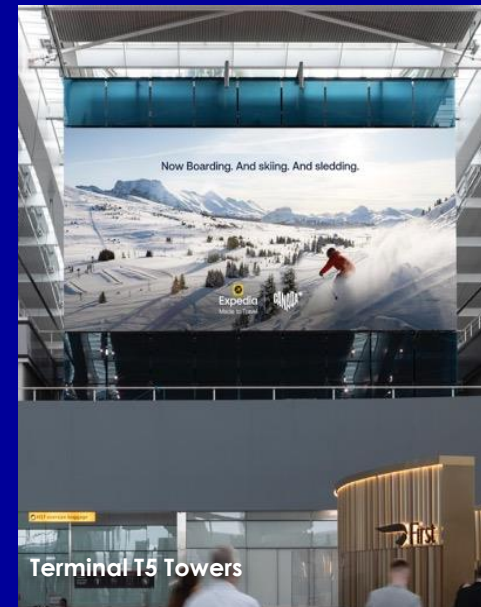
Create unique, compelling media experiences



Showcase your brand in a memorable, engaging way



Everything from facial recognition to influencer campaigns to virtual reality



High-impact advertising combining digital and offline, following the traveler journey all the way to the airport

Shoppable Platform Experiences



43% Of people travel for new experiences



78% have made a travel choice based on feeling represented by a company's ads.

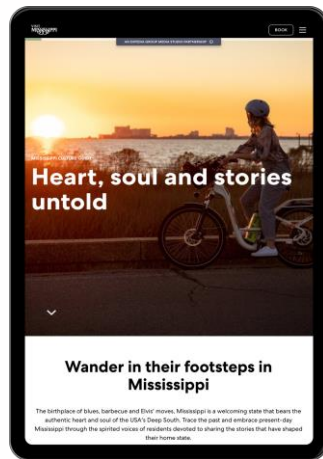
Spotlight

Simplifies the experience for travelers – by offering them clear and concise content



Concierge

Helps travelers design their perfect trip based on their travel preferences



Co-op

Enables multiple partners to jointly drive awareness of a destination and their brand.



Journey

Encourages travelers to explore a destination via a choice of curated journeys



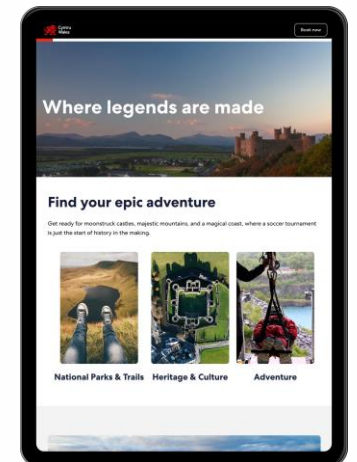
Portfolio

Inspires shoppers by focusing on image & film to showcase a brand



Traveler Hub

Delivers multiple messages and types of content i.e. sweepstakes in a light-touch microsite.



*Expedia Group Media Solution Traveller Index Value, 2023

The right Data

= right targeting



Hotel &
package paths



Mobile
shoppers



Length
of stay



Traveler
origin

NEW



Travel month



Weekend &
weekday



Last-minute
traveler



Need
periods



Traveler
type

NEW

Use targeting to reach the right traveler



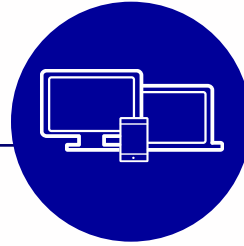
Travel Geography

- Origin
- Destination
- Route (Origin & Destination)
- Booked Destination & Countries
- **And More**



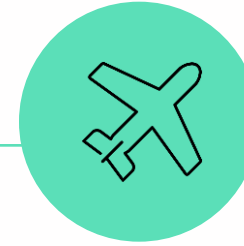
Trip Details

- Type of Credit Card
- Number of Travelers
- Days Until Trip Start
- Duration of Trip
- In Travel Window
- Travel Dates
- **And More**



Device Based

- Browser Type
- Device Type/Manufacturer
- IP Geography
- Mobile Carrier
- **And More**



Airline Attributes

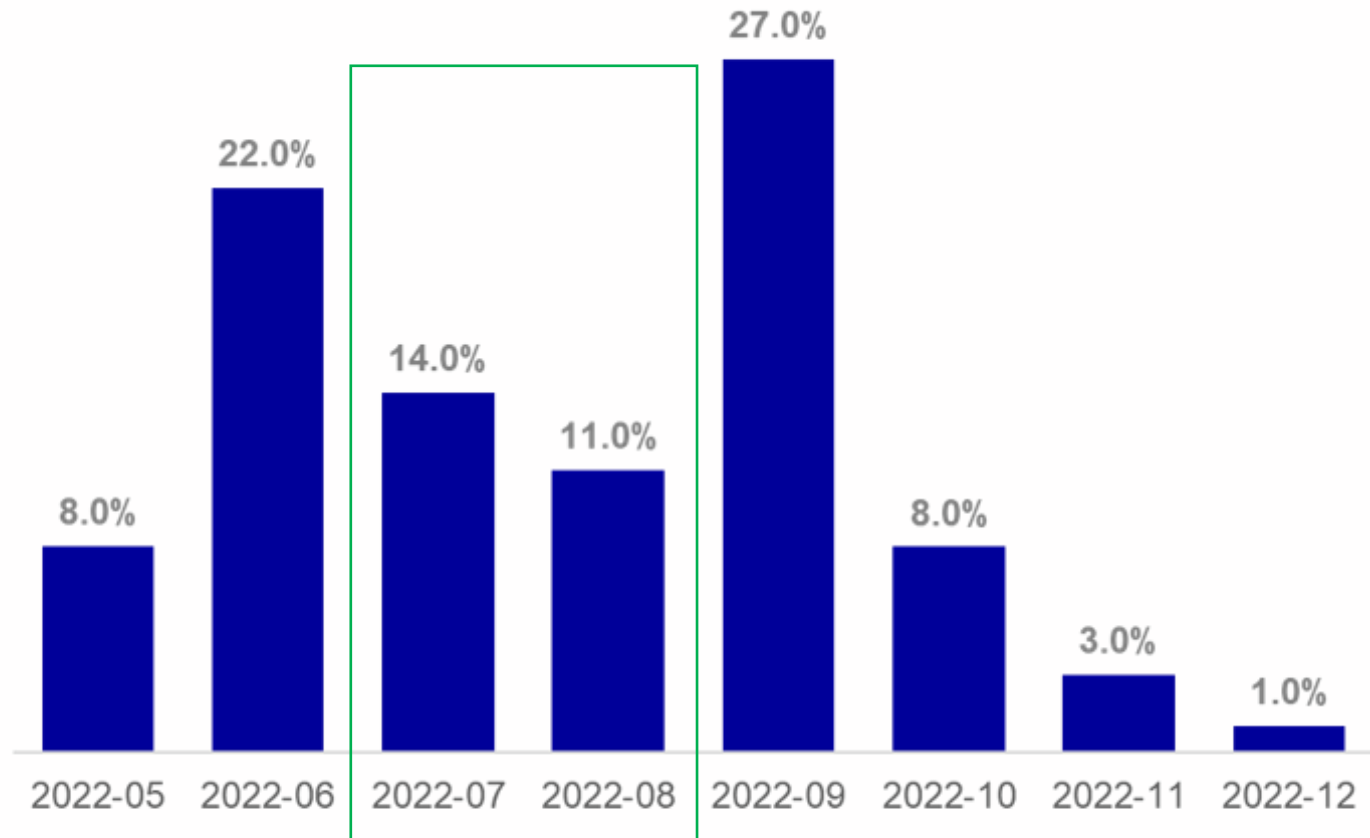
- Air Class
- Route (O&D)
- Frequent Flyer Program
- Air Shoppers, Bookers
- **And More**



Hotel Attributes

- Hotel Shoppers, Bookers
- Hotel Brand Shoppers, Bookers
- Property Types
- **And More**

Seasonality



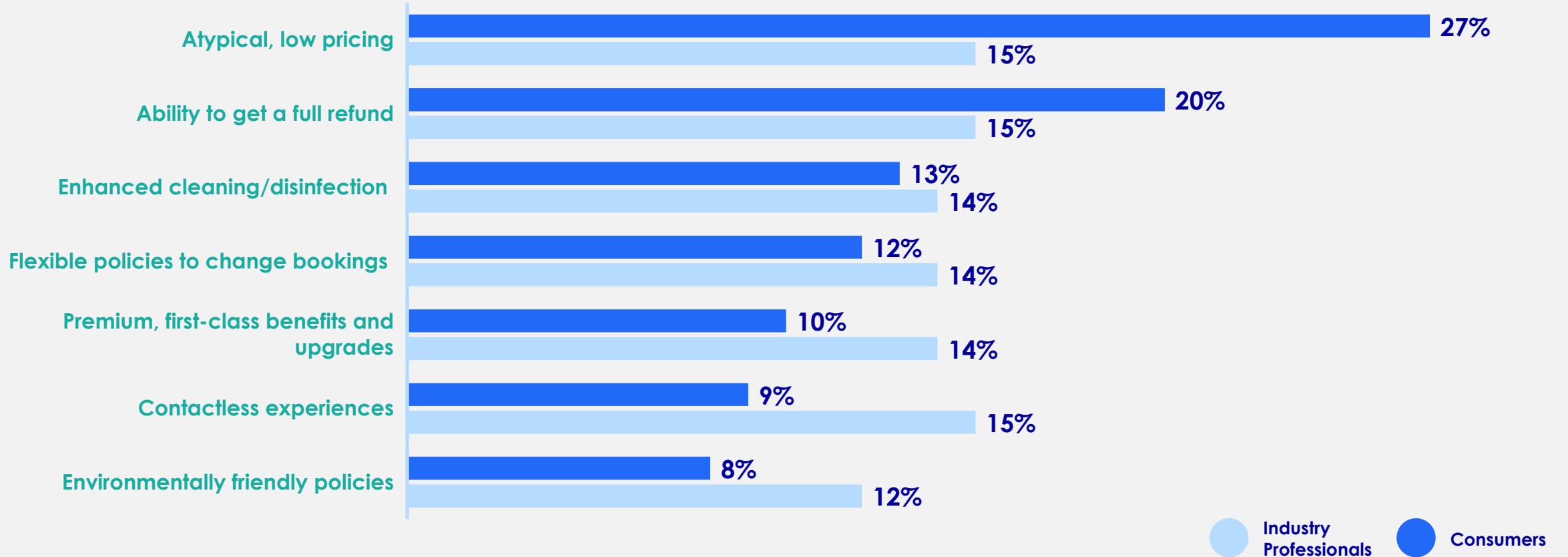
Enquête marché

Traveler value index 2023



Wakefield Research

Price is back as the top consideration



Enquête marché Special Edition



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SUSTAINABLE +
TRAVEL STUDY

Consumer Attitudes, Values,
and Motivations in Making
Conscientious Choices

RESEARCH | 22
> > >

<https://go2.advertising.expedia.com/sustainability-study-2022>



While traveling during the past two years

3 in 5 consumers have

opted for more

environmentally

friendly transportation

or lodging



Enquête marché Special Edition



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INSIGHTS REPORT

Inclusive Travel Insights Report

Understanding Consumer Values & Opportunities to Welcome All Travelers

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> > >

<https://go2.advertising.expedia.com/inclusive-travel-report-2022>

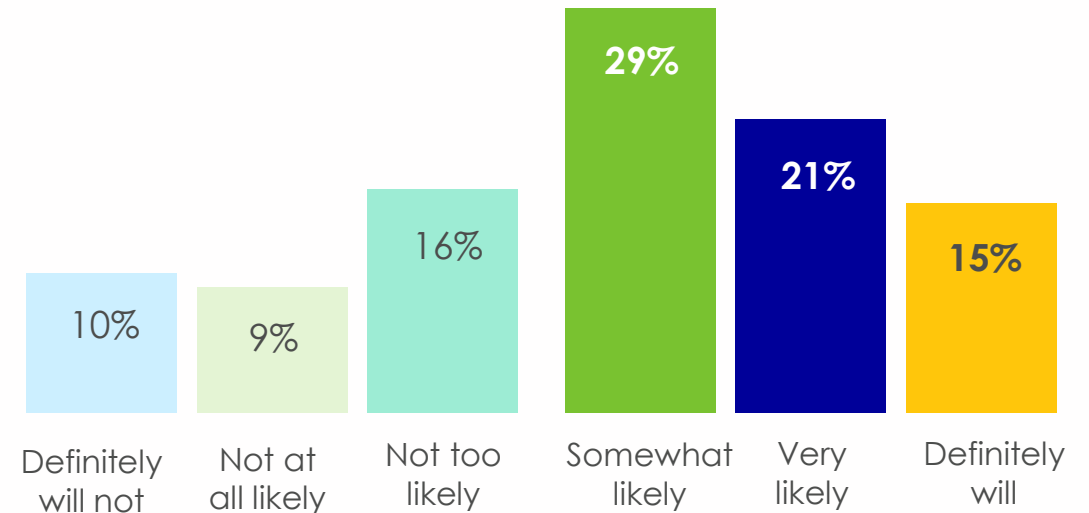


There is increased demand for travel brands to focus on diversity and inclusion



Travelers value accommodations

with a diversity and inclusion focus



Nearly Two-Thirds

are likely to book a trip because of an inclusion and diversity focus, such as an accommodation is owned by women or people of color, is inclusive of specific groups such as LGBTQIA+, or supports people with varying abilities or accessibility needs.

Merci

connect with us for trusted data

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