

expedia group™
advertising

How to create irresistible destination ads

The ultimate guide to attracting Expedia Group travelers



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Reach high-intent audiences in the moments that shape decisions

TRUSTED BRANDS WITH GLOBAL CONNECTIONS



1 billion

trips booked¹



\$120 billion

in bookings in 2025²



12 million

daily visitors on average
across Expedia Group sites³

PREMIUM AUDIENCES WITH BIGGER BUDGETS



850K of our travelers have
spent \$10K+ online in the past
6 months.⁴



Our travelers are 56% more
likely to splurge on vacations.⁵



Our travelers are 22% more
likely to be undecided on a
destination.⁶

FULL-FUNNEL SOLUTIONS WITH MEASURABLE RESULTS



Our travelers are 41% more likely
to choose brands they've seen
advertised.⁷



Destinations see over 80% higher
engagement with our native
display ads.⁸



Onsite and off-platform solutions
keep destinations visible from
inspiration to booking.





EXPEDIA GROUP ADVERTISING

Not all travelers are the same.

Ours are open to destination inspiration, spend more, stay longer, and take more trips.⁹ By welcoming Expedia Group travelers, you can drive positive economic impact and delight your stakeholders.

The best part? Inspiring our travelers to visit your destination doesn't take any guesswork. Thanks to our first-party data, research, and insights from more than a billion trips booked, we know our travelers better than anyone.¹⁰ We know what makes them go from undecided on a destination to committed to visiting yours.

This guide gives you a science-backed formula for creating irresistible ad content, a look at our distinct traveler types and what they want, and the best ways to reach your next visitors.

What's my wanderlust score?

What truly captures travelers' hearts and minds? Using emotion-reading and eye-tracking technology alongside a global survey, we developed WANDER, a framework that helps destinations create travel content that breaks through in the AI age.



Score your planned or existing campaigns to find out if they resonate.



W

Watchable content

71% of travelers are influenced by video, with only 24% influence by static images.¹¹

+1 POINT

You've experimented with video in your ads. Add a bonus point if it includes natural wonders, which all generations found the most inspiring.



A

Authentic

Travelers say transparency, clarity and confidence, and **authenticity build trust.**

+1 POINT

Your creative fits these themes. Add a bonus point if you've tried user-generated content or worked with a content creator to promote your destination.



N

Narrative-driven

A clear beginning, middle, and call to action at the end captures the most attention.

+1 POINT

Your destination content has distinct sections and an easy-to-comprehend CTA.



D

Designed for
attention

The optimal pacing for video scenes strikes a balance between too fast and too long.

+1 POINT

Your video scenes are between 2 and 9 seconds.

E

Enhanced with AI

Less than half of travelers are comfortable with fully AI-generated visuals and travel articles.¹²

+1 POINT

You've tried AI with human input.

SUBTRACT 1 POINT

You've used fully AI-generated visuals of your destination.

R

Representative and
relatable

A **clear beginning, middle, and call to action** at the end captures the most attention.

+1 POINT

Your photos and videos show a variety of travelers at your destination.

Add a bonus point if your copy speaks to different needs and identities.

6-9 POINTS: Wander-worthy

You've got the perfect content for a high-performing campaign. **Talk to your Expedia Group Advertising rep about the best placements and audiences.**

4-5 POINTS: Getting there

You have a solid start. Your rep can build a strategy to reach your full advertising potential.

0-3 POINTS: Let's rethink

We'll come up with a strategy to create ads that resonate and help you reach your goals.



Now that you've got the framework for irresistible ads, keep reading to learn who to put them in front of.



Find your perfect travelers

Distinct audiences want what your destination offers — discover who they are and how to tailor your ads.



Quality Seekers

NUMBER OF TRIPS

5-10

per year

TYPES OF TRIPS



Rural or
scenic areas



Coastal
destinations



Major
cities

These travelers are willing to pay more, plus they cancel less, commit earlier, and come back again.

HOW TO ATTRACT THEM:

Make your ads feel like an elevated travel editorial that showcases your destination's top hotels, restaurants, and experiences as the clear upgrade for their next trip.



Savvy Trip Takers

NUMBER OF TRIPS

5-10
per year

TYPES OF TRIPS



Beach
and nature



Wellness
travel



Adventure

These travelers are young professionals who influence others by posting their journeys on social media.

HOW TO ATTRACT THEM:

Show why your destination is the smart choice with a focus on convenience, trends, and hyper-local experiences worthy of their feed.



Family Trip Planners

NUMBER OF TRIPS

1-5
per year

TYPES OF TRIPS



Tropical
islands



All-inclusive
resorts



National
parks

These travelers book far in advance, plan around school breaks, and want to make lasting memories.

HOW TO ATTRACT THEM:

Show off kid-friendly and family activities like parks or dining and experiences that are sure to create core memories.



Business Travelers

AGE

25-44
years old

TYPES OF TRIPS



City stays



Extend for
leisure



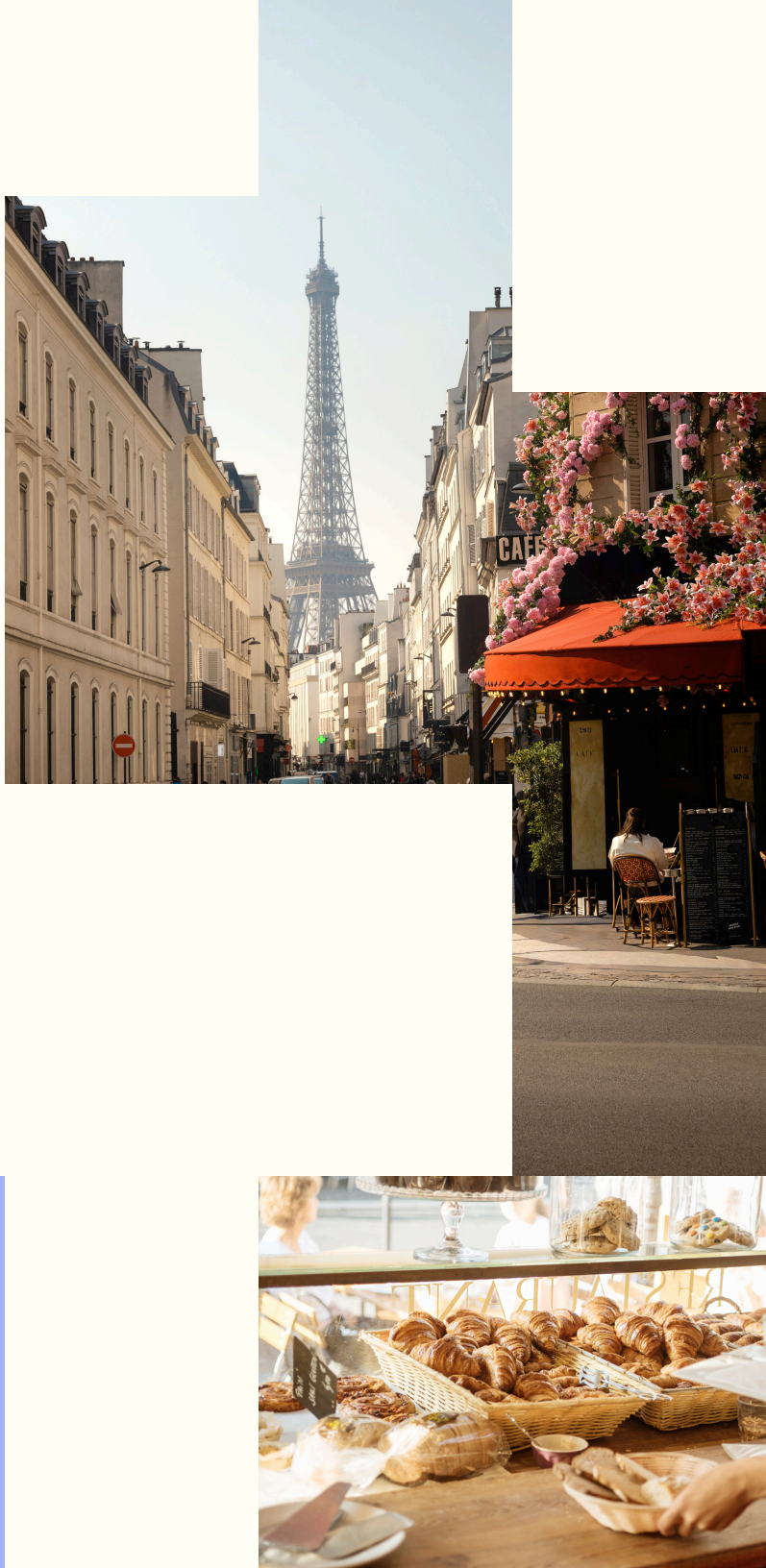
Weekday
check-ins

These travelers are less price-sensitive and can help you spread tourism more evenly to weekdays.

HOW TO ATTRACT THEM:

Highlight your destination's balance of work and play, ease of airport connection, and public transportation.





Want to discover three more traveler profiles?

Your Expedia Group Advertising rep can share all of them, select which ones fit your goals, and narrow in using 175+ targeting parameters.¹³

Don't have a rep yet? [Join us today.](#)

Get your plan. Reach our travelers.

You know your destination. We know our travelers. Talk to your Expedia Group Advertising rep today to build a personalized plan that reaches the right audience, when and where it matters most. From strategy to execution, we're an extension of your team, here to plan, build, measure, and optimize your campaigns. Let's create irresistible ads together.

Join us

¹Expedia Group internal data, 2015-2025

²Expedia Group earnings, Q4 2025

³Expedia Group internal data, 2025, identified and anonymous visitors

⁴Comscore Plan Metrix, Expedia.com (Web & App), April 2025, US Base 18+

⁵Expedia Group, Traveler Value Study, 2024

⁶Expedia Group, Traveler Value Study, 2024

⁷Expedia Group, Traveler Value Study, 2024

⁸Expedia Group internal data, DMO native CTR vs standard display CTR, 2023

⁹Expedia Group, Traveler Value Study, 2024

¹⁰Expedia Group internal data, 2015-2025

¹¹Expedia Group, The Science of Wanderlust, August 2025

¹²Expedia Group, The Science of Wanderlust, August 2025

¹³Expedia Group internal data, 2023

SOME OPPORTUNITIES TO EXPLORE INCLUDE:

Co-op campaigns

Showcase a full-package experience, build destination awareness, and reach a larger audience for less by joining forces with local businesses like hotels.

Onsite display ads

Eye-catching placements across our sites and apps stand out as high-intent travelers search, plan, and book.

Off-platform display ads

Find and re-engage high-intent audiences across the open web and put your destination across premium environments like CTV and social.

E Studio

Get bespoke creative built by our in-house studio that tells richer stories, like custom videos that bring the WANDER principles to life.

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