

expedia group
private label solutions

TRAVEL TECHNOLOGY EBOOK

**How our innovative
tech stack helps you
connect with — and
convert — travelers**



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A photograph of three people in a modern office setting. A man in a green shirt is leaning over a laptop, pointing at the screen. A woman in a pink sweater is smiling and looking at the laptop. Another man in a dark jacket is sitting at the desk, looking at the laptop. There are coffee cups on the desk.

Introduction

CHAPTER 1

Access our global lodging inventory to give travelers what they want

CHAPTER 2

Build a successful travel advisor business

CHAPTER 3

Launch an enterprise-level travel business

Introduction

Travel and technology go hand in hand.
At Expedia Group, we consistently improve,
iterate, and innovate our tech stack to
meet both travelers' and partners' needs.



Karen Bolda, Chief Product & Technology Officer, B2B, Expedia Group

We build our B2B technology with people as a primary focus. From our partners to the travelers they serve, we want to deliver unforgettable experiences.

Travel is constantly evolving and that's why our two-pronged approach — focusing on the value we deliver to travelers and helping our partners succeed — is at the forefront of everything we do. It's what fuels our B2B business, [Private Label Solutions](#), and helps us strike a balance between using technology to solve problems and staying apace of what's happening in the industry.

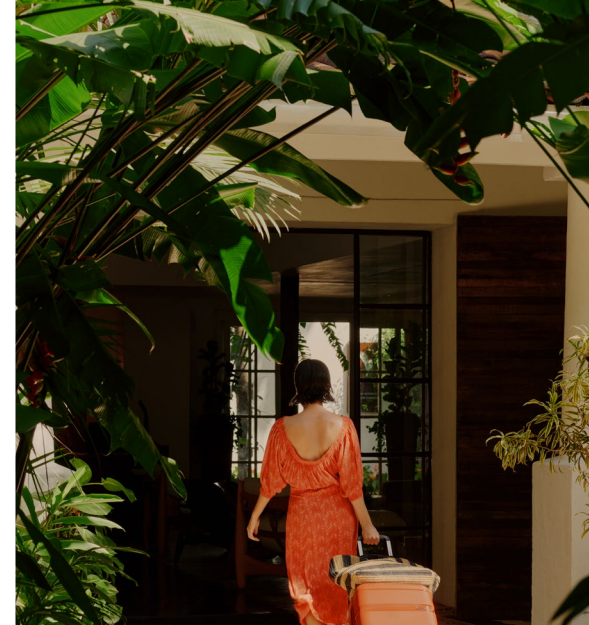
What further differentiates us is that our enterprise-grade travel technology is underpinned by data, powerful AI, and machine learning capabilities that are continuously improving to help you stay competitive.

Much of our expansive global inventory is directly sourced. We also provide first-class customer support with multi-lingual contact centers and AI virtual agents to elevate the experience for your travelers.

Think of us as an extension of your team. We provide our product and tech to connect you with a global audience and the traveler ecosystem, with our technical and business experts standing by to help you meet your business goals.

What we'll explore

- Why our easy-to-implement booking technology solution is the right tool for your business
- How our platform helps travel advisors and agencies build and elevate their businesses
- Using a first-class booking experience to enhance your loyalty program





CHAPTER 1

Rapid API

Open up the world to travelers with access to our global lodging inventory.

Rapid API is a flexible and powerful tool that provides you with access to our global lodging inventory. It streamlines the hotel booking process and it is quick, light, and stable to let you build an end-to-end experience that delights travelers. We also built it with a responsiveness that lets businesses scale, removing any barriers to your growth plans.

This high-performing API gives travelers around the world the choices they want, which means [diverse businesses find Rapid API beneficial](#), from online travel agencies to corporate travel and membership organizations. You can customize it to fit the needs of your business and your travelers to gain a competitive edge with package rates, Expedia Group business rates, and member only deals.

Extensive inventory

750k+

properties around the world across 35+ different categories

24M

detailed property images and 12M+ room images with information in 40 different languages

103M+

traveler ratings and 68M+ reviews

310K

destinations

18B

requests handled daily¹

Smarter is better

[Rapid API is smart.](#) We leverage AI throughout our solutions and are constantly making investments, so our partners stay competitive as technology changes. With intelligent features that span from competitive rates, geographic mappings, and rich content that includes high-resolution images and firsthand accounts of property stays, it's easy to deliver everything travelers are looking for.

Our Generative AI analyzes data, and by coupling this information with machine learning models, we're able to identify message topics that properties send so that we can surface them to our partners. This means you don't have to manually collect and manage this information to ensure it gets to your travelers.

We also practice continuous innovation and businesses that use Rapid API gain automatic access to new features as they become available.



Earn more with higher margins

The wholesale travel market is fragmented and complex with multiple redistributors, which makes it challenging for partners to scale. [Optimized distribution](#) flows rates directly from hotels to our partners, helping you earn higher margins on bookings to increase revenue.

With hundreds of new properties being added to Rapid API every day,² partners automatically gain access to this inventory to give travelers more choices when they're looking to book their next stay.





“

Price and margin are the most important factors when it comes to supply. Rapid’s various rate types — from Package, to Business Rates, to B2B Distribution Rates with higher margins — helped us achieve substantial growth.”

Philip Claessens, Travel technology & NDC, Omnia Travel

[Read the case study →](#)

THE RESULTS

+58%

Year-over-year growth in
Distribution Booking rate

+229%

Year-over-year growth in
Package Bookings that
included Distribution Rates³

Power and scale your business with Rapid API

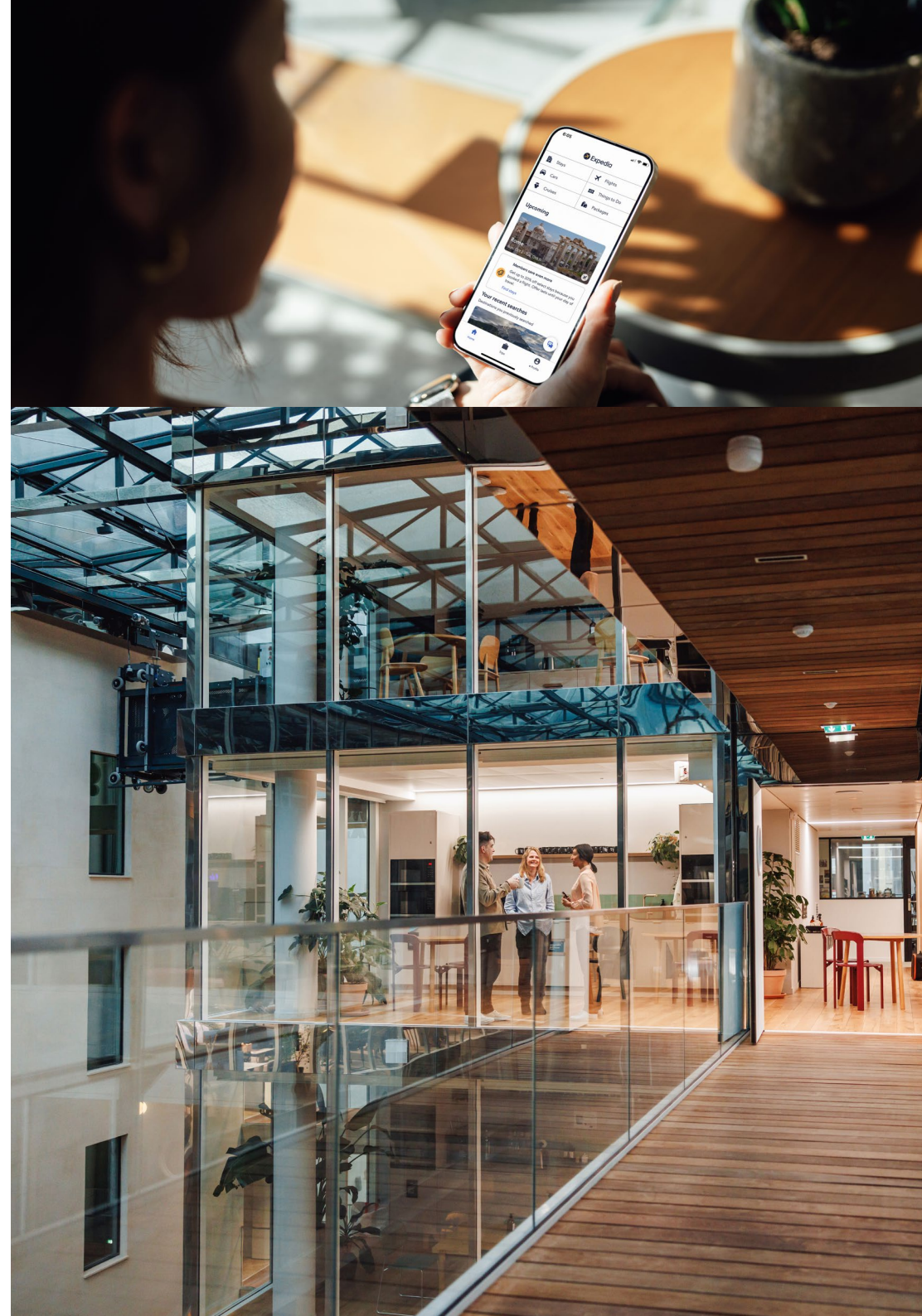
Every business is unique. Rapid API is purposefully built with versatility for every business to create custom lodging booking experiences.

Rapid API partners get access to our extensive global inventory to help your business scale and grow. Our technical experts are ready to assist optimizing your use of the API to meet your goals.

If you're ready to stand apart from the competition and get a competitive edge with our robust technology, [get in touch with us](#) today.

Simple integration, full control, and continuous innovation

Visit our Developer Hub →





CHAPTER 2

Expedia Travel Agent Affiliate Program (TAAP)

Travel advisors are a critical part of the travel industry ecosystem.

Travel is complex. This means the expertise travel advisors provide remains relevant — and essential — for travelers.

While online booking platforms are a mainstay of the travel industry, travel advisors continue to play a vital role, offering personalized service, expert advice, and peace of mind.

We wanted to better understand why people use travel advisors. Through our custom research, we found that travelers work with advisors to get expert advice, assistance with complicated bookings, access to unique experiences, and to save time and money. Travelers rely on advisors to act as troubleshooters, helping

them address disruptions like flight cancellations or itinerary changes. To help advisors provide these services, our Expedia TAAP platform makes it easy to quickly adjust, manage, or cancel bookings to meet travelers' needs.



TRAVELERS USE ADVISORS TO:

Book hotels 70%

Book flights 69%

Find the best deals 50%

Save time 52%⁴

Get the report →

A platform built for every travel business

Independent advisors or large agencies equally reap the benefits of the [Expedia TAAP platform](#).





“

We regularly test other booking platforms, but we always choose Expedia TAAP. It's an easy-to-use platform, and we consistently find the best rates and availabilities compared to other travel partners.”

Ben Ross, Managing Director and Founder, 1000 Mile Travel Group

[Read the case study →](#)

We know travel can be complicated, so we've simplified things by leveling the playing field and empowering travel advisors to navigate a constantly shifting landscape. We've created a booking process that makes it easy for travel advisors to deliver unforgettable traveler experiences across any type of travel, whether it's leisure, group trips, or corporate.

“One of the main reasons travel advisors choose us is because our booking platform provides an extensive selection of top hotels, exclusive rates, and competitive commissions. Travelers and travel advisors get exactly what they’re looking for,” Robin Lawther, Vice President of Expedia TAAP, said.

“Travel advisors want a tool that’s simple and easy to use so they can be as efficient as possible, which is why we built the platform for them,” he said. “We know that travel advisors are managing a number of details to create seamless experiences for their clients, from trip planning to the journey itself. That’s why we offer 24/7 online and phone support, ensuring our partners can always rely on us as a dedicated part of their travel team.”

Flexible cancellation policies and features let advisors easily manage everything directly in the platform.

Our self-service Booking Manager modifies online reservations in less than a minute. Itinerary Builder lets agents create and send travel vouchers in under 20 seconds, and deferred payments lets travelers use flexible payment options without jeopardizing an advisor’s cash flow. All of this helps to elevate the personalized service advisors provide.



GET ACCESS TO

3M+

accommodations in 200+ countries/territories

500+

airlines with access to 6,500+ airports

120+

car rental companies operating in nearly 3,000 locations

220K+

tours, activities, attractions, and adventures

650K+

promotional rates

58M

user-generated reviews to match properties with travelers ⁵

Leading with AI innovation

The features of our platform were purposefully built to make things even easier for our advisors, and new tech developments help enhance what they offer to travelers.

Our Virtual Agent utilizes AI to provide advisors with the answers they need, when they need it. In just a few clicks, it's easy for advisors to make booking changes or cancel a reservation. When a traveler wants details on a property, it's simple to gather specifics for them. Even better, our Virtual Agent gets smarter with every interaction it has.



The Expedia TAAP advantage

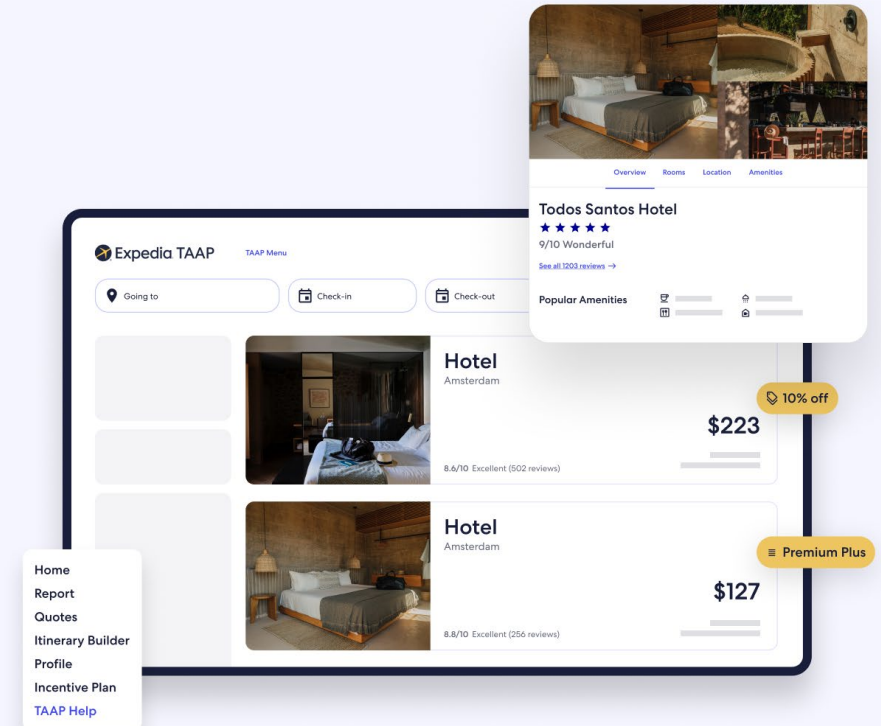
“Expedia TAAP has been part of my success story from the very beginning because I’ve been using the platform since day one,” Rebecca Smiley, Owner of Smiley Travel, said.

We’ve built a powerful travel business model over the past 15 years⁶ for 160,000 advisors⁷ around the world that use Expedia TAAP to book trips. With direct access to our expansive global inventory, advisors give travelers the deals they’re hungry for: On average, our package rates are 20%⁸ less than rates people find on consumer sites.

Being a travel agent is more than a job — it’s helping people realize their dreams through travel. It’s because of this that travelers find value in advisors, and we find value in them too. We invite you to [join us](#) and start earning commissions while you help travelers with their next adventure.

Thinking of giving up the 9-to-5 grind?

Read how these people became [travel entrepreneurs](#).



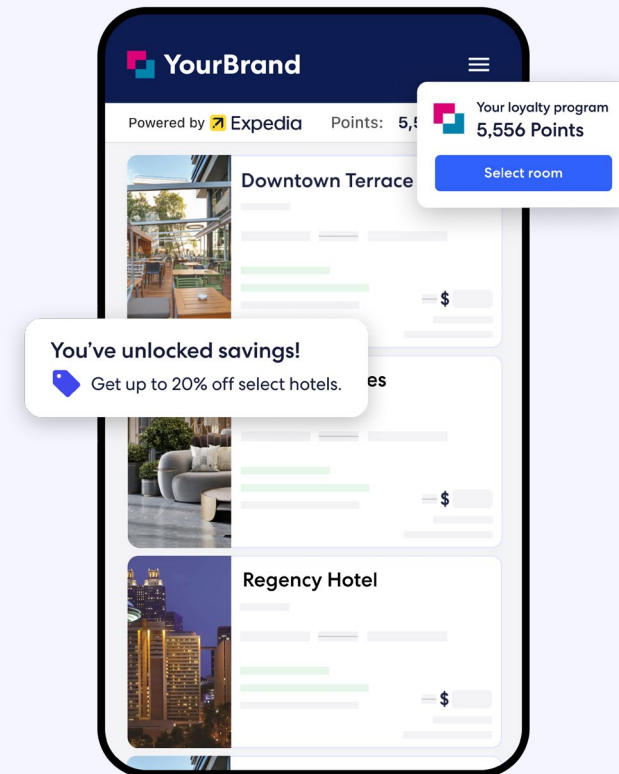
CHAPTER 3

White Label Template

Build a robust loyalty program with a first-class travel booking solution.

Are you thinking of expanding your brand into the travel industry? [White Label Template](#) is a solution that helps established travel brands like airlines, or brands that are new to travel, like retailers, develop new revenue streams.

This solution also enables our partners to integrate their loyalty programs with a proven travel shopping and booking experience, giving people more reason to keep coming back to you for their travel needs. And with an inventory that spans over 900,000 properties, 500 airlines, 200,000 activities, and 100 car rental companies,⁹ there's literally nothing you can't deliver for your customers.



How businesses benefit from White Label Template

Retailers

Boost your cross-selling opportunities. Launch a campaign for customers who purchase items from you and as part of that retail purchasing journey, you can cross-sell exclusive travel deals through your branded travel site.

Financial institutions

Offer members the ability to book travel through your site — everything from flights to hotels and car rentals — and increase customer loyalty.

Airlines

White Label Template gives you the ability to create ancillary revenue streams when you offer hotel bookings or car rentals and easily integrates with your existing loyalty programs.



“Delta has the privilege to work with Expedia Group on their White Label Template that allows us to offer multiple products to our customers that are flight-adjacent, and that has been very impactful as we try to find ways to really drive value to our members,” Breyana Bennett, Manager, Ancillary Product Integration, said.

Beyond flights, travelers are looking for hotels, transportation options, and vacation rentals. We help Delta deliver this enhanced booking experience by offering them access to competitive rates and our global inventory.

“At Delta, we haven’t found that there’s any other travel companies out there that are doing what Expedia is doing and we’re really excited to continue to leverage that partnership,” she added.

Drive more demand with our marketing services

Now that your branded travel website is launched, it's time to get down to business — the business of building a strong travel revenue stream.

Reach a wider audience with our data-driven marketing recommendations. Lean on our [marketing expertise](#) to help you reach your intended audience.

HERE'S A SNAPSHOT OF SOME OF THE RESULTS WE'VE HELPED OUR PARTNERS ACHIEVE:

690% increase in new customers during an accelerated loyalty campaign¹⁰

2.5x increase in organic search that resulted in a 2.5x increase in revenue¹¹

77% higher email open rate and 72% increase in conversion rate with event-triggered email campaigns¹²

117% increase in hotel bookings with exclusive savings promotion in partnership with a major hotel chain¹³



“

This is a powerful platform and very convenient for us. I would recommend it to any business that wants to offer their customers a wide range of products and packages without having to manage the business relationship with each individual hotel partner and car rental chain.”

James Cavcedo, Vacation Packages & Hotels, Hawaiian Airlines

[Read the case study →](#)

THE RESULTS

24%

increase in White Label
Template vacation package
conversion over three months

34%

increase in loyalty
vacation package revenue
over five months¹⁴

Using AI and machine learning to enhance every interaction

Because travel evolves, we know we need to evolve too. That's why we lean into AI and machine learning to build a platform that's responsive to travelers' needs.

Our machine learning attach recommendations is a module that displays recommended hotels to travelers, making their accommodations search easier and improving conversion rates. Once they see a property they like, they're redirected to one of our partner's White Label Template sites to book their stay, streamlining the planning and booking portion of their [purchasing journey](#).

→ The average path to purchase is **more than two months long**, giving travel brands a significant runway to influence booking decisions ¹⁵

When travelers need help, we're here for them. Our Virtual Agent helps travelers ask questions or manage bookings. And it's constantly improving: millions of chats with travelers strengthen the AI responses Virtual Agent delivers.

When travelers are undecided on what to book, our AI-driven guest review summaries help narrow things down for them. For example, if they have questions about a specific property, like "is the Wi-Fi stable?," they can get an answer based on the property's details and customer reviews.



Establish a footprint in the travel industry today

Elevate your brand with a White Label Template solution that incorporates your logo and brand identity. This makes for a seamless journey for people looking to book travel with you.

With our extensive inventory at your fingertips, your travelers will feel comfortable when planning, searching, and booking their next trip. And you can be confident that your customers will have a good experience on any device.

Our White Label Template is built to scale with your growth, so there's no limit to how you can grow your travel business.

Ready to implement this powerful tool and develop a robust travel revenue stream?

If the answer is yes, then [get in contact with us today](#) and let's work together to build your travel business.

Take your travel tech to the next level

Now that you're familiar with the solutions we offer, let's get started on helping you succeed in the travel industry.

Join us →

¹Expedia Group internal data, March 2025

²Expedia Group internal data, 2023

³Expedia Group internal data, H1 2024 as compared to H1 2023

⁴Decoding the travel advisor client, Expedia Group and Wakefield Research, 2025

⁵Expedia Group internal data, 2023

¹⁰Expedia Group data, June 2024

¹¹Expedia Group data, H1 2023 versus H1 2024

¹²Expedia Group data, 2023

¹³Expedia Group data, May 2023

¹⁴Expedia Group and Hawaiian Airlines, 2021-2022

¹⁵The Path to Purchase: Uncovering how travelers plan and book online, Expedia Group and Luth Research, 2023





About Expedia Group

Expedia Group, Inc. brands power travel for everyone, everywhere through our global platform. Driven by the core belief that travel is a force for good, we help people experience the world in new ways and build lasting connections. We provide industry-leading technology solutions to fuel partner growth and success, while facilitating memorable experiences for travelers.

Our organization is made up of three pillars: Expedia Product & Technology, focused on the group's product and technical strategy and offerings; Expedia Brands, housing all our consumer brands; and Expedia for Business, consisting of business-to-business solutions and relationships throughout the travel ecosystem.

For more information, visit www.expediagroup.com.

Follow us on X [@EGPartnerships](#) and check out our [LinkedIn profile](#).