

DRIVE DEMAND FOR YOUR AIRLINE OR AIRPORT

Take your airline marketing to new heights

Our travel media network connects you with your ideal travellers at key moments, from dreaming about a trip to booking a flight.

INSPIRATION

- **Shape travellers' plans early.**

Leverage our insights and advertising solutions to stand out from the start and influence decisions.

RESEARCH AND PLANNING

- **Reach travellers as they browse and compare.**

Stay top of mind wherever travellers venture, from social media to OTAs.

- **Target with precision.**

Use our exclusive first-party data to better understand traveller behaviour and get your ads in front of the right audience.

BOOKING

- **Stand out from the competition.**

Engage travellers by using custom ad copy to highlight your unique offerings.

- **Increase ticket sales.**

Boost visibility with prominent placement in flight search results and help grow ticket sales on strategic routes.

THROUGHOUT THEIR JOURNEY

- **Optimise your campaigns.**

Adapt in real-time with robust reporting and guidance from our team of digital media experts.

DRIVE INCREMENTAL REVENUE

Expedia Group travellers are:

56%

more likely to splurge on holidays than other travellers

50%

more likely than other travellers to upgrade their seat at check-in¹



Learn more



Find the right advertising solution

Explore some of our offerings below—use them independently or combine them with our many other solutions for maximum impact.



Flights Sponsored Listings

- Stand out in a crowded landscape and maximise ticket sales.
- Highlight your airline's selling points and differentiate your ads.
- Increase your visibility and engage travellers with contextual ads in flight search results.



Co-op campaigns

- Create a bigger impact by partnering with complementary destinations, hotels and more.
- Stretch your spend by working towards a common goal.



Brand results listings

- Inspire travellers with your offerings like loyalty programmes and lounges.
- Show up across our 200+ brands and apps to expand your reach.

'Expedia Group gives us a combined reach across upper, middle and lower funnel with Flights Sponsored Listings, response banners and branding. I love the co-ops with hotels and tourism boards. They're a great way to put the destination out there and highlight our products also'.

— Janice Martinez, Account manager, avianca

Your digital media expert can help choose the right solutions to reach your goals.

Get started →

¹Uncovering Traveller Value, Expedia Group and GWI, 2024