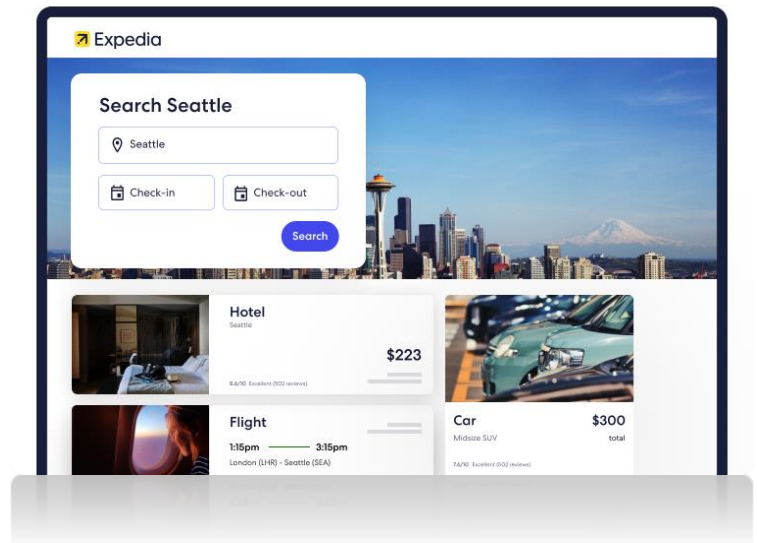


CO-OP CAMPAIGN OVERVIEW

Team up to reach more travelers for less

Maximize your marketing spend by joining a co-op campaign



What is a co-op campaign?

[Co-op campaigns](#) are collaborative advertising efforts that bring brands with similar audiences and goals together to create, and capture, more demand.

How do they work?

Our digital media experts select partners based on a destination or theme. Then, they develop bespoke messaging and creative for strategic ad placements, like banners and native ads, that engage travelers across our brands. These ads lead to a shoppable landing page that features your brand and the campaign participants.

Why should I join a co-op campaign?



STAY COMPETITIVE

Highlight your offering while attracting travelers looking for the full-package experience.



REACH THE RIGHT AUDIENCE

Our experts use our extensive first-party data to pinpoint the most effective targeting parameters and marketing channels.



COLLABORATE YOUR WAY

Grow impressions at any budget with flexible campaign customization options and investment levels.

While many travelers enjoy exploring all their available options, our research found that nearly half of travelers surveyed prefer browsing a smaller, curated list of properties.*

LEARN MORE →

*Expedia Group, consumer survey with Dynata, July 2024



Understanding co-op campaign tiers

Customize your spend and visibility

Every co-op campaign offers flexible options with three tiers: presenting, featured, and standard. These tiers decide where your messages and images appear on the curated, shoppable landing page that the campaign's display ads drive travelers to.



Presenting tier

- Eye-catching placement at the top of the page
- Custom copy to educate travelers about your brand and unique selling points
- Only 4 spots available



Featured tier

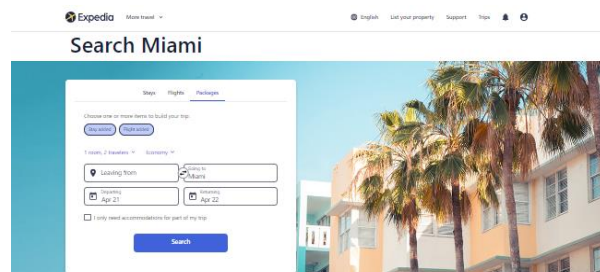
- Prominent placement just below presenting tier
- Custom copy to educate travelers about your brand and unique selling points
- Only 12 spots available



Standard tier

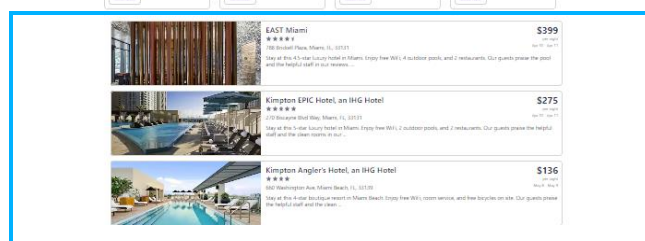
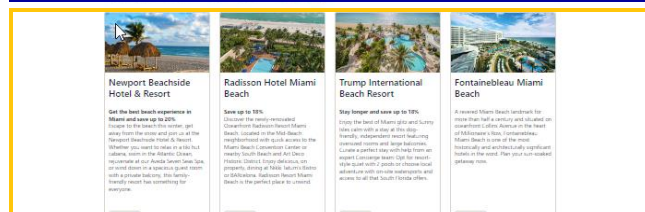
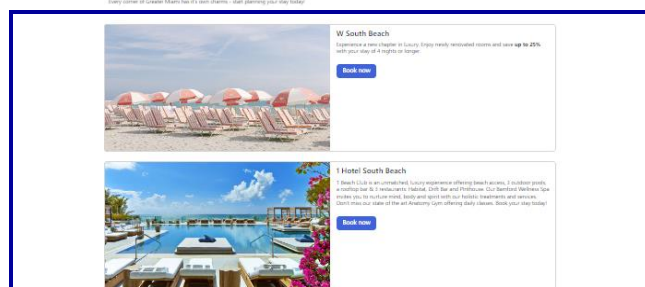
- Appears after presenting and featured tier participants
- Copy generated from property description page
- 30 spots and only available for lodging partners

Participation in a co-op campaign is limited, so don't wait to join one that fits your needs. Our digital experts can help you determine the right tier to reach your marketing goals.



Find sunshine in Miami

A cosmopolitan paradise, with all the amenities of a beach town and the big city, Miami is a lively mix of bustling metropolis, picturesque waterfront, tropical parks, world renowned shopping, vibrant beach scenes and their turquoise water.
Miami's diverse neighborhoods offer accommodations for every type of traveler. From vibrant boutique hotels to luxury resorts, accommodations in Greater Miami come in every shape and size. The proper neighborhood in South Beach is named for its nightlife and other top clubs, while the peaceful family-friendly Coconut Grove has a botanical site and laid-back atmosphere.
Every corner of Greater Miami has its own charms - start planning your stay today!



GET STARTED →

