

Uncovering traveller value

Reaching quality travellers that spend more,
stay longer and upgrade

The benefits of reaching more travellers

Successfully growing your business means continuously expanding your customer base by finding more travellers. However, more is not always better, and ensuring that your strategies are also optimised to reach travellers that spend more, stay longer and are more likely to book premium options will positively impact your bottom line.

How can your travel business navigate the marketplace and determine where to show up to not only find more travellers, but find travellers that are more valuable?

If you don't have a broad and diversified customer base—or you're only marketing to travellers on your owned platforms—you're missing opportunities to drive revenue. To reach travellers where they are researching and planning, it's essential to show up on multiple channels.

Travellers around the world turn to Expedia Group's trusted brand sites and apps to build their perfect trip. In 2023, Expedia Group sites had more than 10 million average daily visitors and more than 1 billion average monthly searches.¹ In the simplest terms, we bring you more travellers.

But are these travellers just looking for the cheapest options for a quick trip? And how do they compare when it comes to value and profitability? Our latest research tackles these questions and provides a deeper understanding of how travellers from a range of platforms stack up when it comes to the value they deliver for your business.

¹ – Expedia Group internal data, 2023, identified and anonymous visitors.



Diving deep into value

To better understand how traveller behaviours vary based on their preferred booking platform, we conducted custom research with Global Web Index (GWI) via an online survey across eight global markets: Australia, Canada, France, Japan, Mexico, Singapore, UK and the US.



8,000 respondents



Aged 16 to 64



Purchased a holiday in the last three to six months

Points of differentiation explored:

- Total trip spend
- In-market and on-property spend
- Length of stay
- Likelihood to book premium or higher tier options
- Likelihood to upgrade
- Openness to destination inspiration and advertising



Audience definitions

The research also looked at specific audience segments.



Expedia Group travellers

Respondents who booked with an Expedia Group brand—Expedia, Hotels.com, Vrbo or Wotif (Australia)—in the past three to six months and indicated a preference for booking with one of these websites or apps.



Other OTA travellers

Respondents who booked with an online travel agency other than Expedia, Hotels.com, Vrbo or Wotif (Australia) in the past three to six months and indicated a preference for booking with a non-Expedia Group online travel agency.



Other travellers

Respondents who booked with an online travel agency other than Expedia, Hotels.com, Vrbo or Wotif (Australia) or directly with a hotel or airline in the past three to six months, and indicated a preference for booking on one of those websites or apps.



Vrbo travellers

Respondents who booked on Vrbo in the past three to six months and indicated a preference for booking on the Vrbo website or app.



Direct bookers

Respondents who booked directly with a hotel or airline brand within the past three to six months and indicated a preference for booking directly through a hotel or airline brand.



Driving high-quality bookings

A lingering misconception about OTA travellers is that they prioritise price above all else. This may have been true in the past when OTA brands were transaction-focused, but in recent years, Expedia Group has evolved into a travel tech platform with a multi-sided marketplace—and our brand strategy has evolved as well. We're focused on acquiring and retaining [customers with high return rates and incentivising travellers to return through our One Key rewards programme](#). The data shows that this renewed approach is working.

Expedia Group travellers are 15% less likely than other travellers to consider price the most important aspect when booking a trip.

The research shows that Expedia Group travellers are less likely to be price-driven, and more likely to invest more in their travel experiences. In fact, our travellers are 56% more likely to splurge on holidays than other travellers.

Digging into how splurging translates into actual trip spend, the research found that for total trip cost, Expedia Group travellers spent 10% more on their most recent big trip than other travellers, including investing more per night on hotels and holiday homes.

**10%**

more spent on trips overall.

**18%**

more spent on hotels per night.

**22%**

more spent on holiday homes per night.



Vrbo spotlight

Although this study looks broadly at Expedia Group travellers, there are compelling differences when comparing Vrbo travellers to other OTA travellers.

63%

more likely to splurge

Vrbo travellers are 63% more likely to be willing to splurge on their holidays.

58%

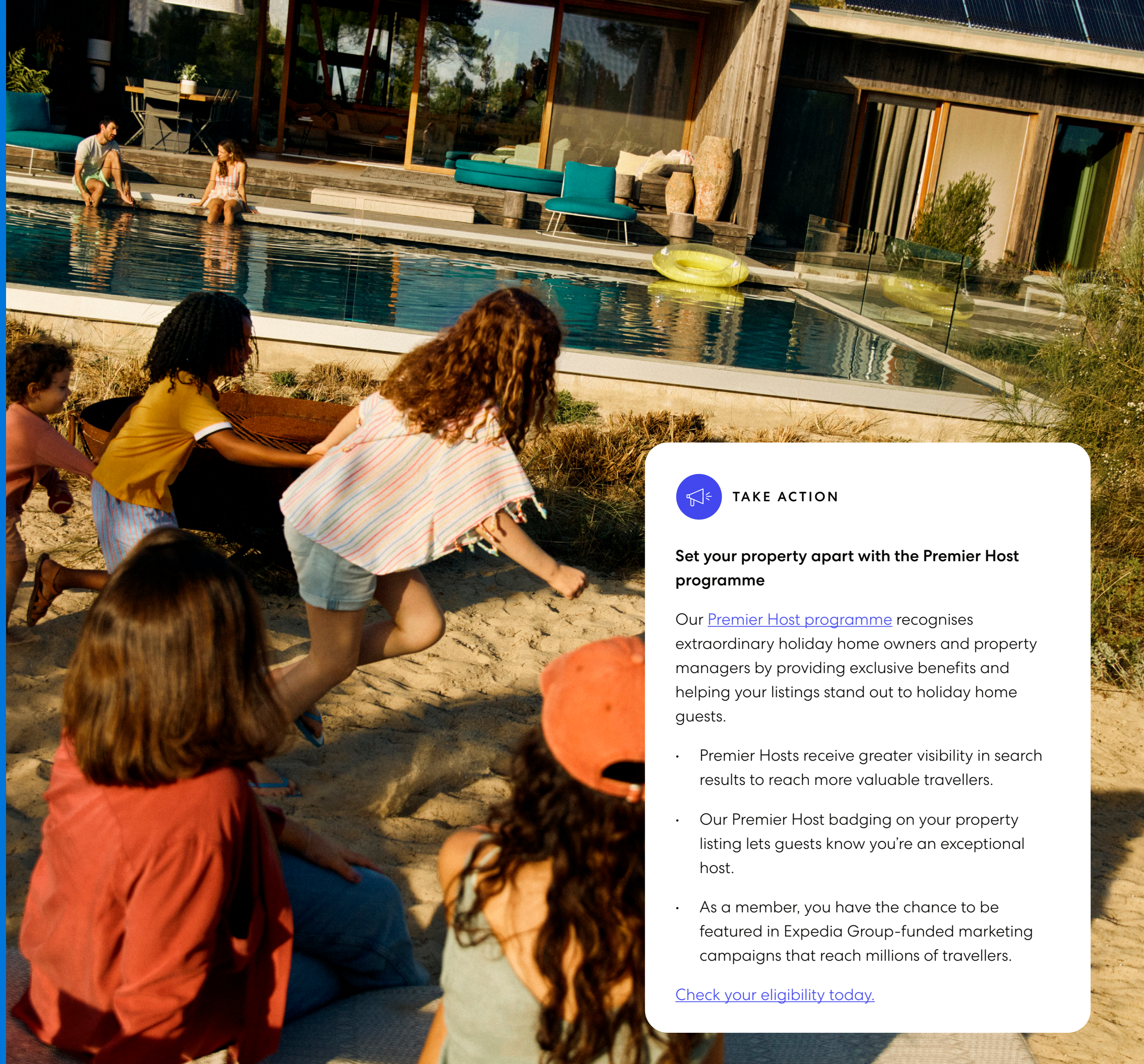
more spent on their holiday homes

Compared to other OTA travellers, Vrbo travellers spend 58% more on their total holiday home booking, and 47% more on holiday home bookings per night, indicating that they are looking for a more premium guest experience.

60%

heavily influenced by reviews

60% of Vrbo travellers said that online reviews and recommendations help inform their booking decisions.



TAKE ACTION

Set your property apart with the Premier Host programme

Our [Premier Host programme](#) recognises extraordinary holiday home owners and property managers by providing exclusive benefits and helping your listings stand out to holiday home guests.

- Premier Hosts receive greater visibility in search results to reach more valuable travellers.
- Our Premier Host badging on your property listing lets guests know you're an exceptional host.
- As a member, you have the chance to be featured in Expedia Group-funded marketing campaigns that reach millions of travellers.

[Check your eligibility today.](#)

Opting for higher-end hotels

One reason that Expedia Group travellers are spending more on their trips and hotel room nights is their propensity for booking higher-end hotels, or those that are 4 stars or higher.

Based on data from their last big trip, Expedia Group travellers are 22% more likely to book hotels with 4+ stars than other travellers. Since they place a high value on travel, they are less price-conscious and therefore more likely to seek out higher-end hotels. This is even more prevalent when compared to travellers that book directly.

Expedia Group travellers are 25% more likely to book hotels with 4+ stars than direct bookers.

This preference applies to ultra-luxury as well. Expedia Group travellers are 35% more likely to book a 5-star hotel than all other travellers included in the research, and 43% more likely to book 5-star hotels when compared to other OTA travellers.



Incremental value after booking

Securing a booking from a valuable traveller is one key to success; however, generating incremental spend once they are on property is another. You want travellers looking to enjoy a treatment at the hotel spa, dine at your restaurant, buy drinks at the bar and spend at your shops. Expedia Group delivers these travellers.

Expedia Group travellers spend 21% more on property than other travellers.

This is even more significant when compared to direct bookers, where Expedia Group travellers spend 70% more on property.

Expedia Group travellers make the most of on-property amenities during their trip as they are far more likely to spend money on activities and opt to spend more on meals and drinks.

To help our hotel partners, we offer specific programmes that incentivise travellers to utilise on-property amenities such as VIP Access and our [One Key travel rewards programme](#), which offers benefits for both our partners and travellers.

One of the partner benefits of One Key is that it allows for further segmentation of travellers by their rewards tier, which means you can easily target those travellers that are booking more frequently, spending even more and staying longer.

And One Key members must qualify annually—they're not automatically granted lifetime membership like some other travel rewards programmes—so you're always reaching our most engaged travellers.

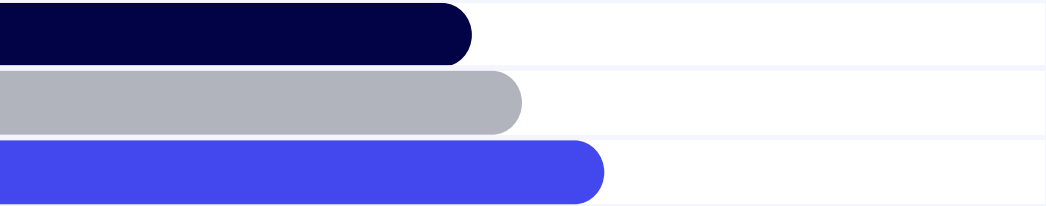
Expedia Group travellers spend more while on property

Activities



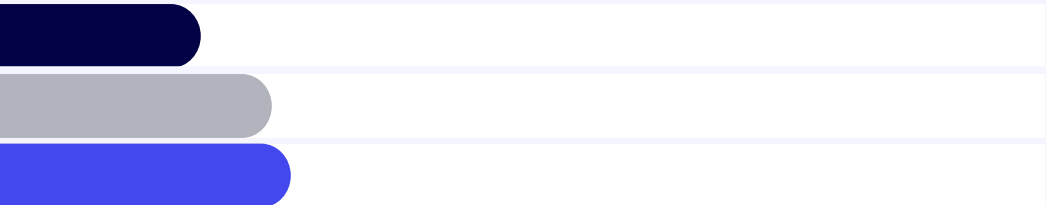
67%
more than other travellers

Meals



27%
more than direct bookers

Drinks at bar



43%
more than direct bookers

**TAKE ACTION****Achieve VIP status with a consistent top-tier experience**

Expedia Group's [VIP Access programme](#) showcases properties that offer excellent guest experiences to our top-tier guests, while providing you with exclusive benefits such as increased visibility and marketing support.

- Being part of the VIP Access programme helps you attract our valuable travellers, but is especially impactful with our One Key members, who receive special perks—such as credits to the on-site restaurant or spa or free or discounted parking.
- A VIP Access badge on your property listing allows travellers to quickly identify your property as one that provides great service and special perks.
- The perks you offer as a VIP Access hotel help you stand out in search results and attract valuable travellers who will ultimately spend more on property at your restaurant, bar, spa and retail shops.
- VIP Access properties see higher revenue and longer stays than those not in the programme—without the cost of loyalty fees or additional marketing spend.

As a VIP Access property, the [Hotel West End](#) strategically leverages its programme status—along with Members-Only Deals and value-add promotions—to gain a competitive edge and stand out to even more One Key members. Using a combination of discounts, perks like a free bottle of wine and room upgrades, and special badging, the hotel successfully improved visibility and drove bookings across our trusted brands.

[Find out if you qualify for the VIP Access programme today.](#)





Loyalty spotlight

It's clear that Expedia Group travellers are valuable; however, travellers who are members of a loyalty programme can help drive even more demand for your property.

On average, Expedia Group travellers that are also Gold or Platinum tier members of a loyalty programme spend 46% more on trips than other travellers. And these top-tier loyalty members spend even more on property—73% more than other travellers, including:



100%

more on activities.



98%

more on meals.



50%

more on shopping.



TAKE ACTION

Create Members-Only Deals

You can attract our most valuable travellers—our One Key members—with Members-Only Deals offering special discounts and high-value incentives.

- Members-Only Deals are targeted, fenced price discounts for our members, and you can tailor different offers to each member tier: Blue, Silver, Gold and Platinum.
- Tailoring offers by tier enables you to create the offer that is right for your target traveller and right for you, so you can maximise returns.

Blue

Silver

Gold

Platinum

As an example, the historic boutique property [The Horton Grand Hotel](#) competes with big-box names with larger inventories and marketing budgets. To stand out, the hotel uses Members-Only Deals and tailors their offers by rewards member tier to more effectively attract valuable travellers in our Silver, Gold and Platinum tiers—travellers they may not reach otherwise. This approach supports their goals to increase exposure and market penetration, while also testing which offers resonate best with different member tiers.

[Turkish Airlines](#) uses Members-Only Deals to boost brand recognition in North America and Asia Pacific, gain market share and grow bookings from incremental passengers. The Members-Only Deal badging increases visibility to make Turkish Airlines stand out in searches, and deals are targeted to select countries and destinations where the company wants to increase market share. A one-month trial was so successful that Members-Only Deals are now part of their always-on marketing strategy in key regions, complementing direct bookings.

Sign in to Partner Central and [create a Members-Only Deal](#) to reach our valuable members.

Driving economic impact in market

The positive economic impact of tourism extends to all businesses in a destination, not just lodging providers.

According to research from the [World Travel & Tourism Council](#), in 2023, the travel and tourism sector contributed 9.1% to the global GDP, an increase of more than 23% from 2022. This illustrates why total in-market spend is an important aspect of traveller value, particularly for destinations.

Expedia Group travellers spend 17% more in market than other travellers and 25% more than direct bookers.

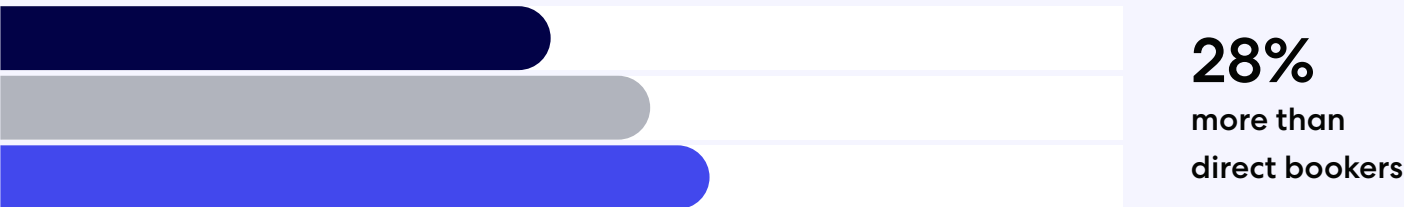
For Expedia Group travellers, staying busy, shopping and enjoying the local culinary scene are part of their travel experience, making these high spenders great for local businesses throughout your destination.

Expedia Group travellers spend more in market

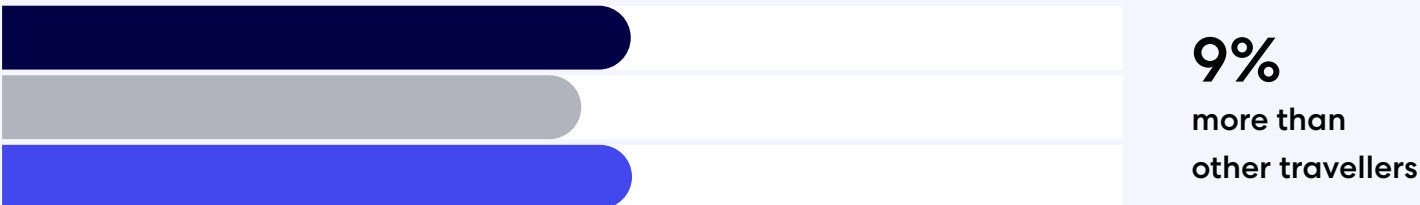
Activities



Shopping



Meals





The ripple effect of longer stays

Attracting travellers that stay longer is ideal for both lodging providers and destinations. Longer stays can [help fill rooms and properties throughout the week](#) when there is less demand. And travellers that stay longer also spend more in market.

Expedia Group travellers stay nearly one additional day in hotels compared to other travellers.

Vrbo travellers stay 14% longer—more than one day longer—in holiday homes compared to other OTA travellers. Let’s look at how your travel brand can increase stay length.

TAKE ACTION

Boost your visibility

Your property can [gain maximum visibility and convert travellers](#) with two of our highly effective solutions: Accelerator and TravelAds Sponsored Listings.

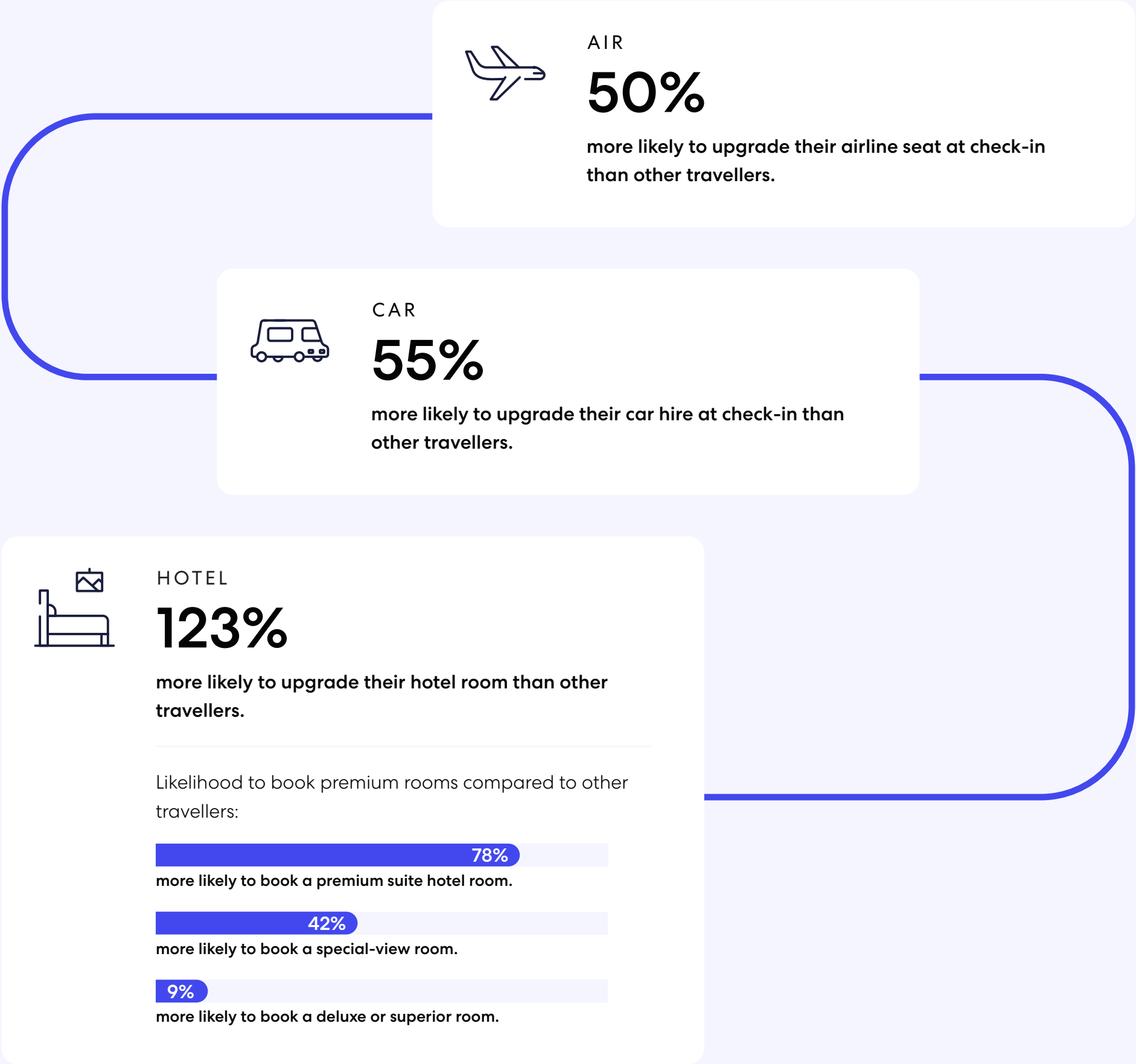
- Accelerator boosts your organic listing in search results while protecting your traveller-facing rates. As a pay-per-stay tool, you only pay a higher compensation rate of your choosing when a traveller stays at your property during the selected time period, so you can increase visibility without upfront costs.
- [TravelAds Sponsored Listings](#) is a cost-effective, scalable, easy-to-use advertising solution that reaches hundreds of millions of travellers. The pay-per-click model helps you stand out with premium placements in search results and includes precise targeting capabilities, so you always know you’re attracting the most valuable guests.

Using both solutions together is a powerful way to supercharge your hotel’s visibility with travellers that stay longer, during the times you need it most.

Holiday home host? [Check out our blog](#) for tactics and tools to improve your visibility and drive bookings.

Moving on up with upgrades

Upgrades are another significant area of value for travel providers. Attracting travellers with a higher likelihood to upgrade or choose a more premium option—such as an ocean-view room, luxury car hire or first-class airline seat—brings in more revenue than travellers looking for basic options. And the data shows that our travellers are keen to upgrade their travel experiences.



Open the door for inspiration

When it comes to reaching travellers through your advertising and marketing efforts, the most valuable ones are those who are open to inspiration. You want to get in front of travellers who are open to influence and can be inspired to travel to your destination or book with your brand, rather than those who already have firm plans. Not only are Expedia Group travellers open to inspiration, they're also taking more trips, resulting in more opportunities for you to influence their choices.

Expedia Group travellers are 12% more likely than other travellers to have gone on a holiday abroad in the past three to six months.

Expedia Group travellers are 41% more likely than other travellers to buy from brands they've seen advertised.

And perhaps, most importantly, they are more likely to be inspired.

This means that your advertising efforts will have the maximum impact on our travellers, as they are highly engaged with ads and looking for their next travel idea.



22%

more likely to be undecided on a destination before booking a trip than other travellers.



TAKE ACTION

Reach travellers through strategic advertising

Whether you're a destination, travel supplier or brand, our [advertising solutions](#) and targeting capabilities help get you in front of the right traveller at the right time on the right channel.

- Our [display advertising solutions](#) enhance the traveller journey across our sites and apps and can meet any marketing budget and objective. This full-funnel solution inspires, influences and converts travellers with thoughtfully built ad placements that help you reach exactly the right traveller with our powerful, custom audience targeting.
- [Native advertising](#) placements show up in a non-disruptive way throughout the booking journey, enabling you to build brand affinity, boost visibility and help inspire travellers, leading to higher interaction and click-through rates that drive incremental bookings for your brand.
- For airlines, our [Flights Sponsored Listings](#) help you stand out to travellers looking for their next flight. These contextual ads appear in flight search results and highlight your airline's unique amenities with custom ad copy. You can target your ideal audience, and you only pay when a traveller clicks on your ad, which helps maximise the return on investment (ROI).

The bottom line

As evidenced by the research, Expedia Group travellers spend more, stay longer and book more premium options, making them an important audience that can help you achieve your business objectives.

To effectively connect with these valuable travellers and drive high-impact bookings, it's critical to optimise your listings, campaigns and activity on Expedia Group websites and apps.

Find more custom research and actionable insights on [our blog](#) and [subscribe to stay up to date](#).



