Reach the travelers you need to succeed

Match each traveler profile with Expedia Group solutions to win them over.

Note: Please follow your brand guidance on usage of tools. Depending on your connectivity setup, some actions may need to be completed through your connectivity provider.

The traveler profiles

Family Trip Planners

High-value planners who book longer stays across multiple products.

Business Travelers

Frequent, repeat travelers prioritizing reliability and convenience.

Quality Seekers

High-spend travelers choosing luxury, comfort, and service.

Savvy Trip Takers

Frequent, informed travelers making intentional, value-driven travel decisions.

Loyalty Maximizers

Repeat travelers motivated by rewards, perks, and points.

B2B Network Travelers

Incremental, hard-to-reach travelers booking through their trusted platform of choice.

Packages

Offer discounted bundled rates to attract high-intent guests without reducing your standalone prices.

Best for

- Family Trip Planners
- Quality Seekers
- B2B Network Travelers

1.3x

longer stays with package bookings[1]

Go to Packages

Refundable rates

Unlock earlier demand by offering flexible, fully refundable rate plans.

Best for

- Family Trip Planners

47%

say they would never book non-refundable lodging[3]

Go to Refundable Rates

Accelerator

Help boost visibility in search results for key dates across Expedia Group and B2B partners, paying only after guests stay.

Best for

- Family Trip Planners
- Business Travelers
- Savvy Trip Takers
- Loyalty Maximizers

20%

more net room nights with Accelerator[4]

Note: Accelerator is found under the Marketing section in Partner Central.

Go to Accelerator

TravelAds Sponsored Listings

Reach high-intent travelers with premium sponsored placement and targeting that helps drive demand year-round.

Best for

- Quality Seekers
- Savvy Trip Takers
- Family Trip Planners
- Business Travelers

30%

11-30% more bookings for chain hotels[5]

Go to TravelAds

Onsite native and standard display

Follow travelers on- and off- platform with image-forward native and standard IAB units in an integrated plan.

Best for

All travelers

12M

avg. daily visitors across EG brands through OOH[6]

Go to native & display

Featured brand carousel

Showcase multiple offers in a scrollable carousel that stands out in high-traffic booking flows.

Best for

- Family Trip Planners
- Business Travelers
- Quality Seekers

175+

targeting parameters to reach the right travelers[7]

Go to featured brand carousel

Interstitial ads

Capture attention with full-screen ads that appear while search results are loading at high-impact moments in the trip-planning journey.

Best for

- Quality Seekers
- Loyalty Maximizers

56%

likelier to splurge on trips vs. non-Expedia Group travelers[8]

Go to interstitial ads

Expedia Group Partner Central

Find recommendations, opportunities, and more supporting content to help you take action in the Opportunity Hub.

Access here →

[1] Expedia Group Package Data, 2024 [2] Expedia Group internal data, 2024 [3] Expedia Group, Traveler Value Index, 2023
[4] Expedia Group internal data, 2025 [5] Expedia Group TravelAds Incrementality Data, 2025 and 2026 [6] Expedia Group internal data, 2025
[7] Expedia Group first-party data, 2024 [8] Expedia Group, Traveler Value Study, 2023

TRAVELER PROFILE GUIDE

B2B Network Travelers

Incremental, hard-to-reach travelers who prefer to book through their trusted platform of choice

B2B Network Travelers book within their preferred platforms — such as airline sites, banks, retail brands, or travel advisors — staying inside those ecosystems from inspiration to checkout. Their unique journey makes them harder to reach through traditional channels. They value curated, high-value, bundled trips recommended by trusted travel advisors.

At a glance

Trips per year

Several trips covering a mix of work and leisure

Global demand

More than two-thirds of B2B network bookings are international*

What they consider

What they care about

- Maximizing membership and corporate rewards, points and value
- Bookings that feel like a smart choice in their chosen channel
- Using their preferred online travel brand to book
- Bundled stays that include flights, cruises and transport
- Full-service travel planning
- Convenience, expert guidance

How they book

- Travel planners and advisors
- Membership and points providers
- Online travel platforms
- Airline and transportation providers
- Corporate and business travel distributors

Who they are

Meet Damien

A frequent traveler who books through his bank's rewards platform, completing the entire trip in one trusted place.

He values convenience and curated options with clear pricing and flexibility. Damien looks for curated, high-value options that bundle flights and hotels with flexible policies, and he prefers trusted recommendations over searching dozens of sites.

Why they matter

Incremental, hard-to-reach global demand.

- **Expanded global reach**
  Access high-value international travelers beyond your direct channels
- **New demand sources**
  Reach travelers you wouldn't capture through your existing mix
- **Stronger midweek demand**
  More midweek room nights help improve occupancy and smooth demand
- **Earlier, more predictable bookings**
  International demand books earlier, improving planning and visibility

How to win them

Optimize for AI environments
- AI-powered search favors complete, high-quality content. Rich, accurate details help your property stand out and stay visible across AI-driven results and partner networks.

Update your content regularly
- Keep pricing, policies, amenities, photos, and availability complete and up to date to improve visibility and build booking confidence.
- Refresh content often to highlight the features travelers value most, like spacious rooms, lounge access, and standout experiences.

Attract them with products optimized for B2B Network Travelers.

Packages with bundled, opaque rates
- Package rates combine stays with at least one other travel component, helping you to attract higher-intent guests and helping them book with ease.

B2B distribution rates expand reach through trusted partners
- Offer dedicated rates that encourage Expedia Group's B2B network to showcase your property to new audiences.

Business rates attract high-value, midweek travelers
- Provide dedicated rates with flexible terms and business-friendly perks to drive valuable business bookings.

Members Only Deals offer differentiated, loyalty-exclusive value
- Use fenced offers for logged-in members to attract frequent travelers and reward loyalty.

Campaigns help showcase your property to hard-to-reach B2B travelers
- Increase visibility through Expedia Group-supported promotions designed to expand reach and drive demand.

*Expedia Group internal data, 2024

Return to matching solutions

TRAVELER PROFILE GUIDE

Business Travelers

Frequent, repeat travelers prioritizing reliability and convenience

Business Travelers prioritize efficiency and reliability, looking for convenient access to business districts and transit, reliable Wi-Fi, practical workspaces and easy dining options. They book frequent trips, often to the same cities, and may extend travel for leisure.

At a glance

Booking	Ages	Travel timing
Primarily self-bookers	25-44	Domestic city stays with Mon/Tue check-ins
Booking window	**Benefits**	**Insights from**
Less than 30 days	Less price sensitive than other travelers	

What they consider

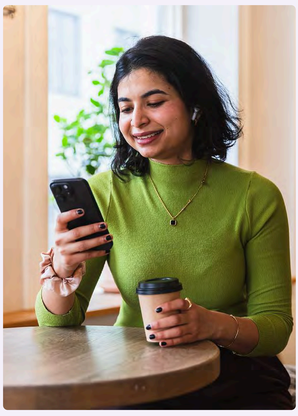
What they care about

- A prime location near business districts, transit and clients
- Comfortable and reliable experiences
- A consistent stay each time with no surprises
- Striking a balance between strong value and premium travel
- Ease and time-saving throughout the trip
- Loyalty programs to earn points for future business or leisure travel
- The flexibility to change or book last-minute

What appeals to them

- Fast, frictionless mobile or self check-in with flexible hours
- Work-ready rooms with a desk, ample outlets and fast, reliable internet
- A quiet environment for distraction-free work
- Early breakfast with quality options to match meeting schedules
- Reliable, 24/7 on-site support for questions, issues and late arrivals
- Loyalty perks that span business and leisure
- Flexible, free, business-friendly cancellation and change policies

Who they are



Meet Priya

A frequent weekday business traveler who books just days before departure and concentrates her spend with a few preferred brands and loyalty programs to get the most from them.

She balances value with her own standards and appreciates rewards that can turn work trips into future getaways.

Why they matter

Consistent, high-frequency demand that fills your calendar.

- **Frequent, repeat bookings**
  Repeat travel drives steady, year-round demand to build base
- **Short booking windows**
  High-intent demand close to arrival to help fill last-minute demand gaps
- **High value**
  More likely to choose premium options, upsells and spend more on-property, with less price sensitivity
- **Lower cancellation risk**
  Less likely to cancel bookings compared to leisure travelers

How to win them

Optimize for AI environments
- Our new Property Expert experience uses your content to answer traveler questions, making richer, more complete content key to increasing visibility.
- Use clear descriptions and high-quality photos of rooms, services, and amenities to stand out in AI-driven results.

Update your content regularly
- Regularly update content to highlight what business travelers value most, like location, work-friendly spaces, flexible cancellation, and rewards.

Highlight the traveler experience
- Showcase seamless experiences and time-saving touches that make business travel easier from booking through checkout.

Attract them with products optimized for Business Travelers.

Business rates allow you to target business travelers
- Offer dedicated rates with flexible terms designed to attract repeat business travelers and drive valuable midweek stays.

Accelerator increases visibility during key midweek booking moments
- Boost search visibility during need periods to capture hybrid business and leisure travelers without lowering public rates.

Members Only Deals attract loyalty-driven business travelers
- Offer exclusive member rates that appeal to frequent travelers looking to earn rewards for future trips.

Last-minute promotions capture close-in business demand
- Use time-sensitive offers to attract travelers booking near departure and fill unsold inventory.

Return to matching solutions

TRAVELER PROFILE GUIDE

Family Trip Planners

High-value planners who book longer stays across multiple products

Family Trip Planners prioritize making memories, seeking family-friendly experiences and amenities. They plan far ahead, timing trips to school breaks and key family events. They look for stays tailored for kids that allow adults to relax.

At a glance

Trip planner age	Trips per year	Who is traveling
Mid 30s-early 40s	1-5 trips	Family with 1–3 kids and multigenerational groups
Booking window	**Motivator**	**Insights from**
3-6 months in advance	Verified reviews from other families	

What they consider

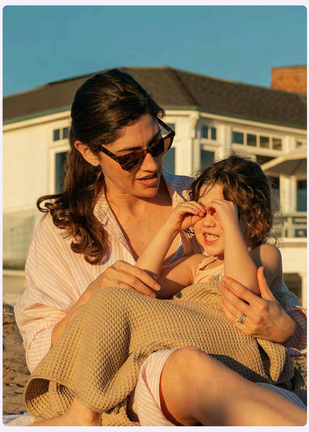
What they care about

- Convenient, low-stress planning and travel
- Kid-friendly activities and amenities
- Memorable experiences for the whole family
- Clear, detailed information on what to expect
- Strong value for money while staying on budget

What appeals to them

- Age-appropriate kids' clubs and activities
- All-inclusive options and dedicated kids' menus
- Connecting rooms for families
- In-room amenities (cots, high chair, bed guards, blackout curtains)
- Pools and on-site water parks
- Easy airport transfers with option for car seats
- Family-friendly wellness options (spa, fitness, activity rooms)

Who they are



Meet Eva

A 39-year-old mom of two who starts planning family getaways as soon as the school calendar drops. She looks for value-driven travel options with family-friendly perks and relies on guest reviews, ratings, and detailed content to book with confidence.

Often planning trips for extended family and milestone moments, she's budget-conscious but happy to splurge on memorable kid-focused experiences and activities.

Why they matter

Revenue you can lock in early — and count on.

- **Early, predictable booking patterns**
  Earlier demand supports stronger inventory planning
- **Longer stays**
  Family and group travel increases length of stay and booking size
- **Repeat demand**
  Drives repeat bookings and positive reviews for experiences that make family trips feel easy

How to win them

Optimize for AI environments
- AI-powered search and recommendations favor travel suppliers with complete, high-quality content for stays, flights, and car rentals. Strong content is a no-cost, high-impact way to stand out and stay visible.

Update your content regularly
- Regularly update photos and descriptions to highlight the details families care about most.

Highlight the traveler experience
- Highlight family-friendly amenities, services, and special offers.
- Emphasize seamless travel experiences and thoughtful touches that reduce friction for families traveling with kids.

Attract them with a set of products optimized for Family Trip Planners.

Packages help you win the whole trip
- Packages combine a hotel stay with at least one other travel component (such as a flight, car, or activity) into a single booking and payment. Packages attract higher-intent guests who commit more of the trip with you in a single transaction.

Accelerator increases visibility for ready-to-book moments
- Boost search visibility across Expedia Group brands to stay prominent during key need periods without lowering public rates.

Members Only Deals target loyal, high-value families
- Offer loyalty-exclusive discounts that attract frequent travelers who book often, spend more, and respond to clear value.

Refundable rates help travelers book with confidence
- Flexible rate options give families peace of mind to book early while helping hotels capture demand sooner.

Return to matching solutions

TRAVELER PROFILE GUIDE

Loyalty Maximizers

Repeat travelers motivated by rewards, perks and points

Loyalty Maximizers expect their status to be recognized across the entire travel experience — not just in points. When their status is reflected through better rooms, added perks and elevated service, they spend more and travel more frequently.

At a glance

Motivation	Ages	Booking window
Loyalty minded	Adult life stages	All ranges
Trips per year	**Spend band**	**Insights from**
2x more than non-members*	21% more per lodging booking than non-members**	

What they consider

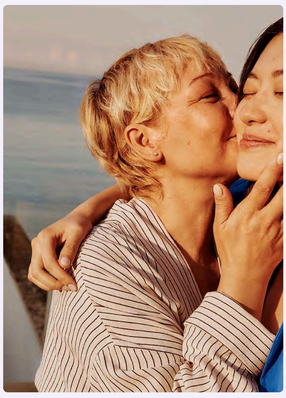
What they care about

- Recognition of their loyalty status
- Exclusive perks and rewards
- OneKeyCash™ earnings that build value across every trip
- Premium experiences that match their high spend
- Flexibility across brands, from Expedia to Hotels.com
- A balance of relaxation and adventure
- Meaningful experiences that maximize value

What appeals to them

- Members Only Deals and VIP Access perks
- Premium property options and elevated categories
- Highly rated hotels featuring excellent locations, quality room types and valuable amenities
- Meaningful rewards that unlock real value
- A clear edge over competitors offering the same points

Who they are



Meet Alex

A Gold-tier One Key member who plans trips with intention, bringing flights, stays, and experiences together to get more from every booking.

She's not chasing points. She expects loyalty to translate into tangible benefits like upgrades, exclusive rate options, and perks such as free breakfast or late checkout that make travel feel more rewarding.

Why they matter

High-value, loyalty-driven demand.

- **Expedia Group-funded loyalty advantage**
  OneKeyCash™ helps generate demand without direct partner investment
- **Premium, multi-trip spend**
  Higher booking and in-trip spend across upgrades, add-ons, and experiences
- **More value per trip driven by status**
  Book to earn and maintain status, adding trip elements and increasing overall booking value
- **Cross-trip revenue**
  Book across stays, flights, cars and activities to drive more value per traveler
- **More predictable, lower-risk bookings**
  Earlier planning, longer stays, and fewer cancellations improve revenue certainty

How to win them

Optimize for AI environments
- AI-powered search favors complete, high-quality content. Rich content helps your offerings stand out and stay visible across AI-driven results.

Update your content regularly
- Regularly update photos and descriptions to highlight elevated experiences and the value rewards-driven travelers are looking for.

Highlight the traveler experience
- Clearly showcase member benefits like flexible rates, lower pricing, loyalty rewards, upgrades, and time-saving services that make every booking feel rewarding.

Attract them with a set of products optimized for Loyalty Maximizers.

Members Only Deals help bring in rewards-driven travelers with exclusive rates
- Offer loyalty-exclusive discounts that attract travelers who book more often, spend more, and value strong member perks.

VIP Access attracts travelers with premium perks and trusted badging
- Showcase elevated experiences and exclusive benefits that signal quality and added value to loyalty-minded travelers.

Campaigns and sales help you win high-affinity travelers during peak demand periods
- Increase visibility through Expedia Group-supported promotions that expand reach and drive incremental demand.

Accelerator with bonus OneKeyCash™ boosts visibility with added traveler value
- Increase search prominence with offers that encourage engagement and repeat visits from loyalty-driven travelers.

*Expedia Group, loyalty data, January 2024-December 2024
**Expedia Group, loyalty data, January 2024-December 2024

Return to matching solutions

TRAVELER PROFILE GUIDE

Quality Seekers

High-spend travelers choosing luxury, comfort, and service

Quality Seekers are willing to spend more for premium, well-curated experiences where they feel genuinely cared for. They value transparent, flexible and intuitive options that give them confidence and control at every stage of the journey.

At a glance

Travel party	Ages	Booking window
Families	Average 43	1-3 months
Trips per year	**Trip types**	**Insights from**
5-10 trips	City breaks or weekend getaways	

What they consider

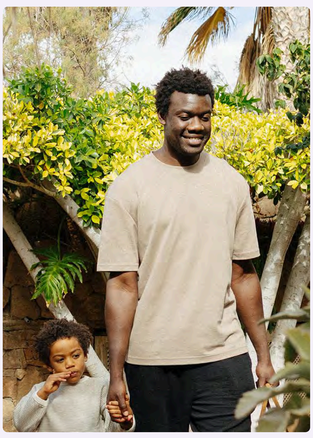
What they care about

- Premium experiences that reflect convenience and quality
- Elevated amenities, including special experiences or spaces at a higher price
- Family-friendly options without compromise
- Feeling taken care of throughout the stay
- Inspiration and a sense of enjoyment during trip planning
- Booking transparency and convenience that inspires confidence

What appeals to them

- Premium "only here" neighborhoods, restaurants, routes and experiences
- Consistent quality, no matter the trip type
- Rich details that bring design, service, and atmosphere to life
- Convenient planning tools like seasonal guides and smart advance-booking tips
- Fresh districts, experiences, and itineraries that keep repeat visits exciting

Who they are



Meet John

A 43-year-old professional who applies the same high standards to his travel as he does to his career. He takes multiple trips a year for work and family and genuinely enjoys the planning process, seeking inspiration for thoughtfully designed stays that deliver consistently high-quality experiences.

Why they matter

Higher spend from travelers who value experience over price.

- **Premium spend**
  Willing to pay more for quality, comfort and clearly differentiated value across full trip
- **Upgrade potential**
  Incremental revenue from upgraded room types, premium placement and add-ons like parking, breakfast and activities
- **Loyal repeat bookings**
  Exceptional experiences drive repeat business and higher lifetime value
- **More predictable bookings**
  Earlier planning and fewer cancellations

How to win them

Optimize for AI environments
- AI-powered search favors complete, high-quality content. Rich content helps your offerings stand out and stay visible across AI-driven results.

Update your content regularly
- Regularly update photos and descriptions to showcase elevated spaces, premium details, and family-friendly amenities.

Highlight the traveler experience
- Highlight space, comfort, standout service, flexible policies, and memorable experiences that make families feel cared for.

Attract them with a set of products optimized for Quality Seekers.

Packages help you win the whole trip
- Simplify the booking process and deliver a more seamless, elevated trip in one place with packages.

VIP Access showcases your property with exclusive perks and elevated experiences
- Highlight premium perks and trusted badging that signal quality and appeal to travelers willing to pay more for standout stays.

Early booking promotions help lock in demand ahead of competitors
- Encourage travelers to book sooner with advance offers that build stronger forward demand.

TravelAds Sponsored Listings highlight your key selling points
- Boost visibility with custom messaging that showcases location, nearby attractions, and high-value experiences during key booking moments.

Return to matching solutions

TRAVELER PROFILE GUIDE

Savvy Trip Takers

Frequent, informed travelers making intentional, value-driven travel decisions

Savvy Trip Takers are young, professional travelers at the forefront of travel trends who balance quality and value, blending relaxation with adventure across their trips. They use rewards and deals strategically, and will pay more for convenience and perks when the benefit is clear.

At a glance

Travel party	Ages	Booking window
Solo travelers or couples, often young professionals	25-34	Less than 30 days
Trips per year	**Motivator**	**Insights from**
5-10 trips	Exploring the world	

What they consider

What they care about

- Trendy places and experiences
- Flexibility and a smooth, stress-free journey
- Streamlined planning, fewer steps and tools that do the heavy lifting
- Adult-oriented accommodations
- Convenience and perks, even at an extra cost
- A balance of relaxation and adventure
- Content that gets them excited to share their plans on social channels
- Meaningful experiences that maximize value

What appeals to them

- On-trend, central locations close to must-visit attractions
- Fast, low-effort stays that take the effort out of booking
- Visible rewards and exclusives that boost trip value
- Built-in perks like free breakfast, welcome drinks, or late checkout
- Last-minute rates and clear policies for spontaneous booking
- Adult-oriented, design-led stays that prioritize couples and friends over families
- Inspiring photos of stylish rooms, rooftop spaces and views
- High ratings and trusted reviews

Who they are

Meet Taylor

A tech professional who treats travel as essential to her personality, often booking spontaneous trips from her phone.

She gravitates towards on-trend destinations stacking deals and rewards, and paying more when the benefits are clear.

Why they matter

High converting demand that fills gaps.

- **Frequent, repeat bookings**
  Multiple trips across purposes drive consistent demand
- **Upsell-ready mindset**
  Willing to pay for convenience and perks when the value is clear
- **Last-minute and shoulder demand**
  Short booking windows and spontaneous trips help capture harder-to-fill shoulder periods
- **Brand amplification**
  Highly tuned into social content and trends; great end-to-end experiences turn into reviews, referrals and shareable moments that influence other travelers

How to win them

Optimize for AI environments
- Our new Property Expert experience uses your content to answer traveler questions, making complete, detailed content essential for visibility and relevance.

Update your content regularly
- Regularly update photos and descriptions to showcase stylish stays, key amenities, and trending experiences.

Highlight the traveler experience
- Highlight perks like flexible rates, member pricing, loyalty benefits, and time-saving services that make booking feel like a smart choice.
- Emphasize the comfort, convenience, and memorable moments that make every stay feel worth it.

Attract them with products optimized for Savvy Trip Takers.

Members Only Deals help bring in rewards-driven travelers with exclusive rates
- Offer loyalty-exclusive discounts that attract travelers who book more often, spend more, and respond to strong member value.

Campaigns and sales help you win share during high-demand periods
- Participate in Expedia Group-supported promotions to increase visibility, reach more travelers, and drive incremental demand.

Accelerator and TravelAds boost visibility during ready-to-book moments
- Increase search prominence and reach high-intent travelers at key booking moments without broadly lowering rates.

VIP Access showcases the premium perks Savvy travelers value most
- Highlight elevated experiences and exclusive perks that help travelers feel confident paying more for added value.

Return to matching solutions