



Expedia Global Travel Update

July 2024



Key Takeaways from Destinations International

This July, Destinations International held its annual convention in Florida, USA. This yearly event is one of the pinnacle events globally in the tourism industry.

This year's convention delved into the latest trends and innovations shaping our industry with several key themes discussed.

Click [here](#) to discover the key takeaways and discussion points.





First Party v Third Party Cookies

After much back and forth, Google has decided to keep third-party cookies in its Chrome browser. Instead, it is introducing a “new experience in Chrome” that lets users make an informed choice across their web browsing, which they’d be able to adjust at any time.

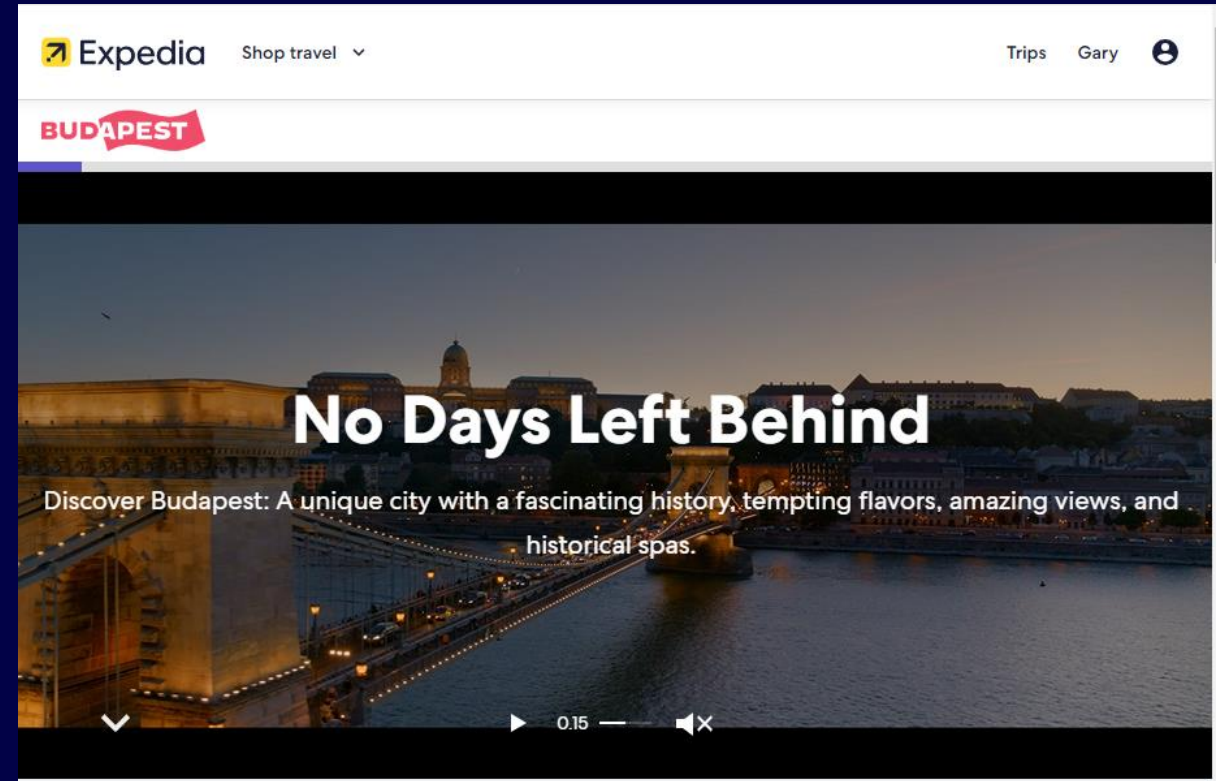
Gain a better understanding of first-party vs. third-party data and cookies, and learn how advertisers can utilize Expedia Group’s first-party data to effectively reach the right travellers and drive bookings.

Click [here](#) to read more.

Destination Marketing Guide

Create campaigns that help your destination stand out from the crowd. Our Destination Marketing Guide can arm you with the insights you need to connect with your ideal traveller, at the right time and with the right message.

[Download the guide here](#) to learn how to create excitement about your destination and inspire travellers to take action.



Partnerships Announcement

Ryanair has teamed up with Expedia Group, expanding booking options for Expedia travellers with access to book Ryanair's low-fare flights to over 240 destinations. This partnership simplifies the booking process and provides direct access to myRyanair accounts and flight updates.

Travelers can expect to book Ryanair - Europe's Favourite Airline flights through Expedia Group in the coming months.

<http://ms.spr.ly/6042lnEVy>

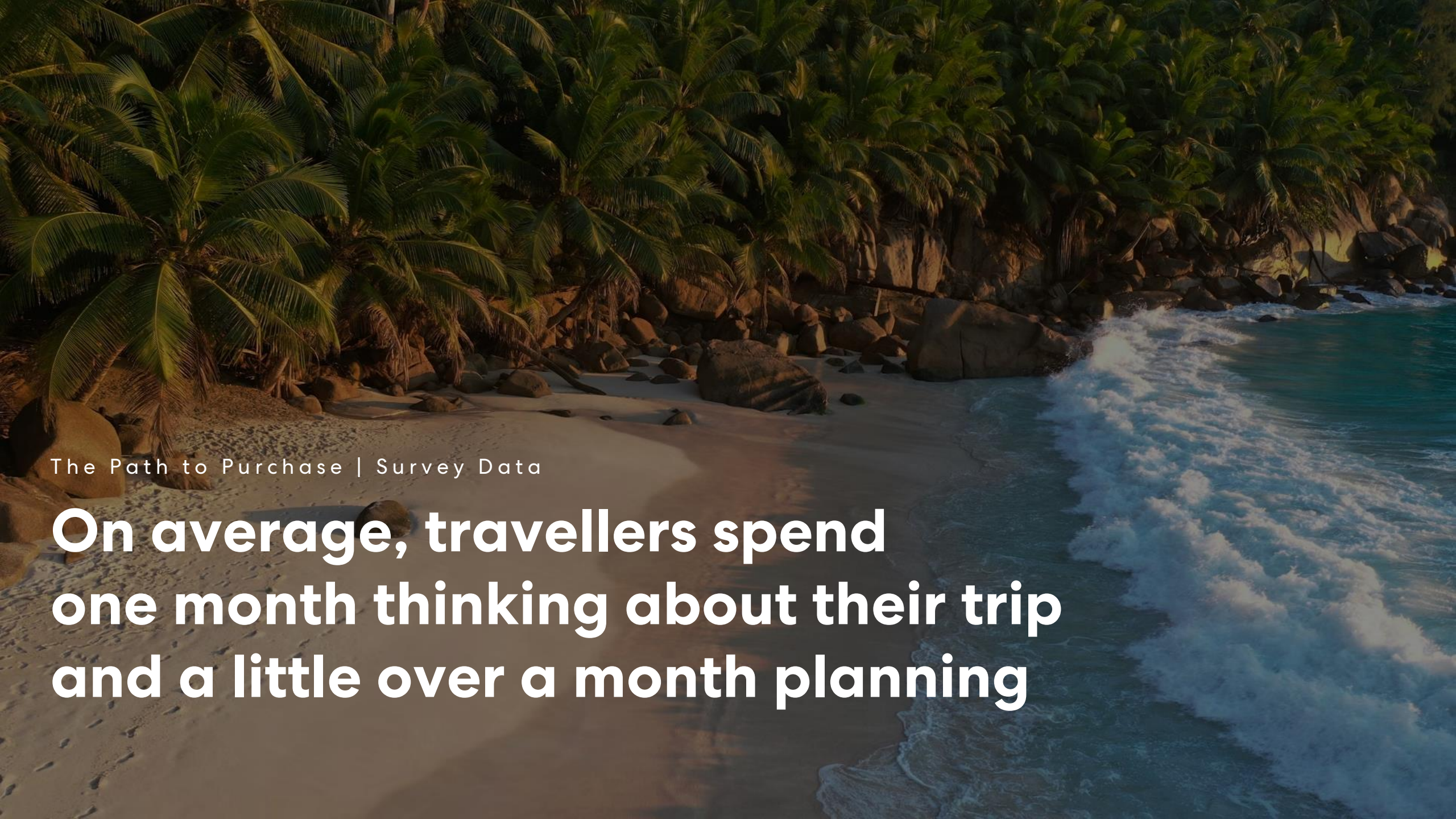
**Ryanair and
Expedia Group
Announce
Partnership**



Global Traveller Path to Purchase


Uncovering how travellers
plan and book their travel
online.






The Path to Purchase | Survey Data

**On average, travellers spend
one month thinking about their trip
and a little over a month planning**

The background of the image is a tropical sunset scene. The sky is a mix of deep blues, purples, and oranges, with scattered white and pinkish clouds. In the foreground, the dark silhouettes of numerous palm trees are visible, their fronds reaching upwards against the colorful sky. The overall mood is serene and evocative of a vacation destination.

The Path to Purchase | Survey Data

Nearly 3 in 5 travellers did not have a specific destination in mind or considered multiple destinations when they first decided to take a trip

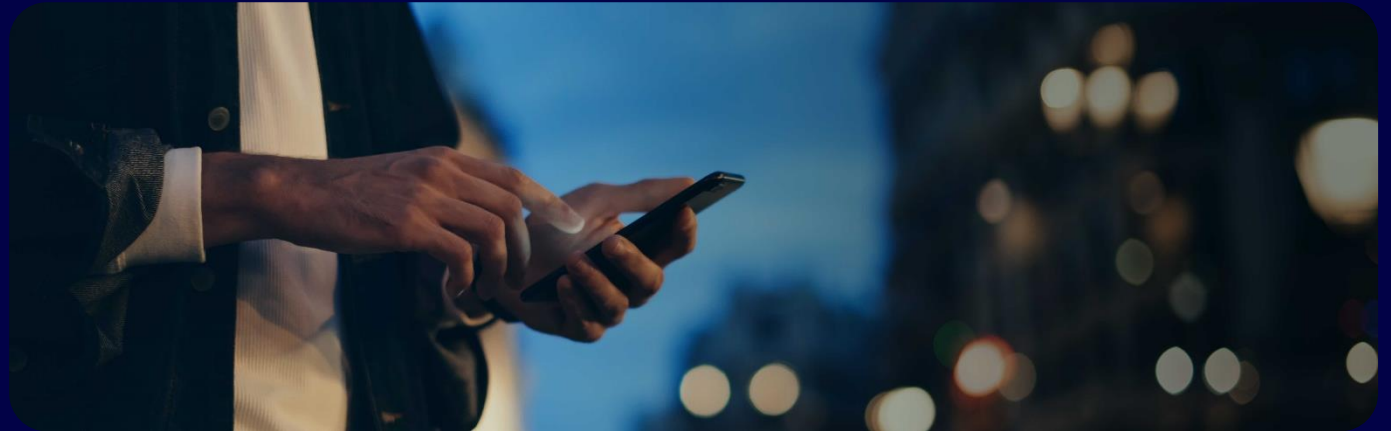
A scenic view of a tropical beach. The water is a vibrant turquoise color, transitioning to a deeper blue further out. The shoreline is rocky and covered with lush green vegetation, including numerous palm trees. In the background, a hillside is densely packed with more palm trees and some buildings, suggesting a resort or vacation spot. The sky is a clear, bright blue with a few wispy clouds. The overall atmosphere is serene and inviting.

The Path to Purchase | Survey Data

Nearly 1 in 5 (19%) travellers said advertising influenced their decision to book a trip.

The Path to Purchase | Booking

OTAs and airline websites/apps are top resources for booking



51%

Booked on an OTA

37%

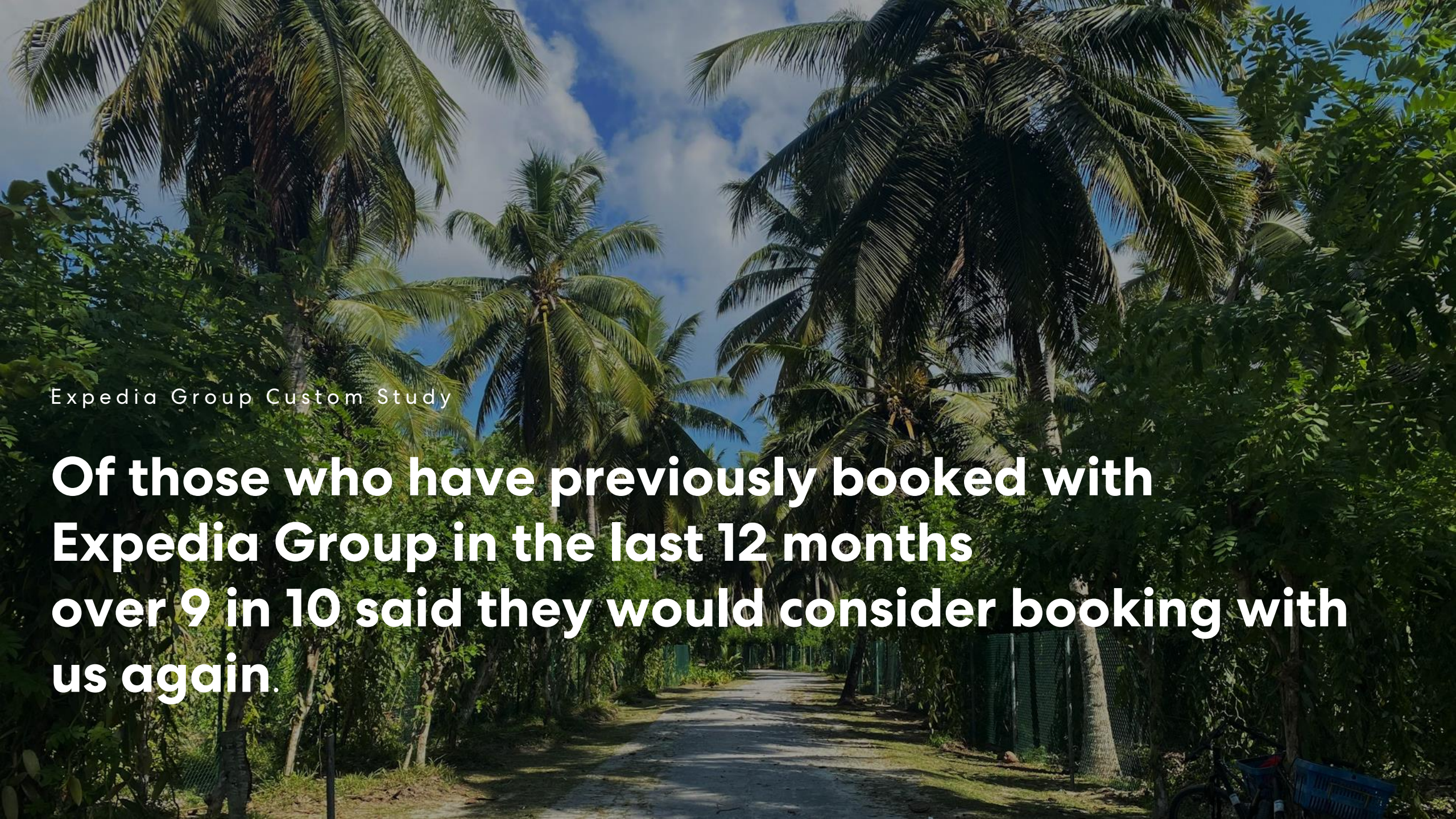
Booked on an airline website or app

23%

Booked on a hotel website or app

13%

Booked on a vacation rental website or app



Expedia Group Custom Study

Of those who have previously booked with Expedia Group in the last 12 months over 9 in 10 said they would consider booking with us again.



Expedia Magazine: Japan's best-kept secret beaches

It may be famous for its hyper-modern cities, but Japan is also home to some of the world's most beautiful but unsung beaches. Discover them now to beat the crowds.

<https://www.expedia.com/magazine/best-secret-beaches-japan/>



 **Expedia**

Magazine

Expedia Campaign Showcase

Expedia & Fáilte Ireland

CAMPAIGN OBJECTIVE

Expedia and Fáilte Ireland teamed up this summer to encourage Irish travellers to discover more of what is on their doorstep and experience local attractions & things to do. From Beach & Countryside Horse Riding in Westport to Rock Climbing in the mountains of County Sligo, there is no shortage of domestic entertainment for families and friends in Ireland this summer.

As part of the campaign strategy, Expedia designed a creative content campaign to bring to life all that Ireland has to offer across Dublin, the Wild Atlantic Way, Ireland's Hidden Heartlands and Ireland's Ancient East. The strategy was activated across onsite display formats to drive consideration and increase ticket purchases of domestic attractions. With domestic travel continuing to be popular with travellers globally, this campaign offers an added incentive to experience more magical travel memories.



Content sponsored by Fáilte Ireland
WILD ATLANTIC WAY Keep Discovering

Wild. Rugged. Liberating.

Discover the Wild Atlantic Way route where 2,500km of spectacular coastline with white sands and glittering waves awaits you. Head along the coast to uncover over 180 Wild Atlantic Way Discovery Points where the views are breath-taking and local stories are told. Feel the power of the Atlantic Ocean as it crashes into the base of towering sea cliffs, wander down vast beaches and watch flocks of bird's dance in pastel skies as the sun sets on another magical day.

Wherever you go along the Wild Atlantic Way, you will encounter moments of magic, moments to treasure and experiences that you will want to return to again and again.

Things to do on the Wild Atlantic Way



Self-Guided Scavenger Hunt: O' My Killarney: Roving Through!
Killarney



Killarney Jaunting Car & Lily of Killarney Watercoach Tour
Killarney

Expedia & Vienna

CAMPAIGN OBJECTIVE

In partnership with the Vienna Tourism Board, Expedia developed an impactful campaign to drive strong awareness with the goal to boost the overall performance from Vienna in Germany, France and the UK market. Increasing Vienna's visibility through showcasing unique variety of Culture, Open-Air Events and Sightseeing plus offer special deals will have an impact during the next months.

CREATIVE SOLUTION

To drive premium visibility and traffic to the content hub, Expedia created beautiful and inspiring banners for different topics. To boost the overall performance and encourage additional bookings to Vienna, we included a prominent Discount of 15% for selected Hotels which are highlighted on the unique campaign landing pages. These Landing Pages are in German, French and English to ensure that the target audience are exposed to a premium travel experience.

