



Expedia Global Travel Update

August 2024



Expedia Q3 Traveller Insights Report

The Q3 Traveller Insights have been launched globally based on data from Q3 2024 (April - June 2024).

Read the [full report here](#) and also [additional commentary & analysis](#)

Key highlights;

- Travelers continue to plan mid-year holidays, shifting search window share to the 0–60-day window. Globally, share for the 0–30-day search window increased 15% QoQ.
- While travellers were planning for the short term in Q2, seasonal trends suggest that travellers will begin planning for autumn and end of year holidays soon. So it's time to prepare to attract travellers ahead of Black Friday and Cyber Monday.
- As we've highlighted in previous quarters, major events, including sports tournaments and music festivals, inspire travellers to take trips. In Q2, Coachella, the European Championships & Olympics drove increased tourism, while travellers also looked ahead to future events, including Austin City Limits and the Eras tour.



Embracing inclusivity & to reach underserved travellers

This week we released Journeys for All: An [Expedia Group](#) Study on Inclusion in Travel. Our new research identifies shared travel challenges and opportunities of underserved groups. This study is a good framework for us, as an industry, to create more inclusive travel experiences.

The findings reiterate what we've long known to be true: embedding inclusive practices across our products and services does more than enhance brand appeal and loyalty.

Dive into the unique challenges and experiences of underserved travellers, while discovering actionable insights to help your business adopt and implement inclusive travel practices. https://lnkd.in/g_DBQMqx

How travellers find destinations for their trips

In today's digital-first era, travellers are influenced by a variety of resources, such as social media, recommendations from friends and family, destination sites, and travel blogs.

→ Discover actionable insights on the traveller customer journey to help destination marketers reach the right travellers at the right time.

<http://ms.spr.ly/6047lscTf>



Influence
destination
decisions

Expedia Autumn Travel Outlook

Summer is starting to wind down, but the most exciting adventures are yet to come!

Released today, Expedia's Fall Travel Outlook report shares the best tips on when to travel, how to save on airfare, and the most popular and trending destinations.

There's still time to start planning your fall getaway. Press play now to get some inspiration from a few of our employees.

<https://bit.ly/4dNPJAV>





Major sporting events continue to drive global tourism

American College Football returned to Ireland for the sixth time in twelve years with the Aer Lingus College Football Classic between Florida State and Georgia Tech in Dublin this August.

Aside from a global sporting spectacle, the event drives significant numbers for the Irish tourism economy.

- Almost 26,000 US travellers made the trip to Ireland for the event. With a total of 48,000 selling out the stadium.
- \$115,000,000 impact on the Irish economy
- 5 million viewers tuned into the event covered by ESPN





Expedia Magazine:

An off-season guide to Sicily

When the weather starts to cool, the Mediterranean island that starred in *The White Lotus* comes into its own with food festivals, fewer crowds, and plenty of culture.

<https://www.expedia.com/magazine/off-season-travel-guide-sicily-italy/>



 **Expedia**

Magazine

🎧 Check out the latest episode from the Brand USA Talks Travel podcast, recorded live from the U.S. Travel Association's ESTO 24 event.

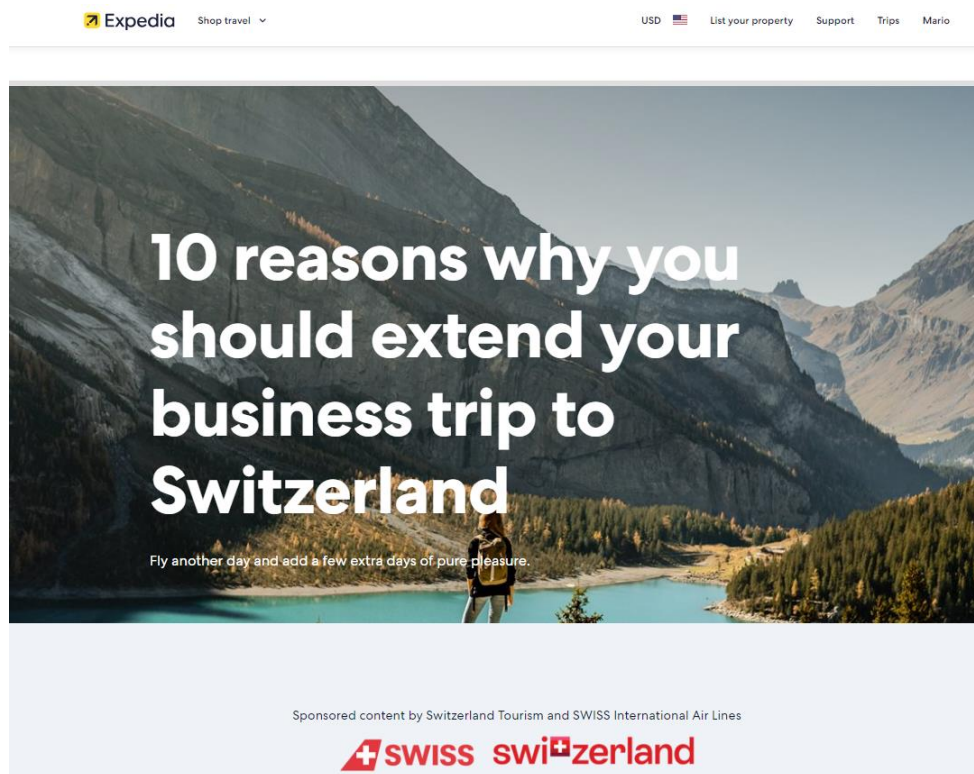
💡 Host Mark Lapidus discusses the Illinois-Expedia Group partnership and Expedia Group Media Solution's plans as the world's leading travel media network with guest Jennifer Andre, VP of Media Sales at Expedia Group. They cover first-party data, media partnerships, an update on third-party cookies, and more.

<https://lnkd.in/dwGtf9JV>



Expedia Campaign Showcase

Switzerland Tourism



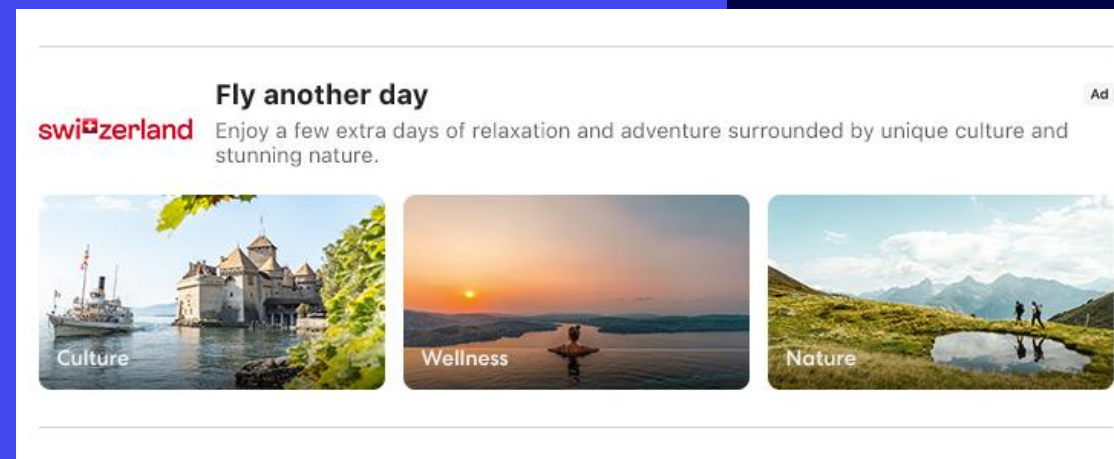
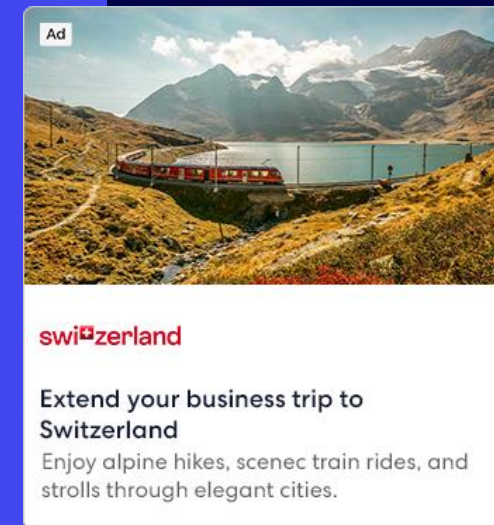
Switzerland Tourism in cooperation with Swiss Airlines recently ran a campaign to reach Business Travelers who are coming to Switzerland with the goal to extend their trip for Leisure Travel.

By engaging in a full funnel approach and reaching business travellers on several placements across Expedia & also Offsite via Audience Extension and Social Media – Switzerland Tourism was able to show multiple beneficial reasons in which to extend your business trip for leisure.

[Spotlight Landing Page](#)

Product highlights:

- Audience extension video
- Display Ads
- Native Ads
- Social Media Integration



CAMPAIGN CASE STUDY

Atout France x Region Sud x Nice Cote d'Azur



Markets : US CA UK DE DK NO SE FR

National DMO Atout France is working together with Region Sud DMO and metropolitan DMO of Nice to promote Nice as a perfect winter destination and boost city break during the winter season.

The advertising campaign, which is part of the Explore France campaign run by Atout France, will inspire travellers to embrace the serenity of the Côte d'Azur in the winter months. The campaign will help support responsible tourism by motivating travellers to visit this popular destination during the off season and to generate demand for tourism businesses throughout the year.

Product highlights:

- Digital Out Of Home
- Digital templates
- Pinterest
- Native, On-site and Off-site display

