



The Global Leader in Travel Advertising.

Promote Your Destination to the Largest Online Travel Audience

We have a passion for connecting people with the places they want to go. That's why Expedia Media Solutions offers you sophisticated targeted advertising options to put you in synch with in-market travelers. Since Expedia, Inc. reaches over 59 million¹ online travelers worldwide, you can leverage our large global audience to promote your destination.

Customized Solutions

With Expedia Media Solutions, there's no one size fits all plan. You can draw consumers to your destination through flexible advertising options and placements, including:

- Interactive media campaigns
- Email
- Microsites and landing pages
- Banners
- Destination targeting
- And more!

Your Account Executive will help you determine the optimal promotional placement to support your specific goals. We'll also work with your budget and create a custom plan based on your needs and target market.

REACH YOUR TARGET AUDIENCE



- **Tailor your message** in the most relevant areas of Expedia, Hotels.com and Hotwire
- **Target consumers** according to destination, origination, or other specific criteria
- **Go beyond** your core market
- **Gain traction** from the international footprint of the Expedia audience



Over 67% of people use an **online travel agency**

website like Expedia when exploring travel options.



Nearly four million² people visit Expedia, Inc. network sites **every day.**

¹⁻²comScore 3/09



Measure Your Success

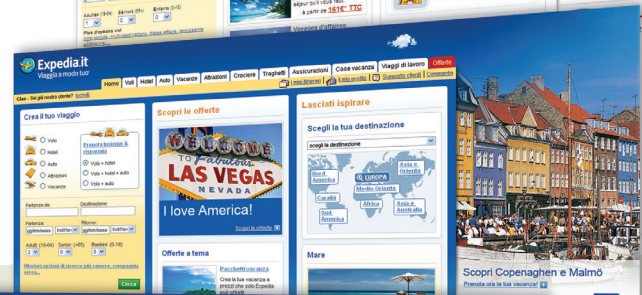
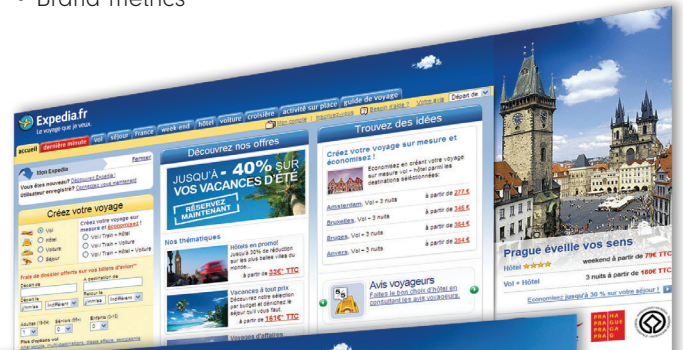
We're dedicated to ensuring that our advertising programs generate optimal results, which is why we provide you with best in class analytics and reporting to track your progress and measure the success of your advertising program. You'll receive detailed reporting to analyze your campaign performance on a variety of measures, including:

- Ad engagement
- Production
- Market share
- Brand metrics

Keep Your Destination Top of Mind

Experience measurable benefits with Expedia Media Solutions. You'll receive in-depth analytics to track sales to your destination, plus you will benefit from our far-reaching travel audience by:

- Growing your online travel base
- Increase your destination's awareness on the top travel sites
- Attracting in-market consumers



Get Started Today

For more information, contact your Media Solutions Account Executive or visit www.expedia.com/mediasolutions.