



# Working with Expedia

Expedia, Inc. is the world's leading online travel company, empowering business and leisure travelers with the tools and information they need to easily research, plan, book and experience travel through our worldwide marketplace of premier consumer brands. With more than 74 million global travelers a month searching Expedia branded web sites, Expedia® is the world's largest travel marketplace and delivers unmatched global demand to its partners.

The key to more business is *working together*.



## Hoteliers can partner with Expedia via two platforms: Expedia Special Rate or Expedia Easy Manage

### Expedia Special Rate

Partners benefit from:

- Global exposure across 79 sites
- Ongoing access to Expedia Market Managers, local revenue management experts who can provide tailored marketing and distribution consultancy
- Innovative consumer merchandising opportunities that help partners take advantage of seasonal and popular consumer trends.

### Expedia Easy Manage\*

Partners benefit from:

- Local exposure to a large audience of domestic customers
- Occasional merchandising opportunities
- Quick sign-up, with easy manage extranet



\*Full platform benefits on reverse

# How does Expedia bring value to your property?

With hundreds of employees in local markets throughout the world, Expedia® Partner Services Group works with more than 99,000 hotels worldwide and makes it easy for them to meet their distribution objectives by delivering:

- More than 48 million transactions booked through Expedia's lodging, air, car, cruise and activities suppliers in 2008,
- A portfolio of innovative connectivity options,
- Streamlined access to rate and inventory management tools,
- Innovative online media and marketing tools to help access more demand when hoteliers need it, and
- Local market revenue management expertise and business intelligence reports.

With more shoppers than any other travel company online, *Expedia brings the world to its partners.*



		ESR <small>Expedia Special Rate (Merchant)</small>	EEM <small>Expedia Easy Manage (Agency)</small>
Points of Sale	Expedia	Global	Australia & New Zealand
	Hotels.com	Global	Australia & New Zealand
	Egencia	Global	Australia & New Zealand
	Expedia Affiliate Network	Global	No
	Expedia Package Path	Yes	No
	Call Centre	Yes	Yes
Exposure	Sort Order	Dynamic algorithm	Below ESR Hotels
	Merchandising	Access to all merchandising	No access to merchandising
	Dynamic Rate Rules	Access to DRRs	No access to DRRs
	Paid Marketing	Access to all paid advertising	Limited access
Service	Connectivity	All available options	All available options
	Account Management	Market Manager service	Property assistance hotline
	Extranet	ESR extranet	EEM extranet
	Reports	All available reports	Basic report
Content	Hotel Info Site	Full	Basic
	Customer Reviews	Yes	Yes
	Localisation	33 languages	English
Commercials	Distribution Cost	10/25% dual margin	10%
	Inventory Commitment	Last room availability	Last room availability
	Rate Competitiveness	Lowest available rate	Lowest available rate
	Payment Terms	7 days via ExpediaPay	Customer pays at checkout

## Australia and New Zealand Program Models



To begin listing on Expedia, please visit <https://joinexpedia.com>.

