

expedia group™

 media solutions

State of Nevada: Expedia Group FY25 Co-Op Program

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Travel Nevada FY25 Rural Marketing Grants

Expedia Group Media Solutions



About Expedia Group

Expedia Group's mission is to **power global travel for everyone, everywhere**. No matter who is traveling, or where, **our travel brands help every type of traveller find the trip that's right for them**.



10 + Highly Recognized
Travel Brands



500+
Airlines



2.9+ Million
Properties

Hundreds of Travel
Sites in **70+ Countries**

177+ million monthly
unique visitors

70+ Petabytes
of Data

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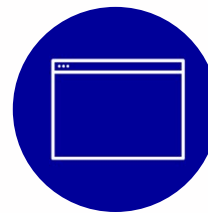




Expedia Group
Media Solutions
connects advertisers
with **millions of**
travelers globally on
Expedia Group brands

Brand Equity

Expedia Group's portfolio of trusted brands are available to help you reach a qualified and brand-safe audience of travel intenders.



200

Sites



75

Countries



35

Languages

Engage with travelers throughout their journey

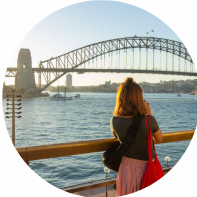
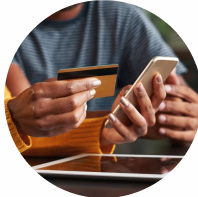
Our unique position as a media publisher and e-commerce company can connect you with travelers throughout their shopping journey – whether they are dreaming, researching or purchasing

Reach the right travelers

Inspire, engage and convert them with the right solutions

Learn valuable traveler insights

Understand and plan for the future of your market



Helping you inspire, engage and convert travelers

We offer exclusive global data and scale, a full-funnel suite of solutions, impactful targeting and reporting, and best-in-class experts that are trusted advisors.

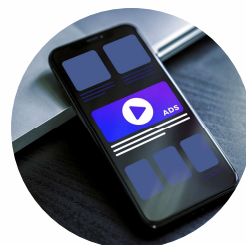


Access to millions of travelers

searching and booking
Travel across our portfolio of
brands



Data, insights and targeting
to help plan an effective
campaign strategy



Advertising solutions
that fit your
marketing
objectives



In-market experts
offering campaign support
and optimization from start
to finish

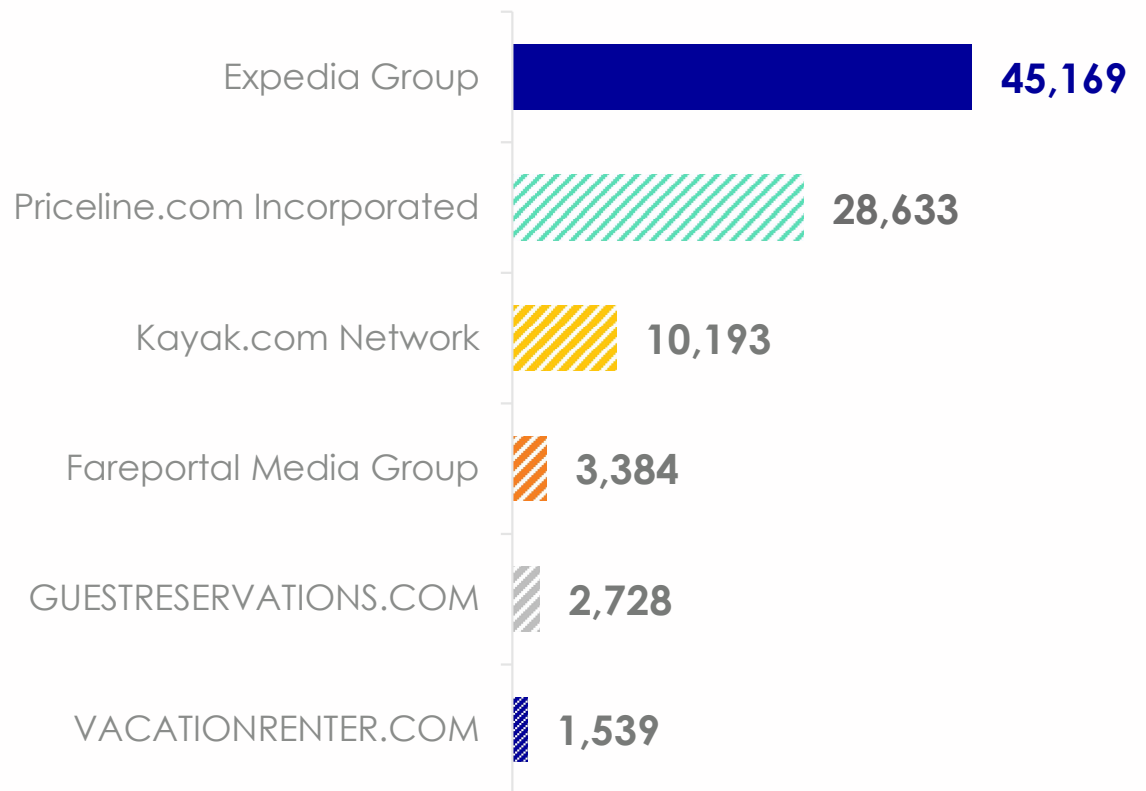
Within the OTA segment in the US, Expedia Group is #1

In March 2021 alone, Expedia registered an audience reach of **45M unique visitors**.

Along with insights into our brands, we have exclusive access to more than **300 petabytes of Expedia Group first-party data**.



ComScore: Top 6 Online Travel Agents, March 2021, Multiplatform (Unique Visitors, '000s)

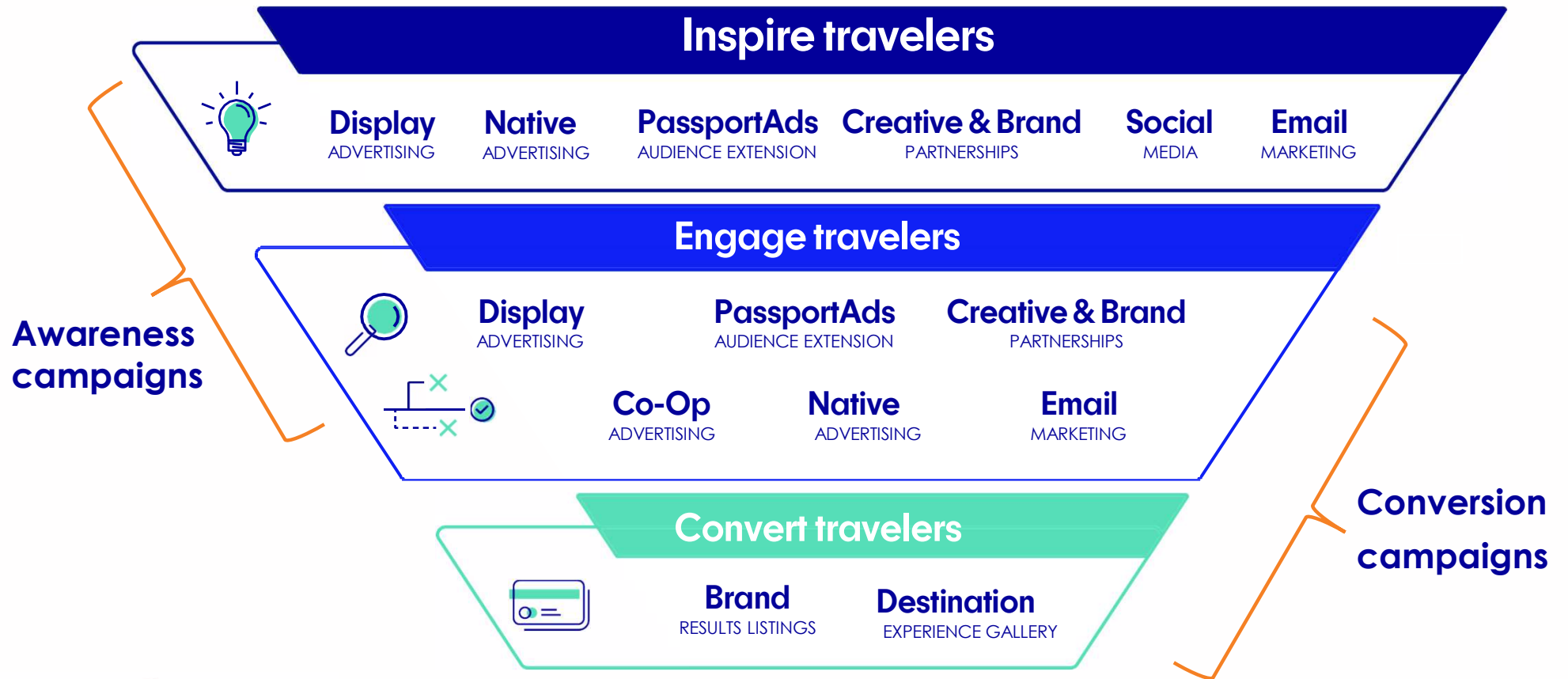


Source: ComScore USA Unique Visitors Data – Travel Segment (Undup), Online Travel Agents, Multiplatform
Date Range(s): March 2021

Note: Reported figures are not mutually exclusive and may include cross-brand visits.

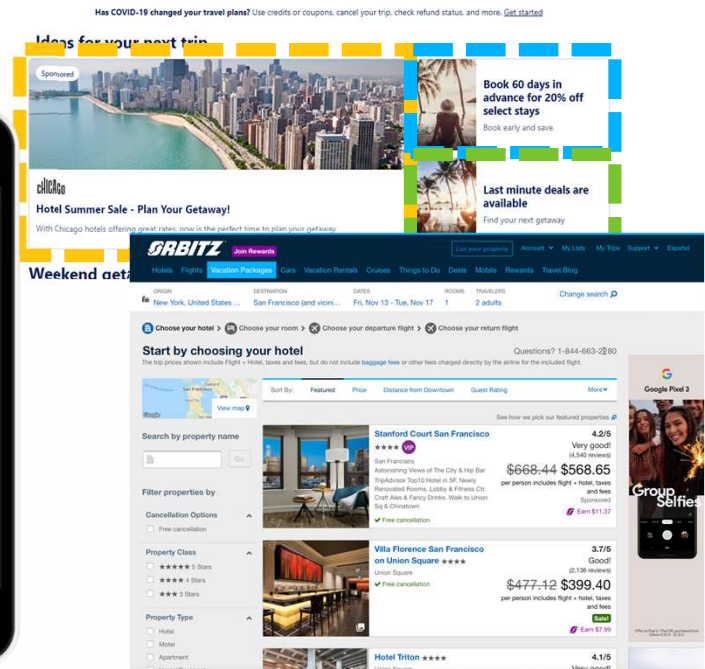
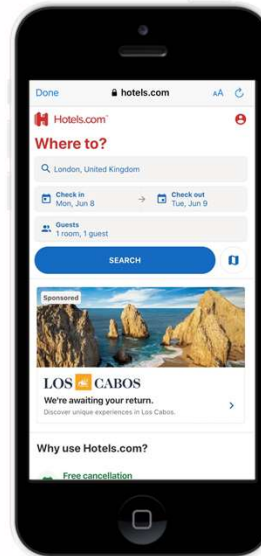
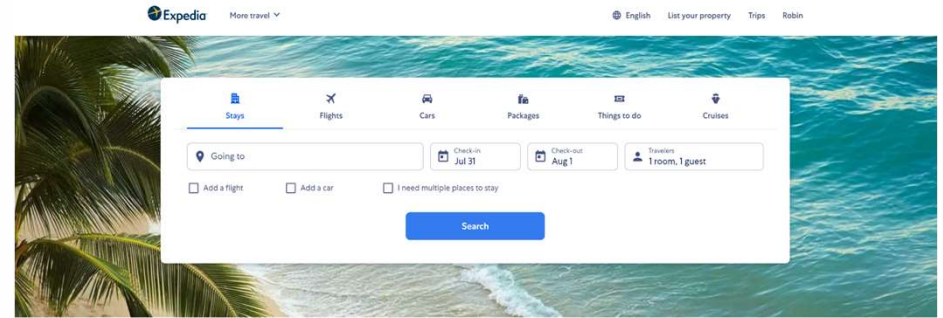
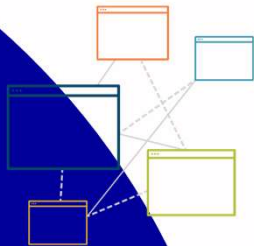
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Implement solutions to inspire, engage and convert



Premium Product Offering

Through a wide-ranging portfolio of media placements and targeting capabilities, our first-party data allows our partners to reach millions of highly engaged travel shoppers across the path to purchase.



Leverage our 1st Party targeting to reach the right traveler



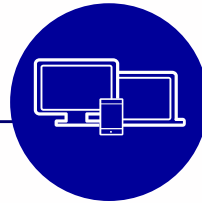
Travel Geography

- Origin
- **Destination**
- Route (Origin & Destination)
- **Booked Destination** & Countries
- **And More**



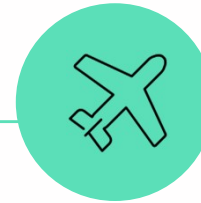
Trip Details

- Type of Credit Card
- Number of Travelers
- Days Until Trip Start
- Duration of Trip
- **In Travel Window**
- **Travel Dates**
- **And More**



Device Based

- Browser Type
- Device Type/ Manufacturer
- IP Geography
- Mobile Carrier
- **And More**



Airline Attributes

- Air Class
- Route (O&D)
- Frequent Flyer Program
- Air Shoppers, Bookers
- **And More**



Hotel Attributes

- Hotel Shoppers, Bookers
- **Hotel Brand** Shoppers, Bookers
- Property Types
- **And More**

Expedia Group
FY25 Co-Op

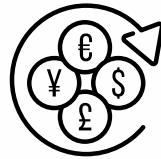


Co-Op Campaigns

Collective campaigns that help extend reach and maximize conversion

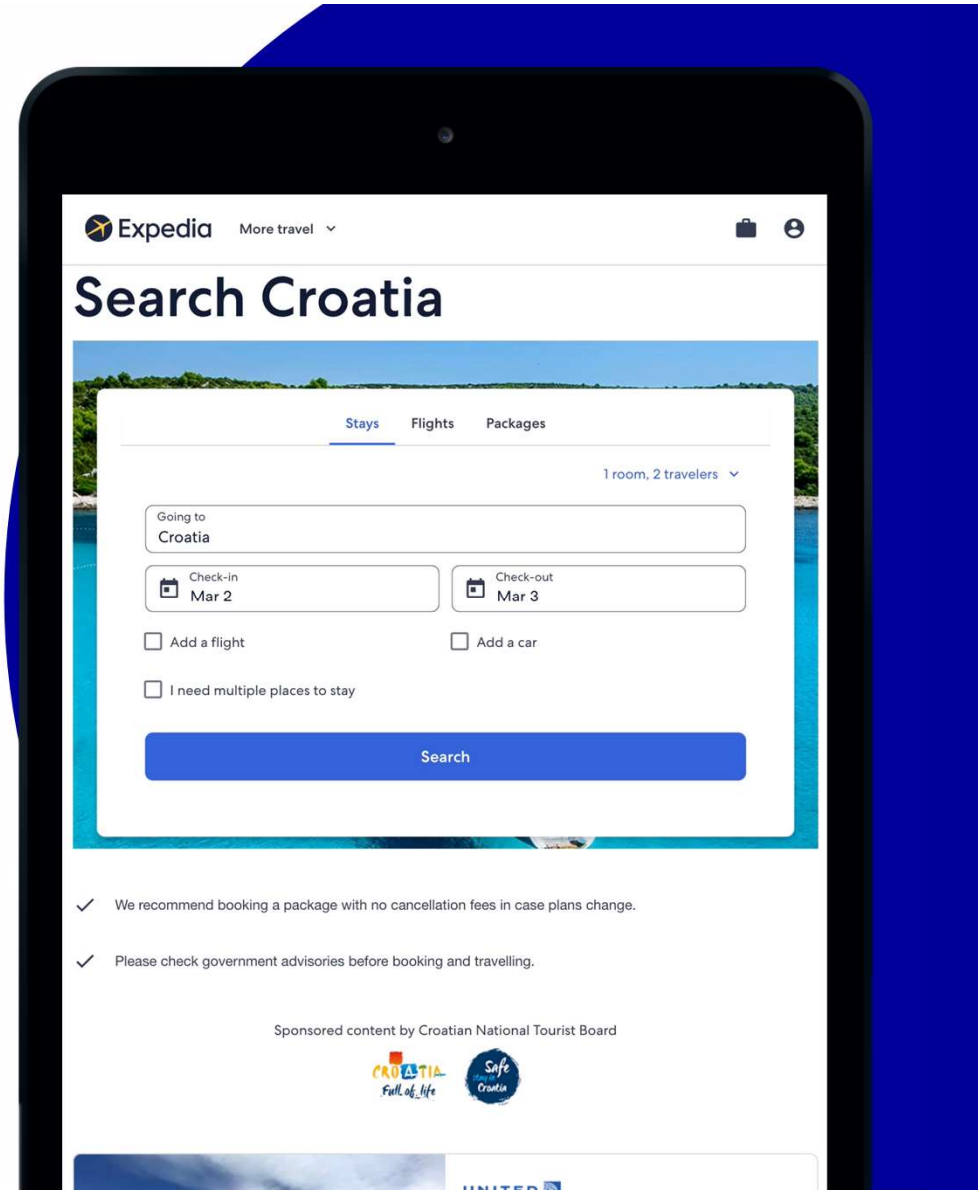


Custom landing page featuring multiple brands with a collective goal



Pooled marketing spend helps extend the reach and efficacy of your budget

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Travel Nevada FY25 Campaign

As 2024 begins, the State of Nevada has an opportune need to reach its target audience and drive incremental demand and awareness to help capture qualified travel intenders.

OUR SOLUTION

We are inviting our Nevada DMO partners once again to participate in a Co-Op Campaign sponsored by Travel Nevada to amplify Nevada's Share of Voice to Expedia Group's audience of travel intenders.



Travel Nevada Fall 2024 Expedia Co-Op

- Sponsored by Travel Nevada
- Fall 2024 Campaign dates: **September 15, 2024–December 14, 2024**
- Sign up deadline: **8/15/24**
- To sign up, email Felipe Tetelboin (ftetelboin@expediagroup.com) and Mary Elizabeth Mosby (mamosby@expediagroup.com)

Nevada Travel Intender Re-targeting and Competitive Conquesting of NV CompSet Travel Intenders

Dedicated landing page created & shared messaging for all participants.

Affordable, targeted, high exposure display campaign that will run across Expedia Group Media Solutions brands.

Cost effective solution that offers multiple levels of exposure for advertisers.

Reporting provided at the composite campaign level at the end of the campaign.

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Now is the time to discover your Nevada.

So, you call yourself a Nevadan. Well then, neighbor, we're curious... How are you living it? #ThatNevadaIsIt? Here's the thing: The more Nevada you know, the more Nevadan you are. And what's more Nevadan than hitting our wide-open highways—music up, windows down—and chasing some Silver State horizons?

The incredible experiences in this wild, unspoiled state seem to outnumber the stars. At least until you take in the right view from one of our countless parks and realize how many of 'em you can see with just your naked eyes. Walk your way through history at one of our 600+ ghost towns or fascinating museums. Soak in the spaza at one of our 300+ natural hot springs. Get a little weird along a themed road trip dotted with oddball attractions, iconic cafes, and sagebrush scones. Just pick your direction and get it.

Of course, as the Silver State has been reopening its doors, things are still a little different from destination to destination while we all adjust to the world's new ways of traveling. Be sure to check guidelines before you hit the road.

However far out you venture, you're always close to an unforgettable place to lay your head—anywhere from historic Wild West hotels to retro road trip motels, hot springs resorts to laid-up mountain yurts, fanciful lodge chalets to working ranch retreats, and an abundance of options in between.

It's all right here. In your very own state. And the memories that await you are infinite. So then, dear Betty Born adventurer, sounds like it's time to discover your Nevada.

Get on the road and off the grid in Nevada
Be warned: your Nevada bucket list is about to get longer. Because if you can dream it, you can find it right here in our own home state. To help you with that, here are some tried-and-true bits of Silver State maps to get you going.
[Discover today](#)

Recreate responsibly
Nevada is one of the most incredible places to get outside and play, explore, and get away from it all. Of course, these days, some things are a little different. Here's what to consider before you come camping and adventuring, and what to know when you do.
[Discover today](#)

Easy Nevada getaway ideas
Check out our quick getaway guides, each its own game plan to get you out the door and into an adventure, for a day, weekend, or more.
[Discover today](#)

Explore Elko, Nevada
Discover the Nevada you've never seen. An oasis along Interstate 80, Elko offers road warriors a surprising escape off the beaten path. Bask in the majesty of the Ruby Mountains, discover Basque cuisine, admire the murals and boots illustrating the culture and heritage of this hidden gem. [Explore Elko](#)

South Lake Tahoe
South Lake Tahoe offers the ultimate high-country experience with superb outdoor recreation and magnificent scenery. These days, just an hour from home can be an adventure. So, load the gear, pack the dog-on and maybe the kids, and climb to the car for the occasion, but never imagined road trip!
[Explore now](#)

Carson City
Carson City, the heart and history of Nevada. The state capital & the centerpiece of a true Nevada experience. Nestled minutes from famous Lake Tahoe, Reno & beyond, Sierra Nevada mountains, making it a history buff's or outdoor enthusiast's paradise. The perfect rural & wide open Nevada vacation.
[Explore now](#)

Reno
Looking for a place that checks all the boxes? One with plenty of fresh air and a little urban vibe? Then you're in the right spot. Minutes from wide-open desert spaces and Lake Tahoe's clear water, Reno is the ideal hub for your next adventure. We do it all. And so can you.
[Explore now](#)

North Lake Tahoe
As wild autumn colors start to line the sky and crabs begin to dwindle, North Lake Tahoe's breathtaking secret season takes over. This is the perfect time to get back to nature and experience the beauty of fall safely and responsibly. Take a weekend getaway or mid-week escape - book your trip today.
[Explore now](#)

Travel Nevada Spring 2025 Expedia Co-Op

- Sponsored by Travel Nevada
- Fall 2023 Campaign dates: **March 1, 2025-May 31, 2025**
- Sign up deadline: **1/15/25**
- To sign up, email Felipe Tetelboin (ftetelboin@expediagroup.com) and Mary Elizabeth Mosby (mamosby@expediagroup.com)

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Nevada Travel Intender Re-targeting and Competitive Conquesting of NV CompSet Travel Intenders

Dedicated landing page created & shared messaging for all participants.

Affordable, targeted, high exposure display campaign that will run across Expedia Group Media Solutions brands.

Cost effective solution that offers multiple levels of exposure for advertisers.

Reporting provided at the composite campaign level at the end of the campaign.



Landing Page Elements

The Traditional Co-Op Campaign is comprised of three tiers of advertisers: **Presenting**, **Featured**, & **Standard**.

Tiers are based on marketing spend and each tier has unique components designed to help achieve marketing goals.

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The screenshot shows the Expedia website's landing page for the Travel Nevada Co-Op campaign. At the top, there's a search bar and navigation links. Below that, a large search form titled 'Travel Nevada Co-Op' allows users to enter travel details like 'Hotel city', 'Flight city', 'Departing', 'Returning', 'Rooms', 'Adults (18+)', and 'Children (6-17)'. A 'Search' button is prominently displayed. Below the search form, there are several promotional tiles. The first tile is titled 'Now is the time to discover your Nevada.' and features a 'DISCOVER YOUR NEVADA' logo. It includes text about the state's beauty and a 'Discover today' button. Below this are three smaller tiles: 'Get on the road and off the grid in Nevada', 'Recreate responsibly', and 'Easy Nevada getaway ideas'. At the bottom, there are four more tiles: 'Explore Eiko, Nevada', 'South Lake Tahoe', 'Carson City', 'Reno', and 'North Lake Tahoe'. Each of these bottom tiles has a 'Discover today' or 'Explore now' button. The page is styled with a clean, modern layout and uses a color palette of blues, oranges, and greens.

Presenting Tier

- Available for most exposure on landing page and influences the hero image behind the search bar
- Sponsored by Travel Nevada
- **Cost: \$25k**

Featured Tier

- Available for high exposure on landing page
- Up to 8 advertisers
- **Cost: \$10k**

Standard Tier

- Available for most efficient exposure on landing page
- Up to 15 advertisers
- **Cost: \$5k**

Let's Get Started



TO ENROLL:

- Mary Elizabeth Mosby (mamosby@expediagroup.com) will prepare an **insertion order** based on your sign up information and send it to you for signature.



CO-OP DETAILS:

- Space is limited and positioning is determined in order of sign up.
- Current media campaigns may not be altered to be included in this buy.
- Creative and Campaign strategies can be optimized as emergencies and government regulations develop.
- Billing terms are Pre-Bill.



CO-OP PARTICIPANTS WILL RECEIVE:

- Share in collective Co-Op media exposure on our network of brands.
- All creative development and **post-campaign composite reporting**.

ADDENDUM



FAQ:

When will I receive my invoice?

You can choose to receive the invoice at the start or end of the campaign. You will receive ONE invoice for the full amount of your contribution. Invoices can be paid via check or wire transfer only.

How often will I receive reporting?

You will receive ONE REPORT for the campaign- at the end of the campaign. Reported data will include: *Gross Revenue, ADR, LOS, Number of Room Nights Sold.*

Can I choose my position on the landing page?

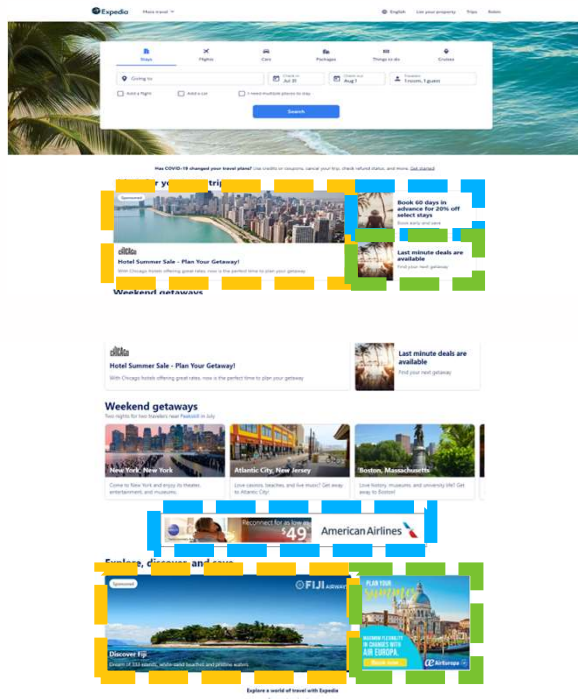
Placements on the landing page will be determined by the order in which we receive your enrollment form. Spots are sold on a first come, first serve basis

Can I change the content on my placement?

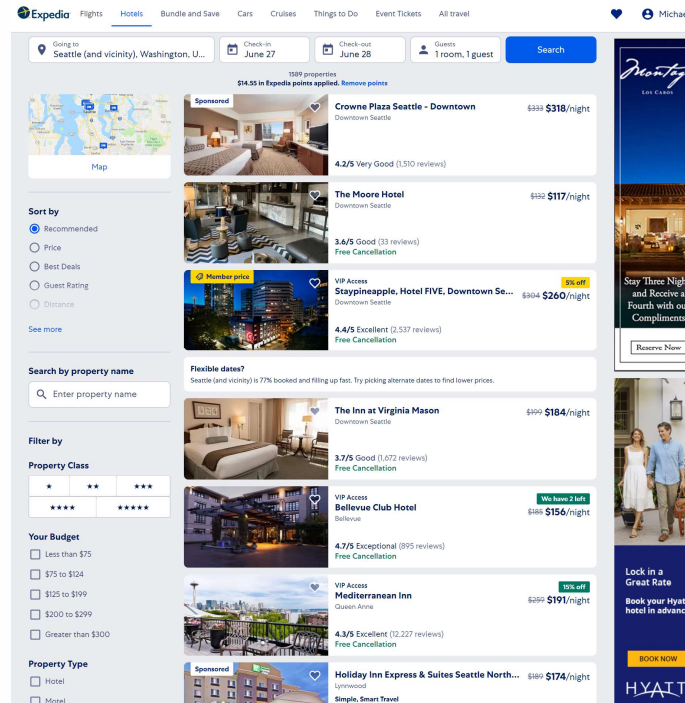
Once the pages are live we will not be able to change the messaging. If there are urgent / special circumstances, we can assess on a case by case basis

DISPLAY ADVERTISING WITH EXPEDIA GROUP

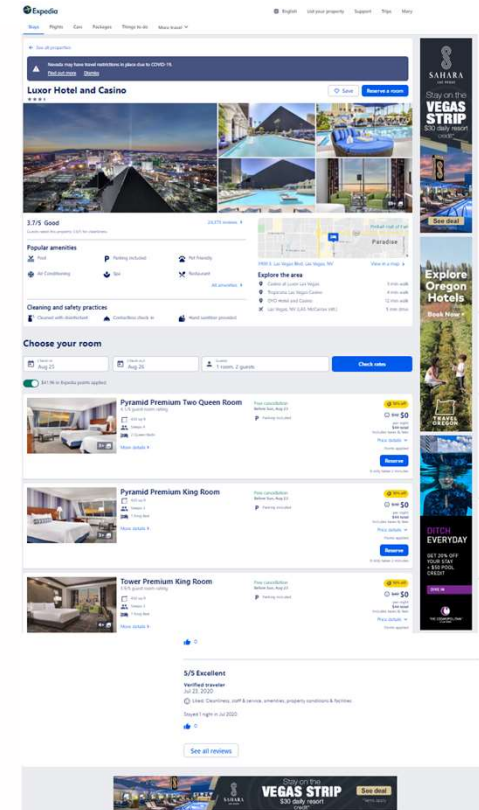
RESPONSIVE HOMEPAGE



SEARCH RESULTS



DETAIL PAGES





THANK YOU

Mary Elizabeth Mosby

Lead Business Development Manager

mamosby@expediagroup.com | 901-430-2948

