Rochester Insights

Your Brand, on Display

Display Advertising solutions are designed and built with the traveler in mind so you can showcase your brand at the right moment no matter how they shop.

Designed for the Travel Shopper in Mind – ads are integrated in our sites creating cohesive shopping experiences
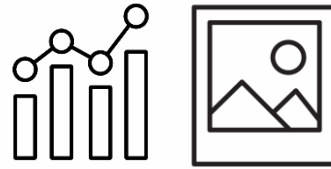
Flexible and Scalable Solutions – media options for brands of all sizes, budgets, and business goals
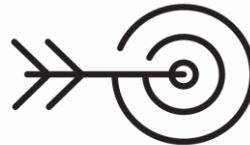
Precise Targeting – reach the right traveler with the right message with targeting based on Expedia Groups first party data

Team of Trusted Advisors – work with our team to design and run the right media plan for your brand

expedia group™
media solutions

2

Solutions to Fit Your Needs

Work with our **team of trusted advisors** to:

- **Design** the right media plan no matter what budget or business goal

- **Create** ads that are vibrant and fresh, fit for your target audience

- **Understand** campaign performance insights to see your return on investment

expedia group™
media solutions
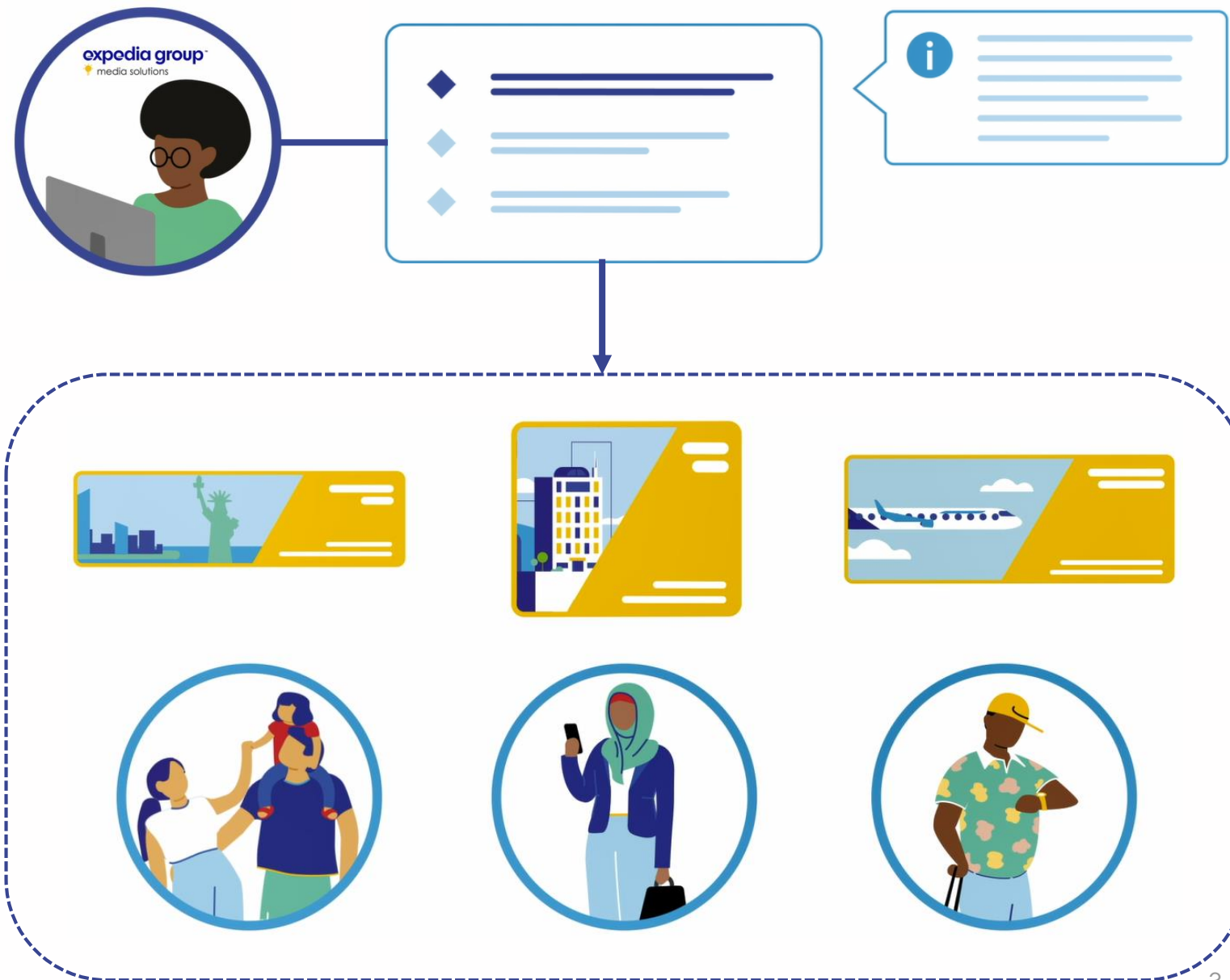
A Variety of Solutions to Choose From

Native advertising on our prominent homepages and search results pages
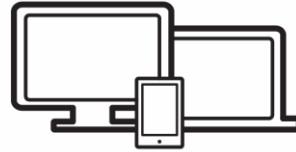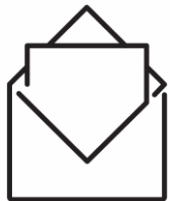
Sponsorships and takeovers on our most valuable pages

Display ads within award winning **branded mobile apps** on iOS

**Standard display ads** integrated throughout our sites along the entire travel shopper journey

Display ads on **branded emails** to our most engaged travel shoppers

expedia group™
media solutions

Midwest cities make up the majority of Searches to Rochester, MN

RANKING	TOP 10 DMAs (Search % Share)
1	Minneapolis-St. Paul
2	Chicago
3	Rochester-Mason City-Austin
4	New York City
5	Des Moines-Ames
6	Cedar Rapids-Waterloo-Iowa City-Dubuque
7	Milwaukee
8	Omaha
9	La Crosse-Eau Claire
10	Philadelphia

expedia group™
media solutions

WoW searches for Rochester peaked in mid-July, then fell again due to Delta Variant

The last two weeks have seen slow improvement.

expedia group™
media solutions
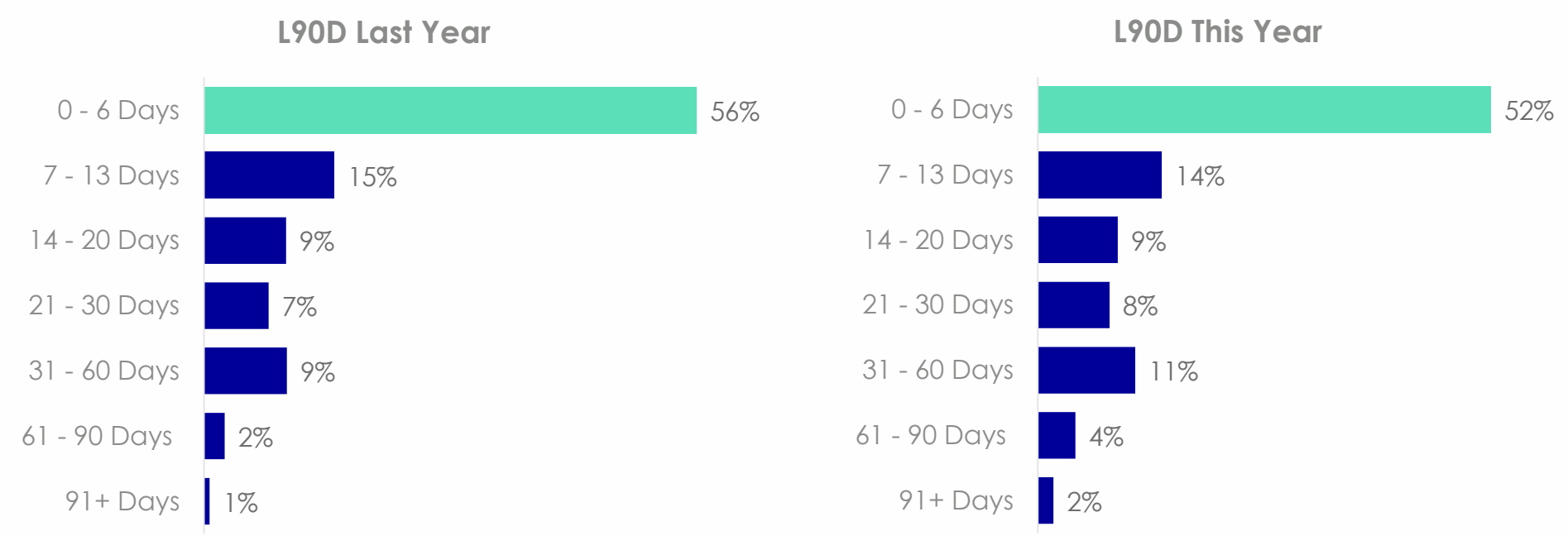
6
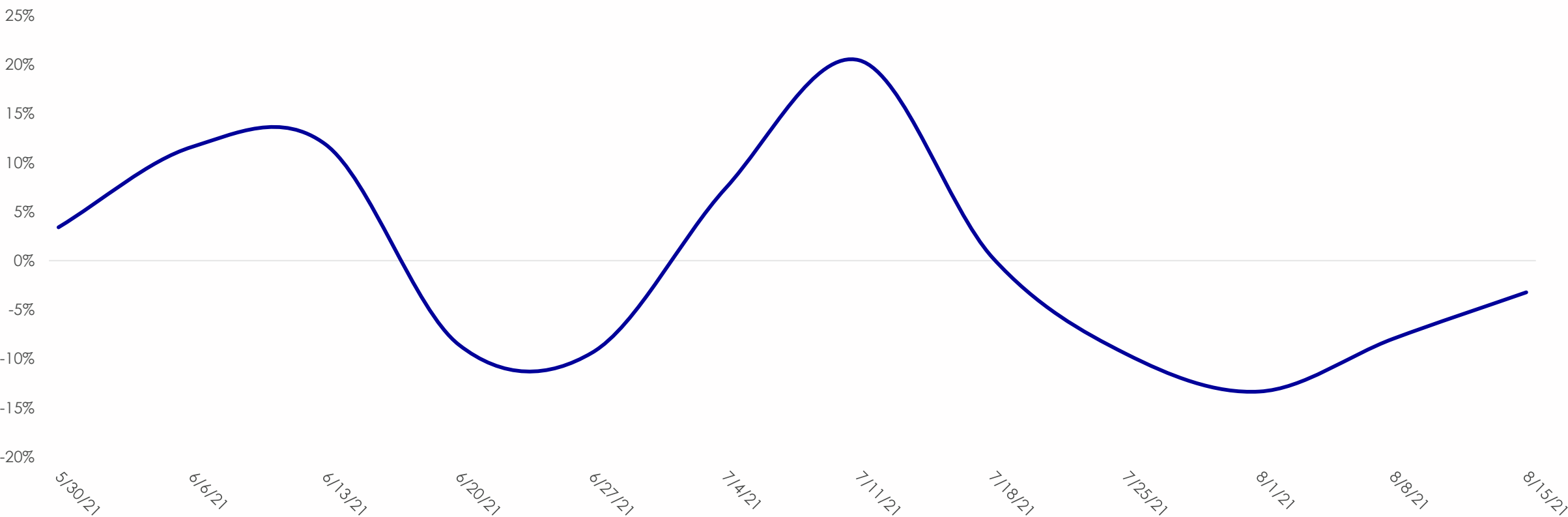
In the last 90 days, Room Nights and Searches for Rochester grew less YoY than Minnesota overall

ROOM NIGHTS

SEARCHES

155%

75%

60%

46%

■ Rochester ■ Minnesota

expedia group™
media solutions

7
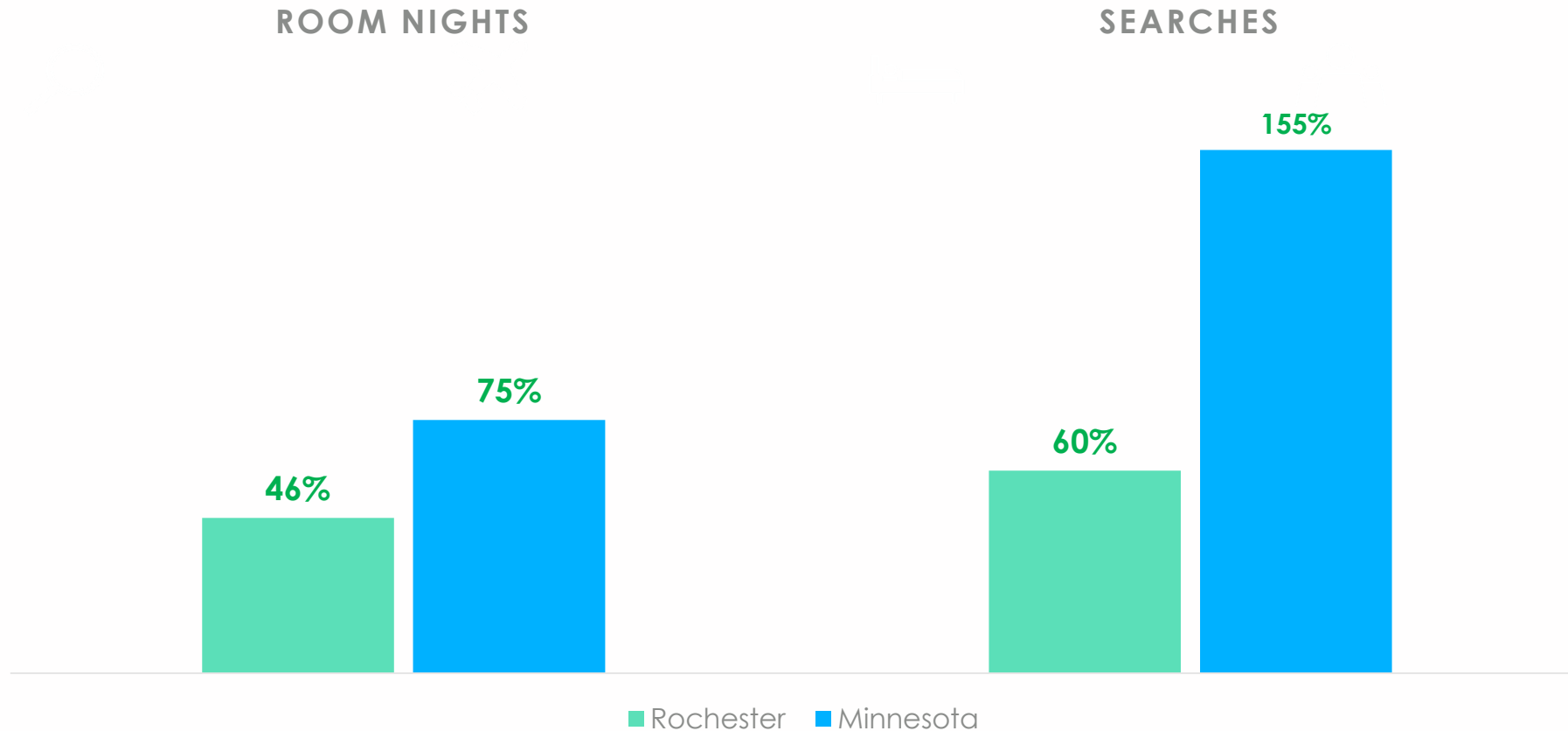
Search to Travel windows for Rochester have extended further out compared to 2020

Legend: ■ 0-6 days ■ 7-13 days ■ 14-20 days ■ 21-30 days ■ 31-60 days ■ 61-90 days ■ 91+ days

L90D Last Year

0-6 days	7-13 days	14-20 days	21-30 days	31-60 days	61-90 days	91+ days
36%	18%	14%	10%	13%	4%	5%

L90D This Year

0-6 days	7-13 days	14-20 days	21-30 days	31-60 days	61-90 days	91+ days
28%	16%	16%	11%	16%	7%	7%

expedia group™
media solutions
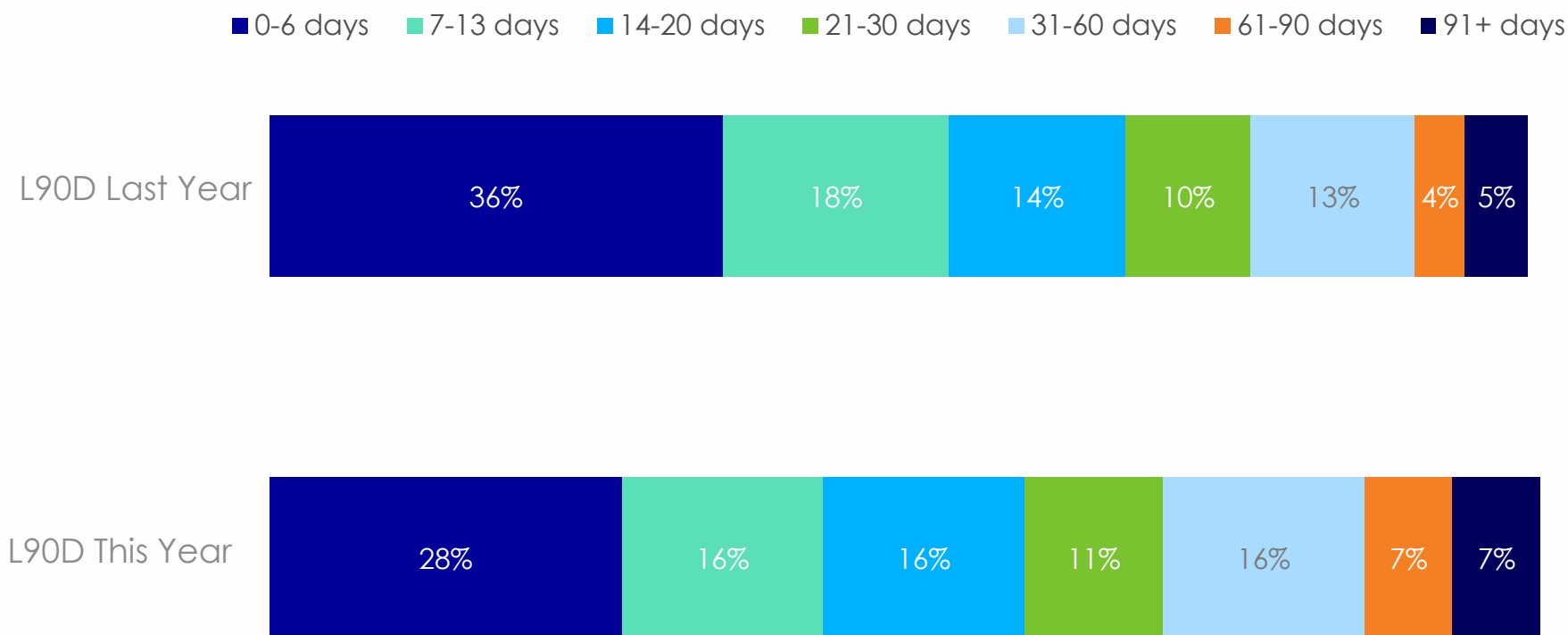
Bookings to Rochester are occurring primarily within 7 days of travel

L90D Last Year

0 - 6 Days	56%
7 - 13 Days	15%
14 - 20 Days	9%
21 - 30 Days	7%
31 - 60 Days	9%
61 - 90 Days	2%
91+ Days	1%

L90D This Year

0 - 6 Days	52%
7 - 13 Days	14%
14 - 20 Days	9%
21 - 30 Days	8%
31 - 60 Days	11%
61 - 90 Days	4%
91+ Days	2%

expedia group™
media solutions

2021 saw a shift toward shorter Length of Stays and lower Star Rated hotel bookings compared to 2020

Average Length of Stay (Days)

■ L90D Last Year   ■ L90D This Year

2.0

1.8

Star Rating

■ 2 - 2.5   ■ 3 - 3.5   ■ 4

L90D Last Year

| 42% | 56% | 2% |

■ 2 - 2.5   ■ 3 - 3.5   ■ 4

L90D This Year

| 45% | 53% | 2% |

expedia group™
media solutions
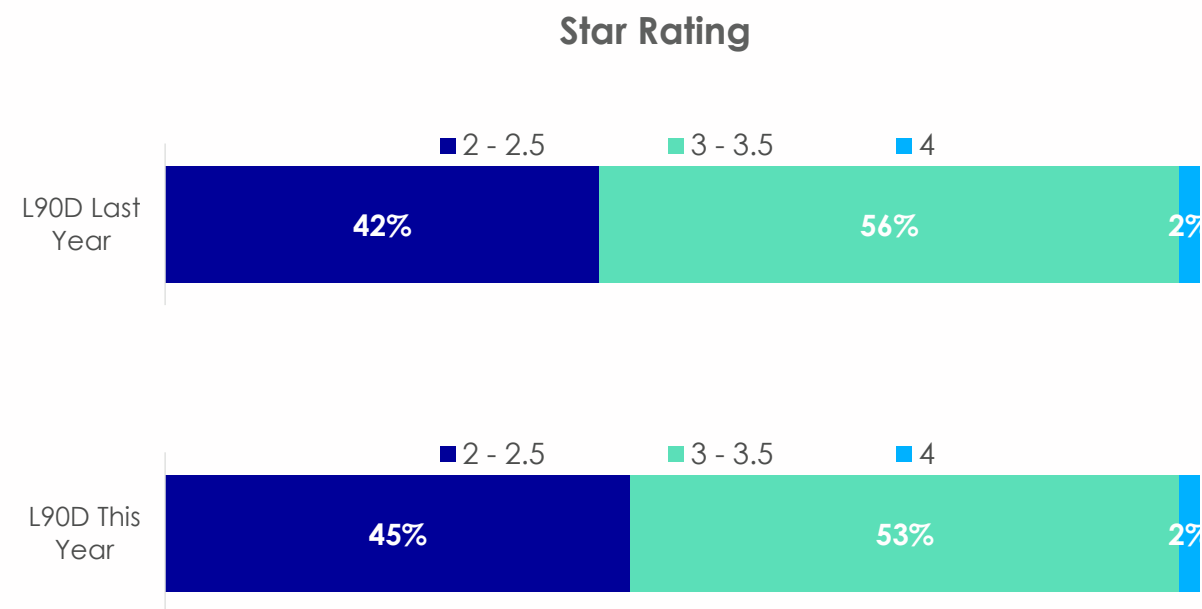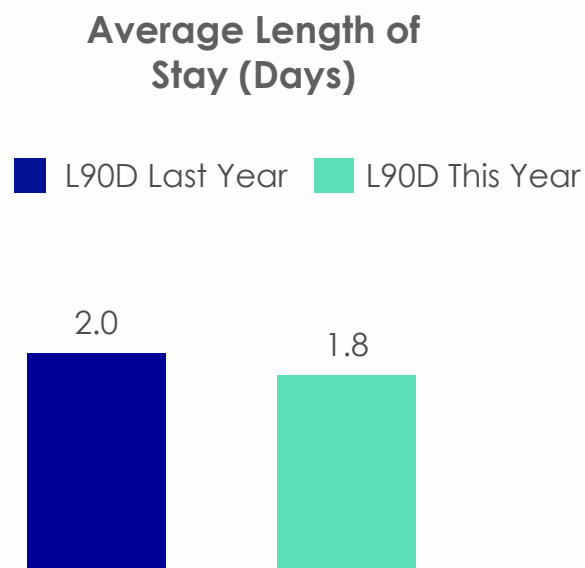
Flight #2 - screenshot

RSV21_Peak_ExpediaDisplay_160x600_Date05102021.jpg

expedia group™
media solutions

THANK YOU

Felipe Tetelboin I Sr. Business Development Manager

📞 +1 3128946825 ✉ ftetelboin@expediagroup.com

Expedia   Hotels.com™   travelocity®   ORBITZ®   hotwire™

CheapTickets®   ebookers   wotif.   lastminute.com.au   MrJet.se