



CASE STUDY: Cornell University and Expedia's Billboard Effect

ABOUT US

At Expedia Inc., we reach nearly 60 million¹ online travelers worldwide. Expedia Media Solutions provides unparalleled reach to the largest global footprint of in-market online travelers. Whether you are a tourism board, hotelier, airline or travel provider—no other channel allows you to target your audience so efficiently.

Our approach is fostered in consultation and is focused on helping you create brand loyalty, generate positive ROI or both. We understand that you have customized campaign objectives and offer a myriad of sponsorship, targeting and ROI driven solutions to meet your needs.

DETAILS

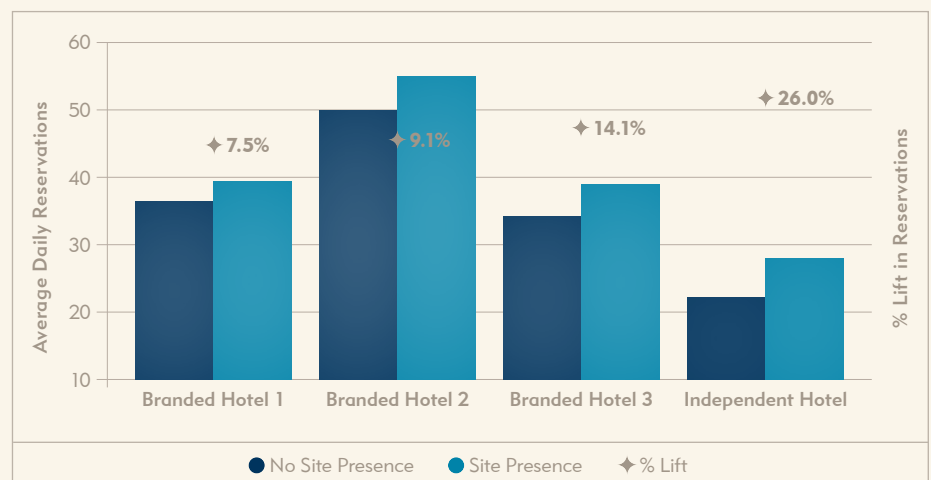
Fact: Presence on Expedia creates brand visibility for suppliers as travelers research their trip, as well as increases traffic and bookings on the supplier site. This is known as the Billboard Effect.

Background Information: Cornell University's School of Hotel Administration & Center for Hospitality Research (CHR) sponsored research on the Billboard Effect to improve practices in the hospitality industry.

Procedure:

- 4 same-brand hotels were cycled on & off Expedia for similar time periods.
- When Expedia displayed properties they were found on the top of the first page of search results. When properties were cycled off, the properties could not be found anywhere on Expedia.

Timing: October - December 2009



RESULTS²

- There was a **lift of bookings** made on the supplier site ranging from **7.5% to 26%**.
- The data confirms and quantifies the Billboard Effect, or the lift in reservations made on the supplier site as a result of the listing on Expedia.
- With the boost in reservations, also came a lift in ADR (average daily rate).