



**The experiences that
motivate travel**
An overview of activities



Qualifying and defining activities

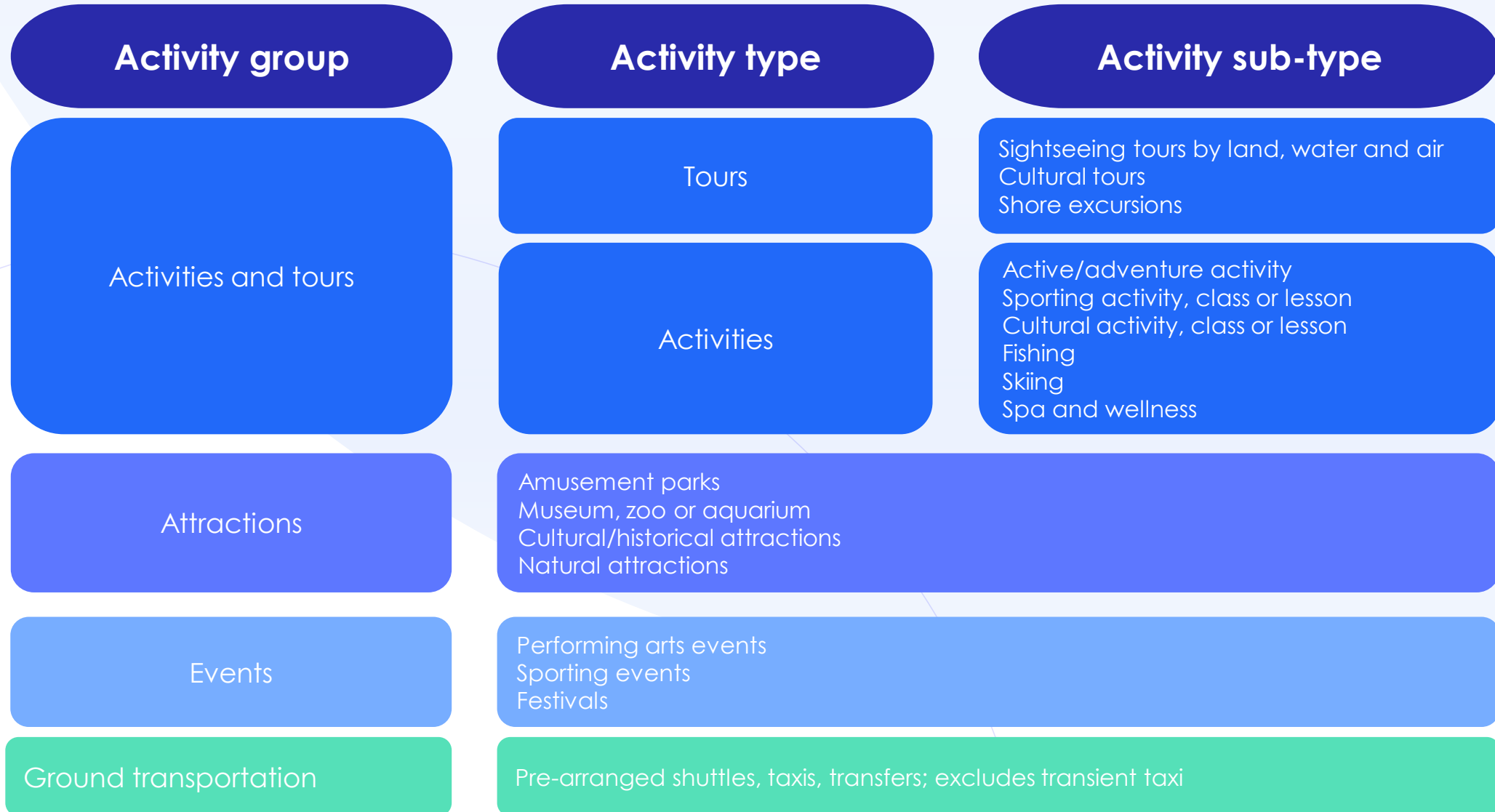
Activities impact on customers

How customers buy activities

Shopping for activities with Expedia Group

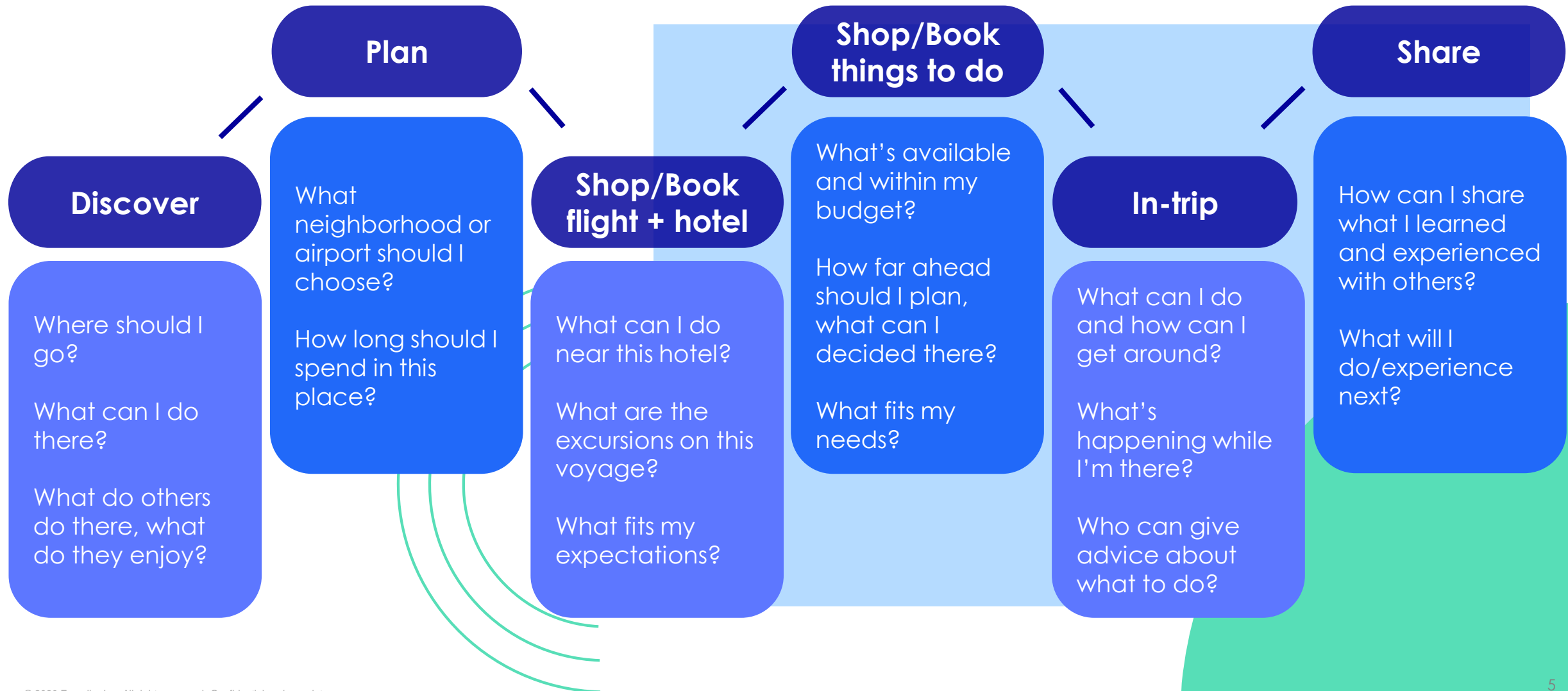
Qualifying and defining activities

How do you qualify an 'activity' or 'experience'?



Source: Taxonomy from Phocuswright: Experiences 2019: US Travel activities Market Opportunity & Consumer Behavior, March 2019

Activities are why we travel and what we remember



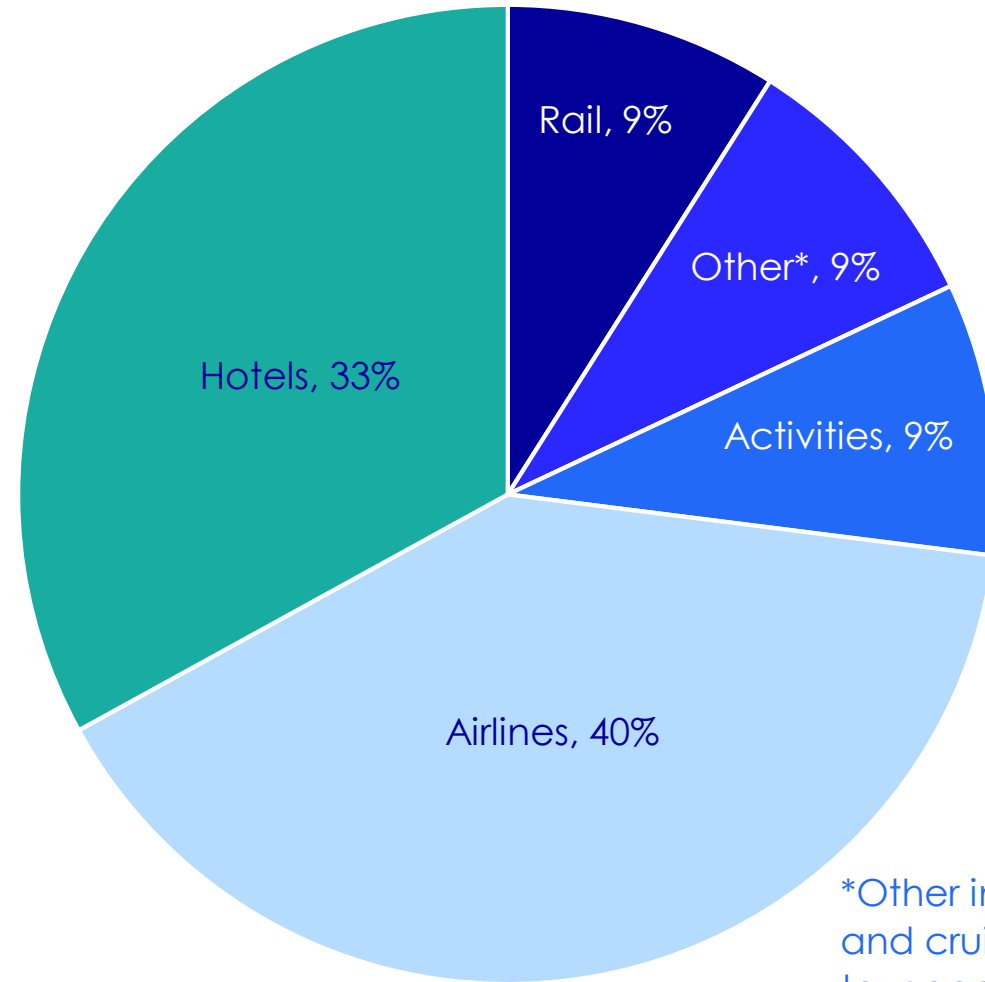


**Activities impact
on customers**

Activities is the third largest segment of the travel market



- Activities segment is worth \$129B and 9% of the travel market
- Activities are growing faster than the travel industry as a whole

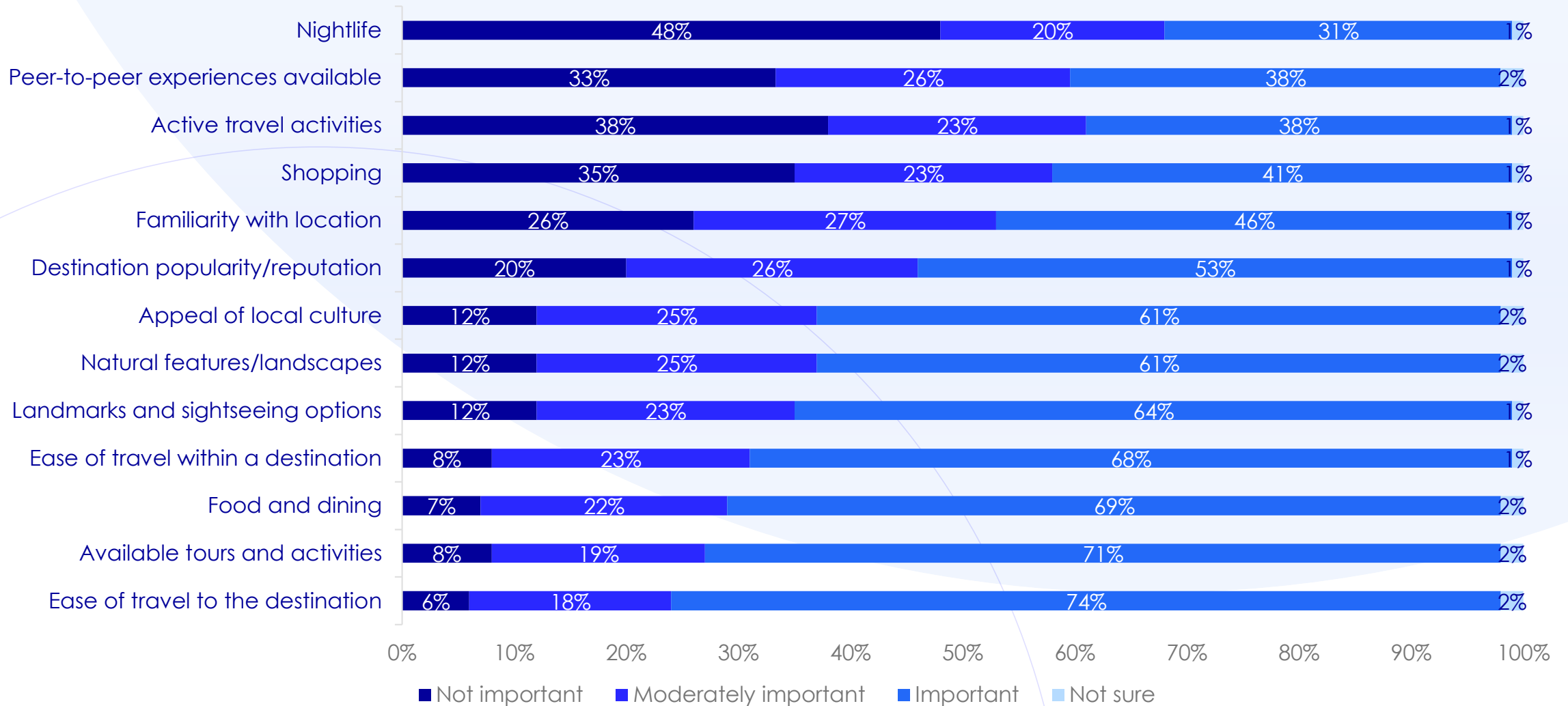


*Other includes car rental and cruise and package tour operators in select markets

Enabling customers to go places and do things



Activities are among the top reason for choosing a destination



Source: Phocuswright: Experiences 2019: US Travel activities Market Opportunity & Consumer Behavior, March 2019

How customers buy activities

The background is a dark blue gradient. It features several overlapping circles. A large teal circle is on the right side. A blue circle is on the bottom left. A thin white circle overlaps the teal one from the bottom left. A thick teal circle overlaps the thin white one from the top.

How do customers shop for activities?

It's a "Fragmented" marketplace with a variety of channels for purchase

Activity Provider web

Online Travel Agencies (OTA)

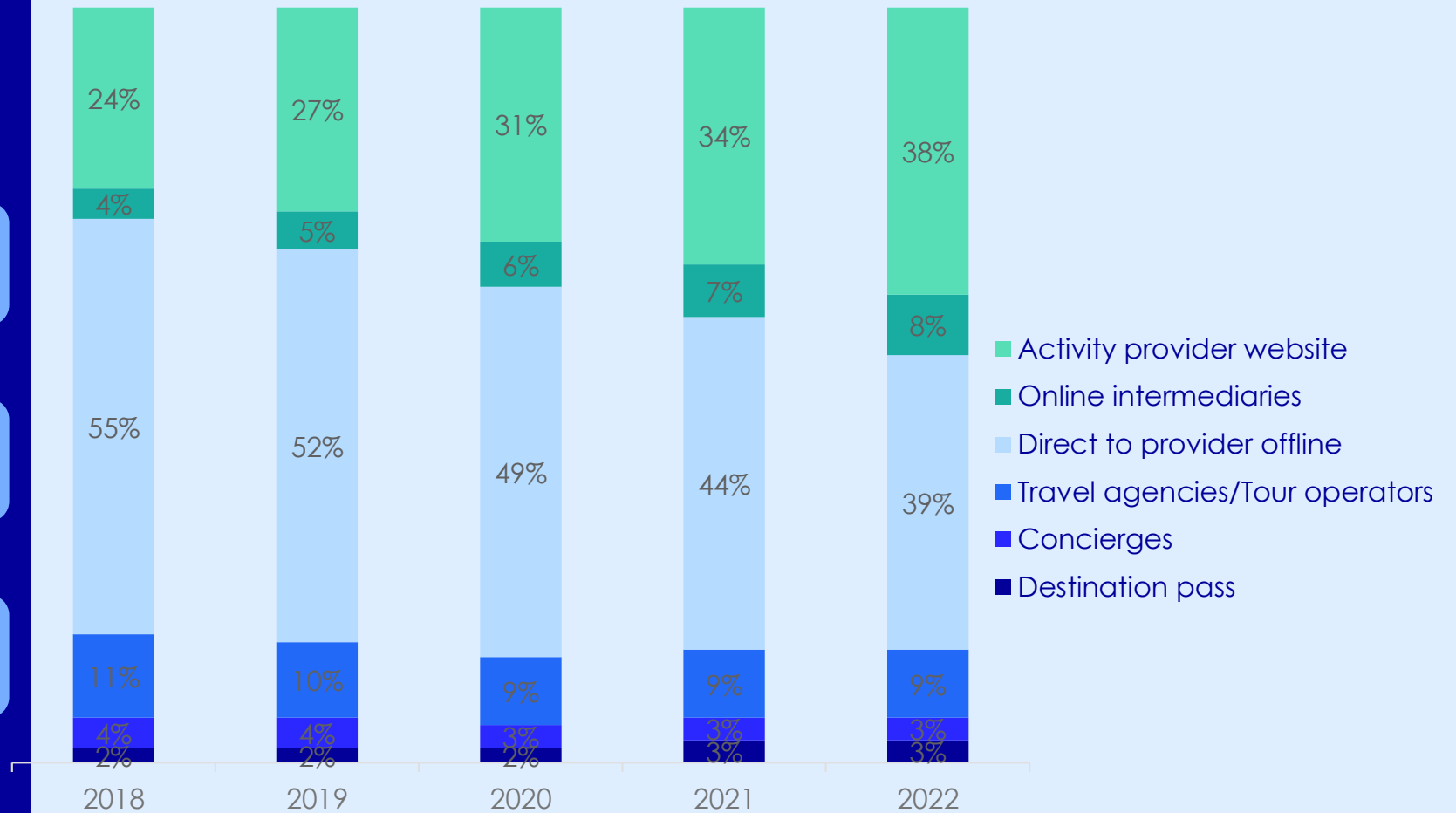
Direct from supplier offline

Travel Agencies

Concierges

Destination Passes

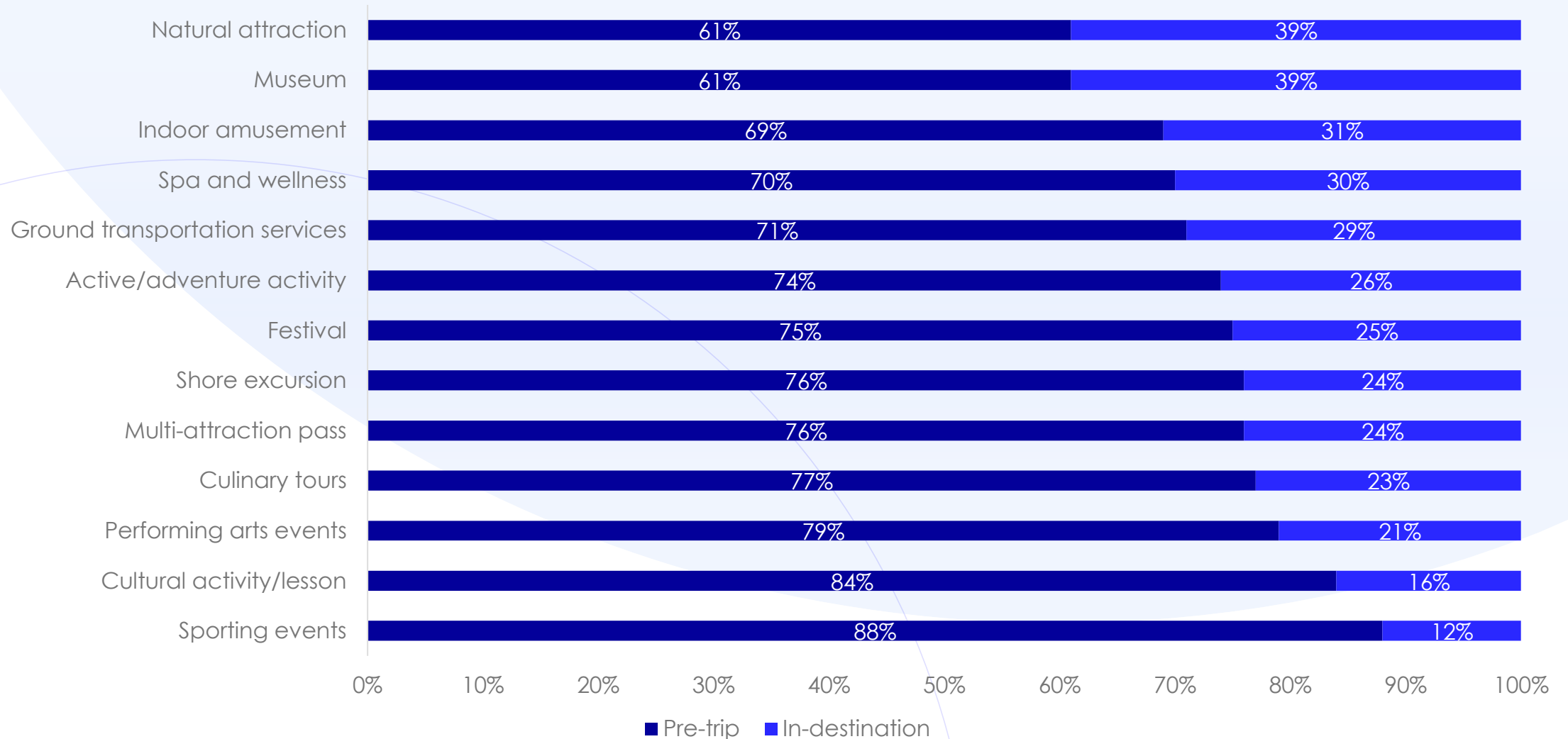
Fragmented Marketplace - Channel Share 2016 - 2022



When do customers book activities?



Customers prefer to book activities pre-trip¹



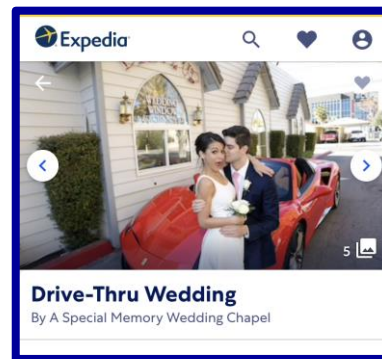
1,2 Phocuswright Experiences 2019: US Travel Activities Market Opportunity and Consumer Behavior

- Expedia Group helps customers discover a **wide variety of activities and experiences** around the world
- Activity purchasing is particularly popular with **international travelers**
- Unlike the overall trend for activity buying in-destination, online customers tend to shop **3+ days in advance**
- **Last-minute buying is growing in popularity** as connectivity reduces booking cut-off windows
- Customers often **purchase multiple activities** during a single trip, especially for longer trip durations



Shopping for activities with Expedia Group

Expedia Local Expert is the customer facing brand for the activities business in Expedia Group, helping customers discover activities and experiences in destination of their choice.



The screenshot shows an Expedia listing for a workshop titled "Restoring an Old Painting" by Rome and Italy Group. The main image shows hands using a brush to restore a painting. The listing includes a 2-hour duration, free cancellation, animal-friendly features, and no credit card fees. The price is \$213 per traveler, and there is a "Check availability" button.

Expedia Group's activity business is multi-faceted

Dual presence

Online

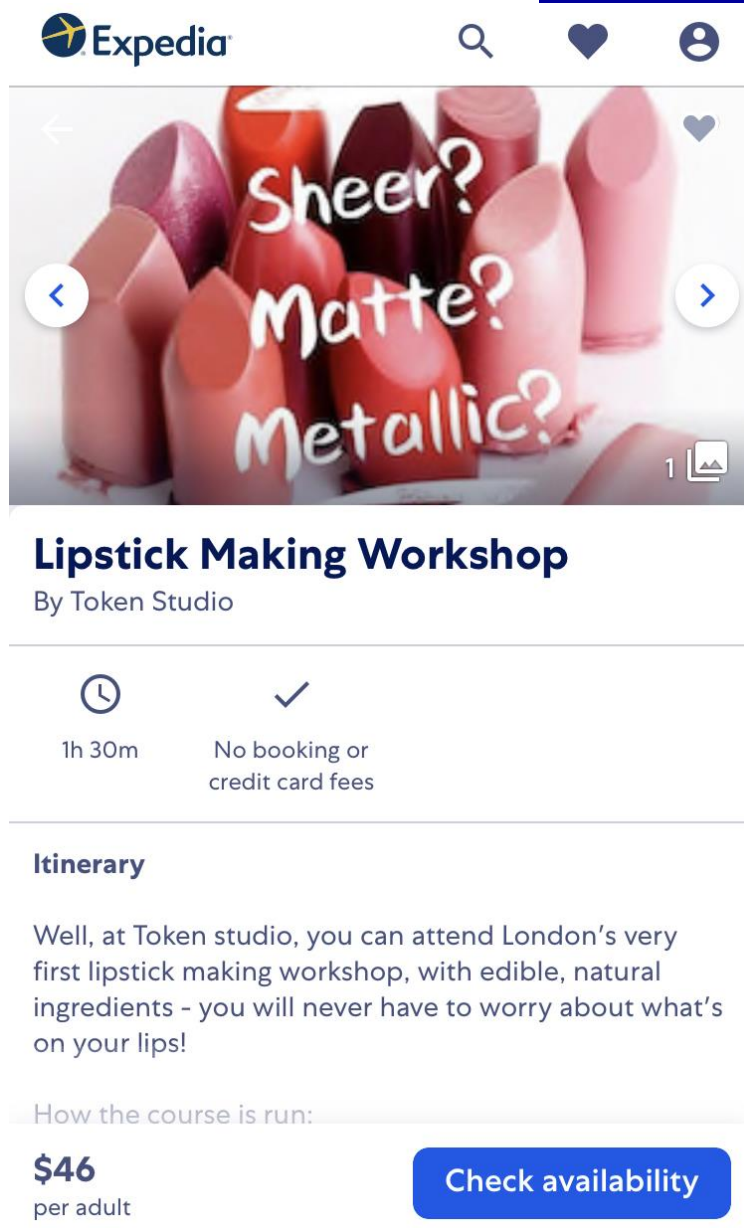
In-person

Dual product line

Activities

Ground transportation





The screenshot shows an Expedia mobile app interface. At the top is the Expedia logo, a search icon, a heart icon, and a profile icon. Below is a carousel image of various lipstick shades with the text 'Sheer?', 'Matte?', and 'Metallic?' overlaid. The title 'Lipstick Making Workshop' is displayed, followed by 'By Token Studio'. Below the title are two icons: a clock for '1h 30m' and a checkmark for 'No booking or credit card fees'. The 'Itinerary' section contains a paragraph: 'Well, at Token studio, you can attend London's very first lipstick making workshop, with edible, natural ingredients - you will never have to worry about what's on your lips!'. Below this is a section titled 'How the course is run:' followed by the price '\$46 per adult' and a blue 'Check availability' button.

Expedia

Sheer?
Matte?
Metallic?

Lipstick Making Workshop
By Token Studio

1h 30m No booking or credit card fees

Itinerary

Well, at Token studio, you can attend London's very first lipstick making workshop, with edible, natural ingredients - you will never have to worry about what's on your lips!

How the course is run:

\$46
per adult

[Check availability](#)

Expedia Group's online activity business by the numbers

210,000+ products (195K Activities, 15K Ground Transport)

In 4,000+ destinations

From 8,900+ suppliers