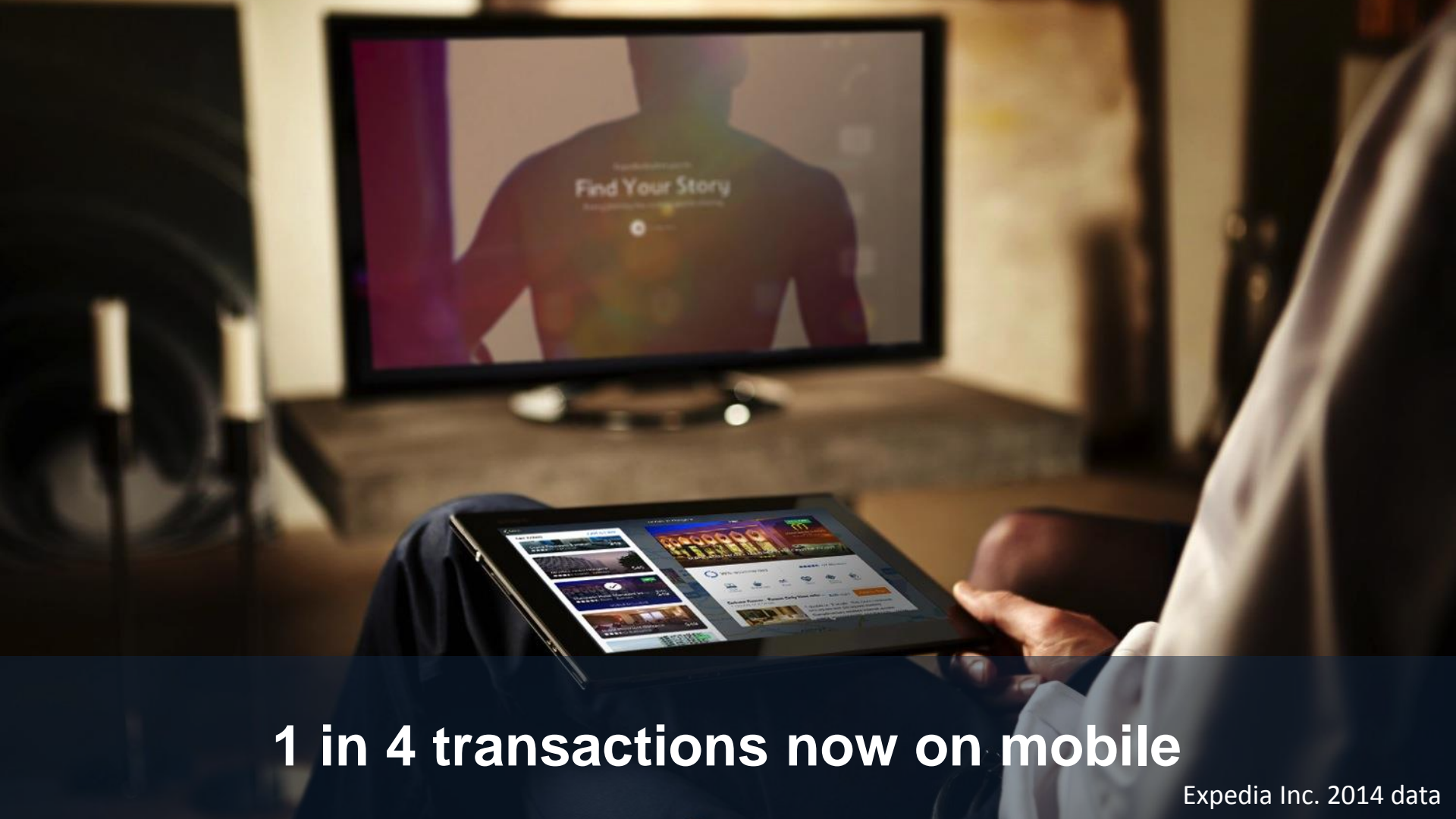




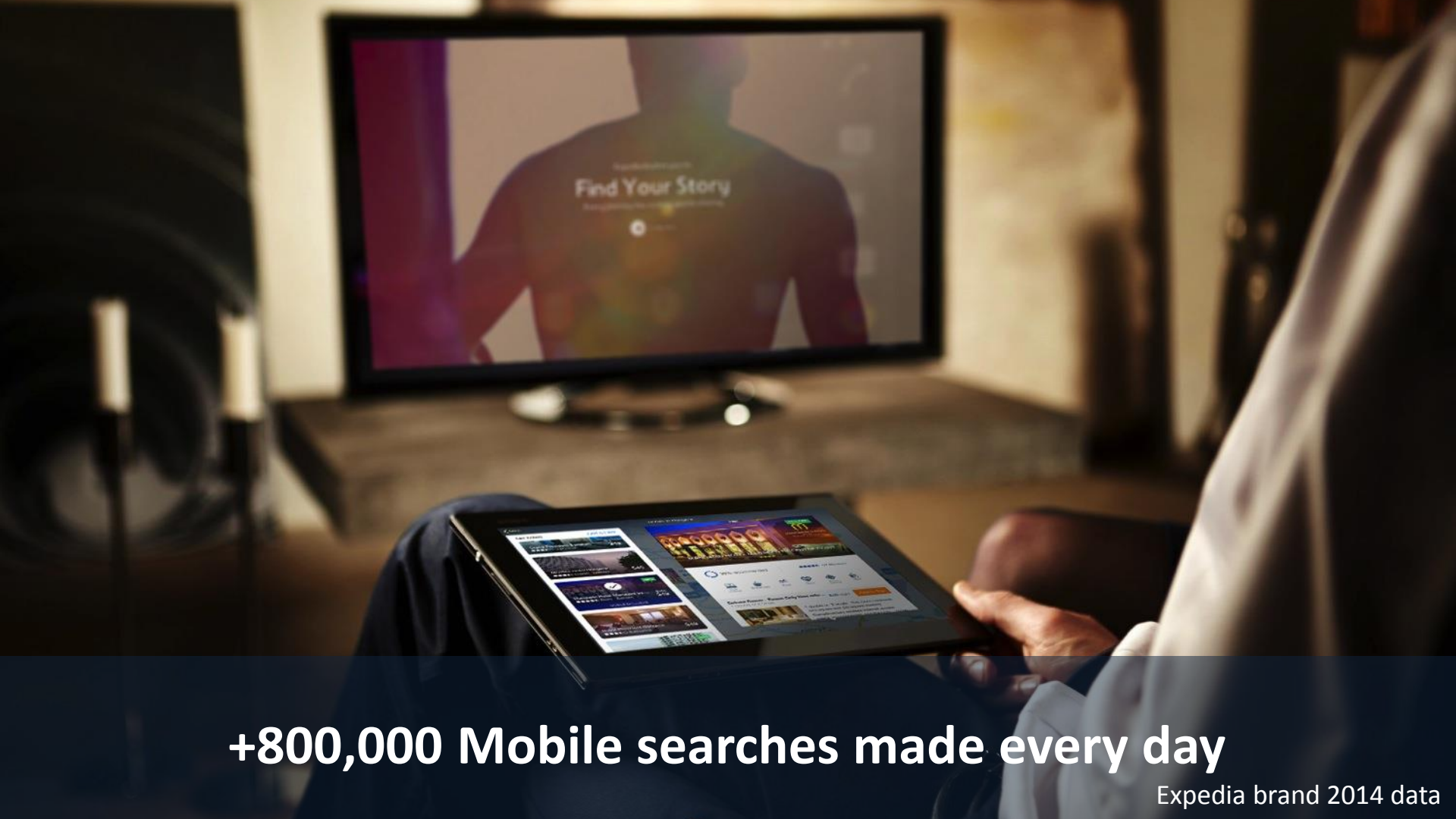
**Gary Morrison**  
SVP Brand Expedia Retail



**1 in 4 transactions now on mobile**

Expedia Inc. 2014 data





**+800,000 Mobile searches made every day**

Expedia brand 2014 data



**Over 1M views a week of our app itinerary page alone**

Expedia brand 2014 data



A scenic view of the Golden Gate Bridge in San Francisco, California. The bridge's iconic orange-red towers and suspension cables are prominent against a clear blue sky with light, wispy clouds. The bridge spans across the blue water of the Golden Gate Strait. In the distance, the San Francisco city skyline is visible on the horizon. The foreground shows a grassy hillside with some rocks and a small boat in the water.

*Mobile creates new sources of value  
throughout the travel experience....*

*....disciplined Test and Learn unlocks that value*



**Our Mantra : Turn problems into win-win solutions**



 Flights

 Hotels

 Flight + Hotel

 Cars

 Things to Do

[Return](#) [One way](#) [Multiple destinations](#)

Flying from

Flying to

Departing

Adults (18+)

Children (0-17)

[Advanced options ▾](#)


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 **DOUBLE** Nectar points.  
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Customers rate Expedia ★★★★★ **91%** Based on 189,396 reviews. Powered by 

 Search over **325,000 hotels** and **400 airlines worldwide**

 Secure incredible value with Expedia's **Best Price Guarantee**

 **No Expedia cancellation fee** to change or cancel almost any hotel reservation

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Home Hotels Flights Flight + Hotel Car Last Minute Beach Deals

Flights Hotels Flight + Hotel Cars Things to Do

Return One way Multiple destinations

Flying from

Geneva International Airport (GVA), Geneva,

Flying to

Barcelona, Spain (BCN)

Departing

01/03/2015

Adults (18+)

1

Children (0-17)

0

Advanced options

Search



Wilson Boutique Hotel  
Tue, 3 Mar - Wed, 4 Mar  
3 others viewing now

See price



LON to BCN  
Sun, 1 Mar - Wed, 4 Mar  
Return

from £595.74  
as of 24 Feb



GVA to BCN  
Sun, 1 Mar  
One way

from £142.50  
as of 24 Feb



Le Jeu de Paume  
Sat, 14 Mar - Sun, 15 Mar

See price

View Scratchpad



DOUBLE Nectar points.  
Terms apply

Customers rate Expedia ★★★★★ 91% Based on 189,396 reviews. Powered by feefo



Search over 325,000 hotels and 400 airlines worldwide

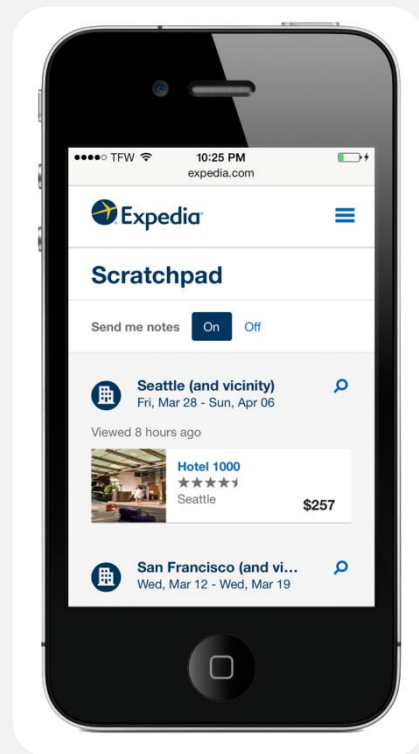
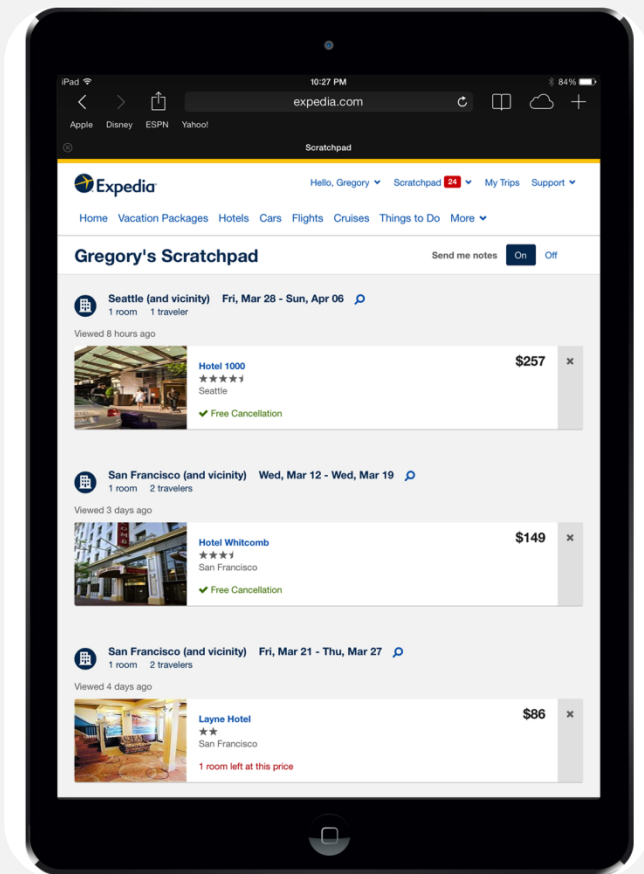


Secure incredible value with Expedia's Best Price Guarantee



No Expedia cancellation fee to change or cancel almost any hotel reservation

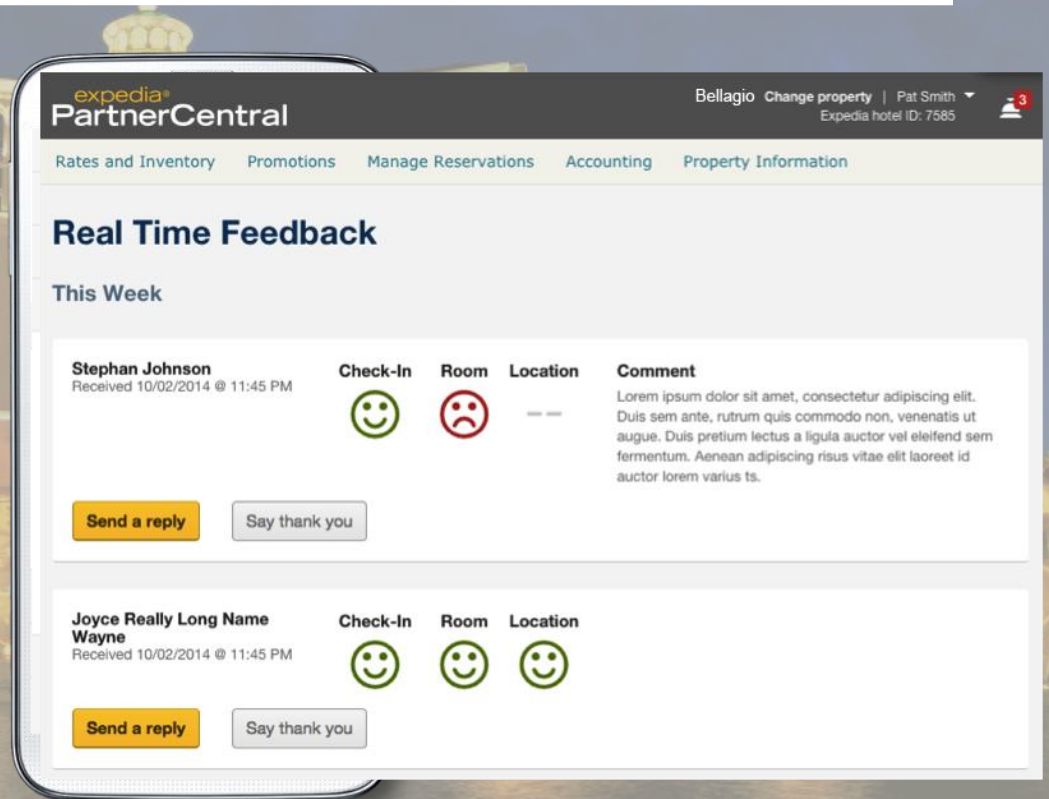








# Personalised Experience: +20 Types of Push Notifications

# Real Time Reviews






The image shows a smartphone screen displaying the Expedia PartnerCentral interface. The background of the phone is a night view of the Bellagio hotel in Las Vegas, with its iconic fountains illuminated. The interface is dark-themed and includes a navigation bar with links for Rates and Inventory, Promotions, Manage Reservations, Accounting, and Property Information. The main content area is titled "Real Time Feedback" and shows two reviews from "This Week".

**expedia® PartnerCentral** Bellagio [Change property](#) | Pat Smith    
Expedia hotel ID: 7585

[Rates and Inventory](#) [Promotions](#) [Manage Reservations](#) [Accounting](#) [Property Information](#)

## Real Time Feedback

### This Week

	Check-In	Room	Location	Comment
<b>Stephan Johnson</b> Received 10/02/2014 @ 11:45 PM			--	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis sem ante, rutrum quis commodo non, venenatis ut augue. Duis pretium lectus a ligula auctor vel eleifend sem fermentum. Aenean adipiscing risus vitae elit laoreet id auctor lorem varius ts.
<a href="#">Send a reply</a>	<a href="#">Say thank you</a>			
<b>Joyce Really Long Name Wayne</b> Received 10/02/2014 @ 11:45 PM				
<a href="#">Send a reply</a>	<a href="#">Say thank you</a>			





Design around Data not Devices

# Innovation fueled by Test and Learn

*“Multiply, vary, let the strongest live...”*

— Charles Darwin

More ~~Direct~~ **Custom** ~~De~~ **Bid** Tests



Thank you.

Van Ness Ave., California

50

& Market

Streets