

The Future of Seamless  
Travel Solutions



Expedia

## YOU'VE BEEN THERE. WE ALL HAVE.

Cramped Seating

Hidden Fees

Missed Flight

No Customer Support

Long Security Checks

No Charging Stations

Language Barriers

No Food Options

Dirty Bathrooms

Health Risks

Delayed Updates

Limited Ride

Flight Delay

Missed Connection

No Sleep

Exhausted

Long Immigration Lines

Endless Airport Walks

No Local Wi-Fi

Phone is Dead

Middle Seat

Lost Luggage

No Ride

No Personal Space

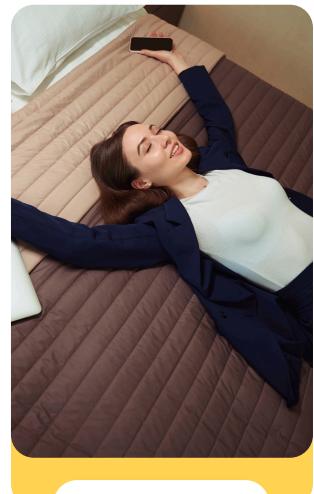
Overcrowded Airport



EXPERIENCE



EXHAUSTED



RELAX

Imagine This...

You've been there. We all have.

You're at the airport, lugging heavy bags. Then it hits—"Flight Delayed." Ohhh great. Just what you needed.

Hours later, you're finally on board. But instead of the aisle seat you booked, it's the dreaded middle seat. The passenger on your right is snoring on your shoulder. You are tired, restless

You're ready to crash. But at baggage claim, your suitcase? Nowhere to be found. Essentials? Go ne.

One last hurdle: how to get to your hotel.

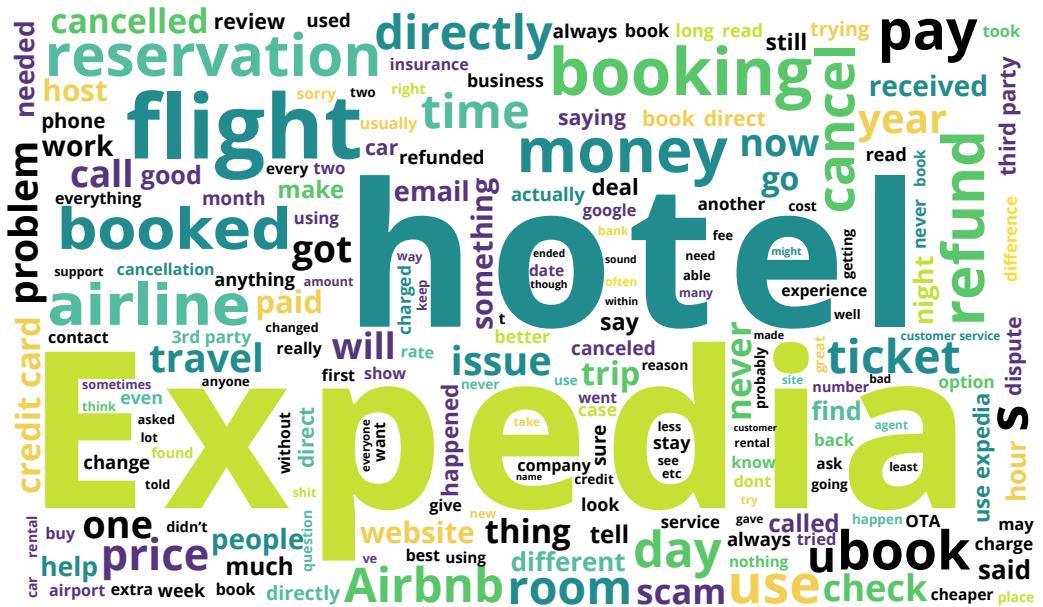
Your phone's at 12% battery, no Wi-Fi, no signal. Ride-hailing pick-up? Where's the ride pick-up?

And it gets worse.

ON TOP OF THIS HORRIBLE STORY Remember that "smart" move to book direct with Airbnb? And you don't know how to get there. And the first thing you want to do is just to decompress from

well this is just one of

a few of these every day travellers issues.



you are not alone the sentiment analysis shows key words , that show words such as problem , THIRD PARTY, ticket airbnb.

Ohhh, and did I mention Airbnb?

Not just Airbnb. Not hotels. Not Booking.com.

# EXPEDIA'S COMPETITOR? Who's the real competitor?

# WHO'S EXPEDIA'S REAL COMPETITOR?

It's not just Booking.com, Airbnb, or other OTAs. The real disruptor is direct bookings.

**8%**

Yearly travelers are shifting from OTAs to direct bookings (Skift, 2024)

[Book Now](#)

**2030**

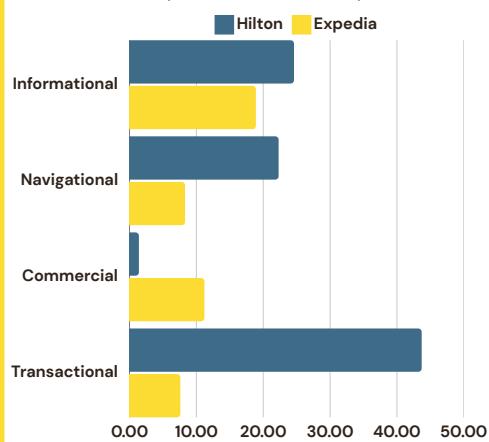
Direct bookings to overtake OTA bookings (Skift, 2024)

[Book Now](#)



## EXPEDIA VS HILTON

(User count in millions.)



[BOOK NOW >](#)

SEMrush. (2024). Expedia, Hilton, and customer intent. Semrush domain overview Database.

So Who is Expedia's true competitor? It's not just Booking.com, Airbnb, or other OTAs. The real disruptor is direct bookings.

Consider this: a traveler planning their next trip starts by comparing prices on Expedia or Booking.com but soon discovers that booking directly with an airline or hotel offers perks like discounts, loyalty points, or added flexibility. Before long, they're bypassing OTAs altogether.

This isn't just a trend; it's a movement. According to Skift Research, 8% of travelers are shifting from OTAs to direct bookings, and this figure is growing rapidly. According to skift, By 2030, direct bookings are projected to overtake OTA bookings, although this is 5 years down the line its difficult to say the future of OTAs.

Hilton's number 1 reason that led to confirmed bookings, was Airport Shuttle making them highly transactional.



## THE COMFORT YOU DESERVE

### EXPEDIA AS A TRAVEL ALLY

- Booking flights, hotels, rides, and tours should be as simple as one checkout.
- Local transport is a headache — which ride-hailing app works here? Where's the pick-up zone?
- Travel is stressful. Booking and bundling it, it shouldn't be.

So what if Expedia could be more than a booking tool? What if it became your ultimate travel ally, who's there with you all the time?

Here's the solution: The comfort you deserve through THE EASE OF BUNDLING , MAKING YOUR LIFE EASIER IN one place.

With a unified cart system, you can NOT JUST book flights, hotels, and local rides in one go.

Just a single, smooth  
seamless process of checkout.

And when you land in a new country, YOU ARE NOT guessing which taxi operates in your country or hunting for where the pickup zone is. Expedia's got you covered, the ease of booking a tour guide.

Pre-Book and confirm your ride right in the app — one tap, one ride, zero confusion.

This isn't just about convenience.

It's about your peace of mind.

Making travel feel effortless.

This is how Expedia stays unique and differentiates from direct competitors— by making your journey easier, from start to finish.

Then it hits you: Why did I ever think direct booking is better, when my life is so much easier with expedia?

# 1. LACK OF LOCAL COLLABORATION

The image shows two side-by-side screenshots of travel search platforms. On the left is the Expedia website, showing a search for a taxi from Incheon Airport (ICN) to Lotte City Hotel Gimpo Airport in Seoul on December 28. The results show a 'Private Standard Car' from Talixio Services costing \$81 for a one-way trip. On the right is the Rome2Rio website, showing six ways to travel from Incheon Airport to LOTTE City Hotel Gimpo Airport. The taxi option is highlighted with a red box, showing a travel time of 32 minutes and a cost of US\$40-50. Both platforms include maps and arrival times.

To bundle the service, we suggest start from utilizing your taxi service by collaborating with local taxi companies in other countries through API connections. It is because we saw some minor issues throughout our research.

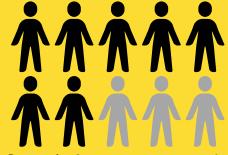
Firstly, Expedia's taxi services are priced higher than the average market rates, which could deter cost-conscious travelers.

Additionally, Expedia's current collaboration with taxi companies is limited to certain private taxi services, which lacks transparency and may appear dubious to our users.

## 2. LIMITED DESTINATION

The screenshot shows a search interface for airport transportation. The user has selected "Airport to hotel" and entered "Seoul, South Korea (ICN-Incheon Intl.)" as the departure airport and "12 Seonggyungwan-ro, Jongno-gu, Seoul 03074, South Korea" as the destination hotel. The search parameters include "2 travelers" and "Flight arrival date Dec 28". A red box highlights the destination hotel input field. The results section displays a message: "Sorry, we couldn't find any airport transportation that fits your search." Below it, a link says "Try searching nearby airports or alternative dates".

### TRAVELER NEEDS & PREFERENCES



Search for ease on getting around in the destination

Source : McKinsey State of the Travel Survey, Feb 27 - Mar 11, 2024

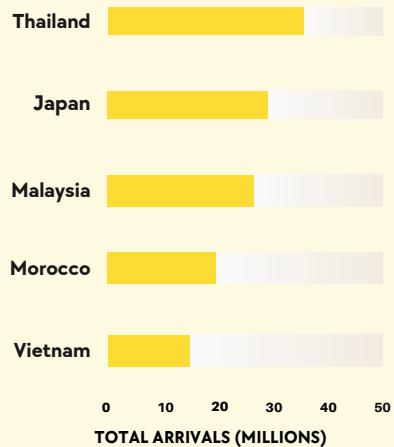
Moreover, the current taxi service only caters to hotel destinations, ignoring the considerable segment of customers who opt for rental accommodations available through expedia site. The address on the screen is a guest house that i found on expedia, but I can't go there using expedia taxi service because only hotel's can be the input.

This underutilization of our capabilities suggests a missed opportunity. Addressing these gaps by incorporating more competitive pricing through partnering with widely recognized local taxi providers, and expanding service to all accommodation types listed on our platform will significantly enhance our service's appeal and utility.

# Top Destination Without UBER



## TOP 5 Most Visited Countries without UBER



WORLD TOURISM ORGANIZATION (2023), UNWTO TOURISM STATISTICS DATABASE

This slide focuses on the top five countries of the most visited countries where there is no Uber, but local taxi booking service operate successfully.

For example:

In Japan, the app GO is widely used for transportation.

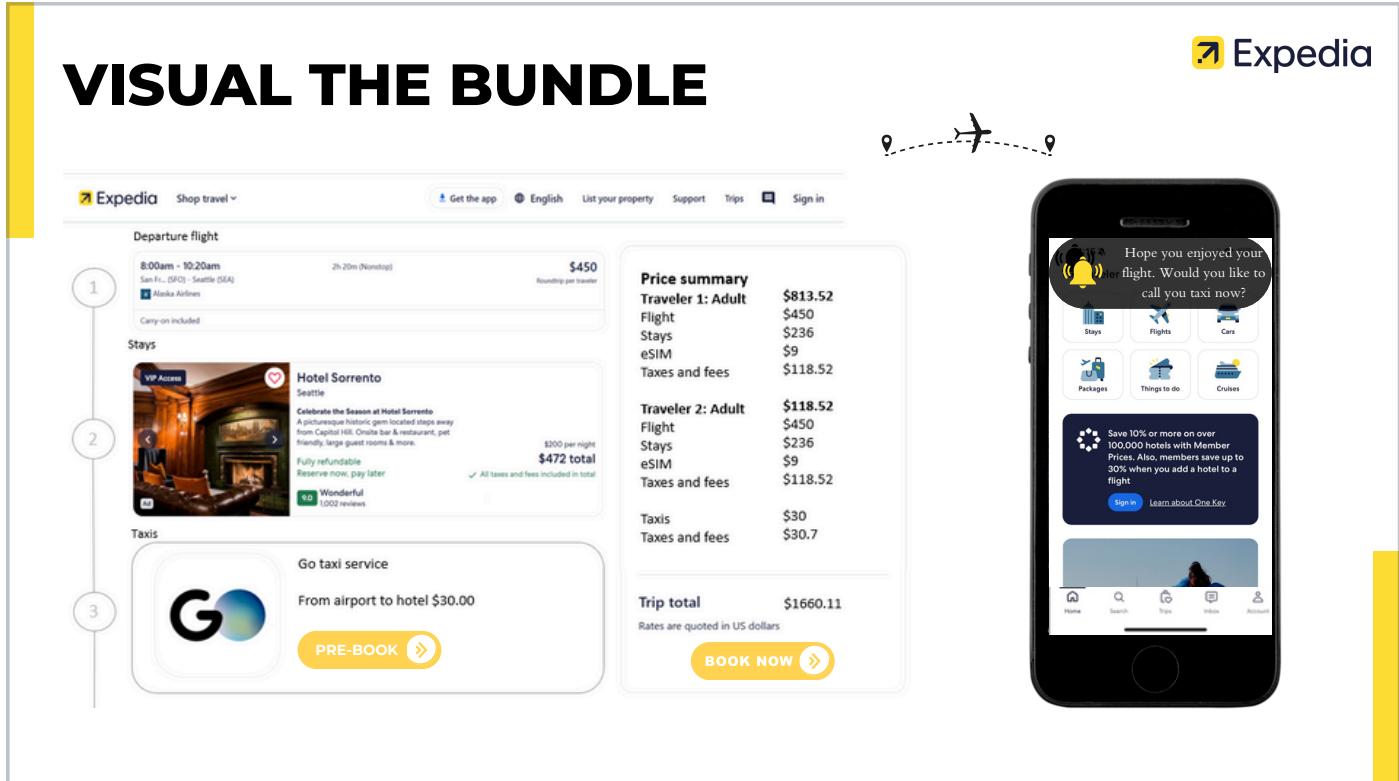
In Thailand, Grab is the leading taxi booking service.

Other countries include Careem in the Middle East, Bolt in Europe and Africa, and FREENOW in parts of Europe.

These local services play a key role in reducing travel stress and improving the user experience. Partnering with them can provide travelers with reliable and convenient transport options in regions where Uber is not available.

# VISUAL THE BUNDLE

 Expedia



Price summary	
<b>Traveler 1: Adult</b>	<b>\$813.52</b>
Flight	\$450
Stays	\$236
eSIM	\$9
Taxes and fees	\$118.52
<b>Traveler 2: Adult</b>	<b>\$118.52</b>
Flight	\$450
Stays	\$236
eSIM	\$9
Taxes and fees	\$118.52
Taxis	\$30
Taxes and fees	\$30.7
<b>Trip total</b>	<b>\$1660.11</b>

Rates are quoted in US dollars  
[BOOK NOW](#)

Hope you enjoyed your flight. Would you like to call you taxi now?

So lets visualize our bundled approach.

Customer chooses the flight, books the hotel, and ready to pre-book taxi.

On the right side, the customer will be able to see the price details and total price.

But wait, what if the flight gets delay or I stay at the airport, border line because of some unforeseen circumstances?

Don't worry we got ya, with our collaboration with airlines, we can get information about the arrival of your flight. Once you reach the destined airport, a notification to call your prebooked will appear on your application.

# Implementation Road Map

Action/Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Partnership Acquisition &amp; Integration</b> \$7M		NEGOTIATIONS										
<b>Recommendation System</b> \$6M			(SERVER SCALING → CDN/ANALYTICS TOOL)									
<b>Infrastructure &amp; License Setup</b> \$4M				DEVELOPMENT								
<b>UI/UX Renewal</b> \$7M		A/B TESTING UI DESIGN		DEVELOPMENT			UAT TESTING			CONFIRM/LAUNCH)		
<b>Integrated Booking Backend Development</b> \$10M	REQUIREMENTS /DESIGN			DEVELOPMENT			SIT					
<b>Initial Marketing &amp; Promotions</b> \$6M												(PRE-LAUNCH ANNOUNCEMENTS → CAMPAIGN LAUNCH/ADS → PERFORMANCE MEASUREMENT & OPTIMIZATION)



Let me walk you through the implementation roadmap plan.

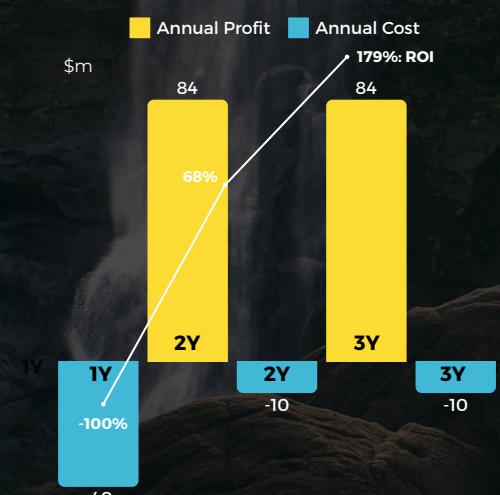
Q1 and Q2 will be focusing on designing and developing system.

We will start from preparing BRD-s, by the end of it negotiation with partners will start. At the same time, system requirements will be conducted by IT analyst so that the development for infrastructure and backend system could start.

In Q2 and Q3,

After the development, we could start integrated testing with collaborating taxi company and go live.

# Business Performance Projection



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## Main KPIs

- CVR 3.0% -> 3.3% [+10%]
- ATP \$400 -> \$420 [+5%]

## Investments \$-40m

- System(UI/UX, API,,) \$-20m
- Partnership \$-10m
- Initial Marketing \$-6m
- etc \$-4m



As shown on this slide, the enhancements we plan to implement are projected to deliver a meaningful uplift in our business performance. Earlier, we saw the roadmap detailing where and how we invest in system improvements, partnerships, and marketing. Now, building on that foundation, various industry studies and reports suggest that the type of initiatives we're making can achieve around a 10% increase in conversion rates and roughly a 5% increase in average transaction price.

By improving our conversion rate from 3.0% to 3.3%—a 10% relative gain—and raising our average transaction price from \$400 to \$420, we can drive substantial revenue growth. This revenue boost translates into higher profitability once these platform enhancements and integrated services take full effect. In the first year, we'll incur initial costs, but as these benefits materialize in the following years, the incremental profits will significantly surpass our upfront investments. Ultimately, this leads to a strong, sustainable ROI that validates the strategic investments outlined on the previous slide.

According to the boston consulting group research when you bundle a whole service it increases you conversion rate by 10% and AVG transaction price by 5% at least. Our initial budget is 40 million in total and we estimated that the fixed cost is 10 million annually. in order to calculate the projection we found out that expedia currently has 19 million unique customers. and here is the outcome. But remember that this is only estimation for current customers we have, once we started collaborating with local companies in other countries it could increase our brand awareness and 19 million could increase.



## WIN-WIN-WIN

### Capabilities

- Front end UI
- Taxi service
- API integration
- Data collection

### Results

- Expedia
- Local taxi companies
- Customers

Expedia has all the capabilities.

they have basic features of front end on their website because they currently offer taxi services, which need to be utilized as we have discussed before.

From internal resource side. They offer API integration, and professionals who can achieve this goal.

They have the ability to handle the data.

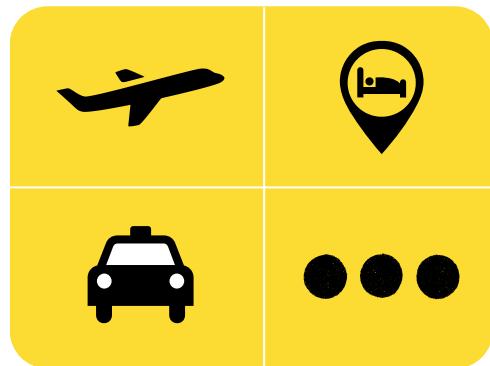
In the end, Expedia can increase brand awareness in other countries where people don't use it. How? by collaborating taxi companies.

The local taxi company can get more customers through collaboration.

Lastly, customer will be able to get to their desired location without any hurdle.



Your Travel Companion,  
Every Step of the Way!



your travel companion every step of the way,  
flight, accommodation, transportation, and many more.

# CUSTOMER EXPERIENCE TEAM

**ANABELLA GARDNER**

5.0

"Gaining insights from reputable tourism organizations like Skift and Phocuswright through this project was incredibly enriching!"

**TAKUYA HARADA**

5.0

"Collaborating with Expedia allowed us to apply our analytical skills in a real-world context, significantly enhancing our educational journey."

**BATTULGA MUNKD-OD**

5.0

"Analyzing customer pain points and exploring travel trends with Expedia was an exciting opportunity to deepen my understanding of the industry."

**ASAMI SAKUMA**

5.0

"I'm thrilled to have collaborated with Expedia on this Business Challenge, contributing to data-driven decisions that enhance the travel experience."

**RYO MORISADA**

5.0

"As MBAN students, utilizing analytics tools such as SEMrush, Python, and SQL in partnership with Expedia was an invaluable hands-on experience."





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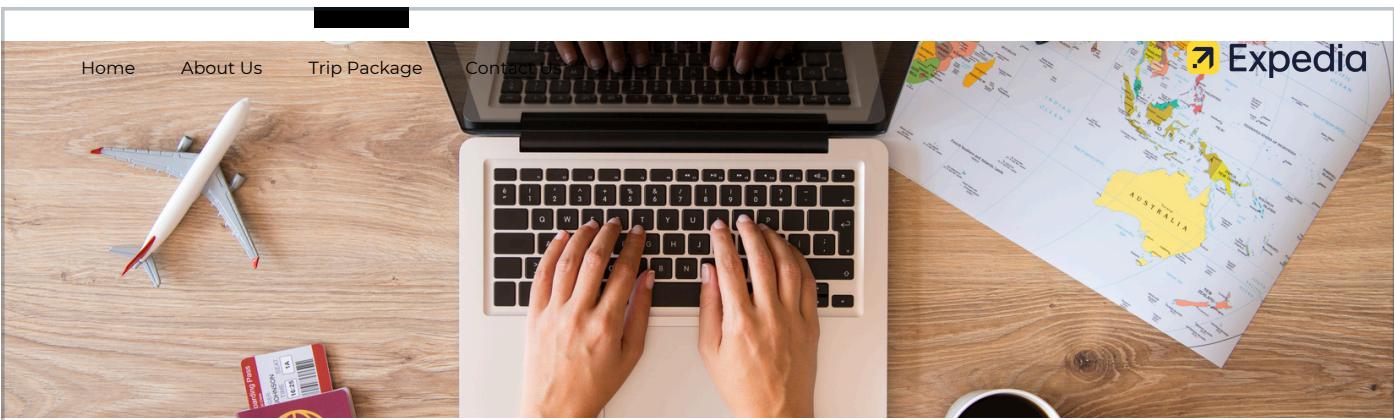
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