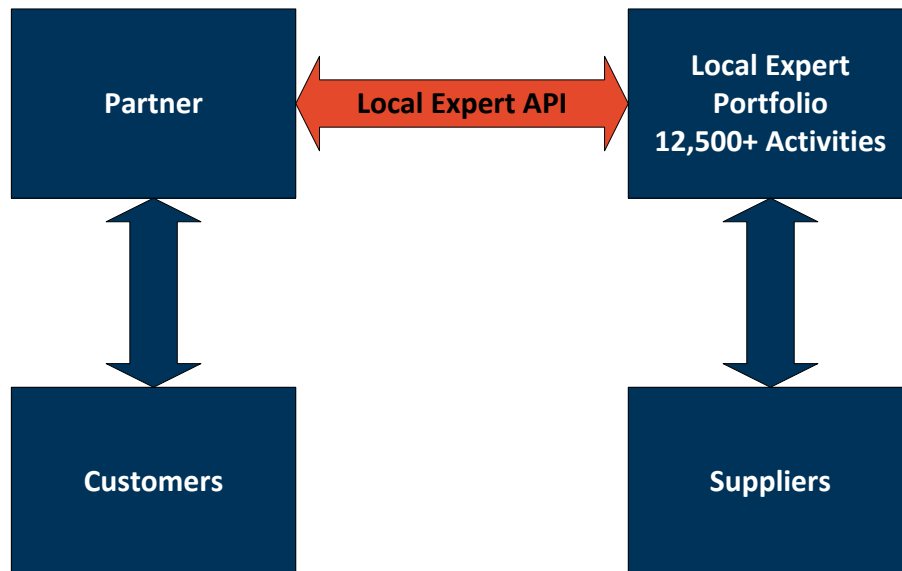# Expedia Local Expert API Solution

What is Local Expert API?

Local Expert API is an Application Programming Interface (API) that is simple, flexible, and powerful. It allows you to develop custom-defined destination experience web sites, mobile apps, and internal booking solutions that deliver Expedia's vast catalog of activities and attractions from over 9,000 locations worldwide to your customers.

Local Expert API gives a competitive advantage to you by offering destination experiences to your customer offering without requiring that you maintain your own portfolio of activities. Local Expert API allows for higher conversion, dynamic packaging, and improved supplier integration, and it can also more easily achieve capabilities for cross-selling and contextual upsells. It enables you to generate additional revenue through your existing business model.

Local Expert API allows you to seamlessly integrate Expedia's activity offerings with your existing systems, or to build an activity booking application from the ground-up. The API platform is comprised of two key functions. It allows your customers to shop for activities (search for activities and retrieve activity details), and to book activities (create vouchers, submit a payment, and finalize an order).

Local Expert API gives you complete control over how the content and media are merchandised and sold on your existing digital marketplaces. It allows you to design your user interface in any manner, and provide only the most relevant and compelling activities to customers in the right way, and at the right time. You can seamlessly weave custom-defined content into your web site in a way that provides for a unique user experience that helps to build your brand.

Local Expert API provides for a high degree of control and flexibility, and it allows for complex integrations. It is a comprehensive solution that is especially suited to those who can invest in an internal development effort or with a technology partner to assist with setup and integration.

Advantages of Using Local Expert API

The Local Expert API is designed using a REST (REpresentational State Transfer) architecture that expedites the development and integration of activity applications. This RESTful API is fully capable on any online development platform.

The advantages of using the Local Expert API include:

- **Simple**. Local Expert API provides results based on your requirements. API operations occur at a granular level, which make them easy to understand. The API does not dictate how the results are presented. They can be summarized or the details can be retrieved in-depth as requested.

- **Flexible**. Local Expert API adapts to your design. The API does not dictate how the user-interface needs to flow, or force consumers into a single pattern of interaction. It allows you to build your application in any way that meets your business requirements.

- **Consistent**. Local Expert API resources work uniformly. All Create, Read, Update, and Delete protocols (CRUD) work the same on all resources. The guidelines for using any RESTful API are generally consistent industry-wide, requiring minimal training or documentation to use it.

- **Intuitive**. Local Expert API is easy to learn. Operations on all API resources become familiar once the developer learns how to perform the operation on a single resource. In addition, developers who have used other RESTful APIs typically come up to speed quickly and feel comfortable using this API.

- **Discoverable**. Local Expert API is easy to use. Developers who understand RESTful APIs can easily determine what resources are available based on their understanding of the business domain.

No other activities offering is as comprehensive and flexible as Local Expert API. This new API is designed with developers in mind to ensure a solution that is easy to consume, simple to integrate, and immensely powerful.

You can significantly reduce the internal IT development costs associated with supporting your destination activities business. You also gain access to Expedia's broad supply portfolio, and no longer have to negotiate and maintain partnerships with a global portfolio of supply partners. By utilizing Expedia's unique content and media, you can enhance the brand experience of your existing online platform.

Leverage the expertise of Expedia in building and supporting enterprise scale inventory, global market presence and supply partnerships, and lower your total cost of ownership. You can increase your value to customers by providing destination experiences conveniently to customers who are on the go.

Next Steps

Please contact your Local Expert Hub representative or your current contact, such as your Business Development Manager or Destination Manager, to learn more about Local Expert API. If you are new to Expedia, you can also contact us at lxhub@localexpert.com. Your representative is available to provide you with more information, such as our "Local Expert API Reference" documentation. Your representative can also walk you through the engagement process, manage your requirements and questions, and help with contracting and setup.

Future Plans for Local Expert API

Expedia is committed to growing and evolving Local Expert API based on feedback from our early adopters and partners. Join an online community that allows partners like you to work together to rapidly develop world-class destination experiences that are backed by Expedia, which will increase distribution channels and revenue, and provide a positive outcome for you.