Expedia Group

**Expedia Group** is a global travel technology company that operates a wide variety of online travel services and brands. It is one of the largest travel companies in the world, offering a platform for booking flights, hotels, car rentals, vacation packages, cruises, and other travel-related services.

**Overview of Expedia Group:**

* **Founded**: 1996
* **Headquarters**: Seattle, Washington, USA
* **CEO**: Peter Kern (as of 2023)
* **Industry**: Travel and Tourism, Technology
* **Revenue**: Over $10 billion annually (pre-pandemic, 2019 data)
* **Employees**: Approximately 14,000 (as of 2023)

**Key Features of the Company:**

1. **Brands and Platforms**: Expedia Group operates a portfolio of well-known travel brands, each focusing on different travel services:
   * **Expedia**: The flagship brand, a comprehensive online travel agency.
   * **Hotels.com**: Focuses primarily on hotel bookings.
   * **Vrbo**: A vacation rental marketplace (similar to Airbnb).
   * **Orbitz** and **Travelocity**: Popular for flights, hotels, and vacation packages.
   * **Hotwire**: Specializes in discount travel deals.
   * **Egencia**: A business travel management platform.
   * **Trivago**: A hotel metasearch engine, comparing hotel prices across multiple booking sites.
   * **Expedia Partner Solutions (EPS)**: A B2B brand that provides travel solutions to businesses.
2. **Global Reach**: Expedia Group operates in more than 60 countries and supports a broad range of

**Challenges and Competitors:**

* **Challenges**:
  + Expedia Group has faced challenges due to the COVID-19 pandemic, which severely impacted the global travel industry.
  + The company is also in constant competition with newer entrants in the travel and vacation rental space.
* **Major Competitors**:
  + **Booking.com** (part of Booking Holdings)
  + **Airbnb** (in vacation rentals)
  + **Google Travel** (meta-search and travel booking tools)
  + **TripAdvisor** (reviews and hotel bookings)
  + **Priceline** and other regional/local travel agencies.