



Our DataFest Journey Begins

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Expedia Inc. is the World's largest Online Travel Agency



600M+
monthly
visitors
across 75+
countries



\$70B+
Gross
Bookings



500+
Airlines
150+ Car
companies



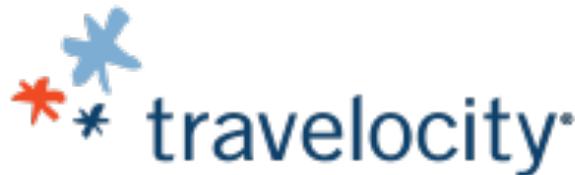
350k+
Hotels
1.2M+
Vacation
Rentals



20k+
Employees

Values are for 2016, as of 12/31/16

Portfolio of Leading Travel Brands



AirAsiaGo

lastminute.com.au

trivago®

ebookers.com
more rewarding travel

CarRentals.com™

HomeAway®

Expedia Affiliate Network

Expedia cruise ship centers®

Expedia Media Solutions

expedia inc.

Expedia Local Expert®



San Francisco



Montreal



Amsterdam



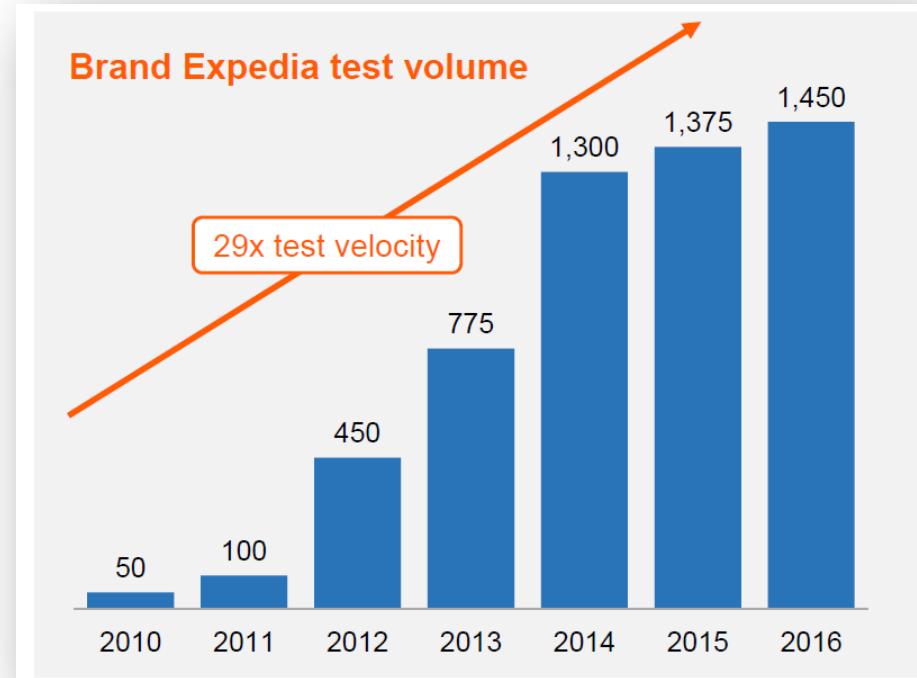
London



Gurgaon

Analytics and Innovation are key for Us

~ 5500 of the best product & technology minds continuously test algorithms and ideas to improve the customer experience and journey on our sites



Technology Spend of over \$1.2 Billion last year

Hotel search data

The screenshot shows the Expedia.ca website interface. At the top, there are three colored boxes (orange, blue, yellow) followed by a banner featuring the Eiffel Tower. Below the banner, the Expedia.ca logo is on the left, and a teal button labeled "date_time" is on the right. The main navigation bar includes links for "site name", "Hello, Jan", "My Scratchpad", "My Trips", "Support", "Español", and "简体中文". The "date_time" button is highlighted with a teal border. The page title "Search Hotels" is visible, along with a teal button labeled "is_package". Below the title, there are four service icons: "Hotel Only" (selected), "Hotel + Flight", "Hotel + Flight + Car", and "Hotel + Car". A teal oval highlights the "Hotel + Flight" icon. Further down, there are fields for "Going to" (set to "New York"), "destination" (highlighted with a teal border), "srch_adults_cnt" (set to 0), "srch_ci" (highlighted with a teal border), "srch_co" (highlighted with a teal border), "srch_rm_cnt" (highlighted with a teal border), and "srch_children_cnt" (highlighted with a teal border). At the bottom left is a yellow "Search" button.

An Expedia search can be preceded by different channels

Google search results for "hotels in new york":

- Trivago search interface showing results for New York, including Courtyard New York Manhattan, Wyndham New Yorker, Sheraton Tribeca New York, and Hotel Central Park.
- Text: "Hotels in New York, NY - Earn Free Nights at Hotels.com" and "Book your Hotel in New York, NY. Fast, Secure, & No Cancellation Fees!"
- Text: "3365 Hotels in New York - Save Time & Money on Hotels - trivago.com" and "trivago™ Save Up To 78% on Hotels - Compare over 200 Booking Sites!"
- Map showing hotel locations in New York City, including Times Square, Midtown, and Garment District.

Google search results for "hotels in new york":

- Web search results for "hotels in new york".
- Text: "Want the lowest hotel prices? You're in the right place. We check 200+ sites for you."
- tripadvisor search interface showing results for New York City Hotels.



New York City Hotels

Expedia search interface:

- Header: Hello, Jan • My St
- Navigation: Home, Bundle Deals, Hotels, Cars, Flights, Cruises, Things to Do, Vacation Rentals, Deals, Rewards
- Search form: Search Hotels, Hotel Only, Hotel + Flight, Hotel + Flight + Car, Hotel + Car.
- Search parameters: Going to New York, Check-in 07/23/2017, Check-out 07/24/2017, Rooms 1, Adults (18+) 2, Children (0-17) 0.
- Buttons: Add a flight, Add a car, Search.

Search results are shown, hotels can be clicked and booked

Expedia 31,557 points

Hello, Jan ▾ My Scratchpad 12 ▾ My Trips Support ▾

Home Bundle Deals Hotels Cars Flights Cruises Things to Do Vacation Rentals Deals Rewards Mobile

DESTINATION New York (and vicinity) New York (and vicinity) DATES Sun, Jul 23 - Mon, Jul 24 ROOMS 1 Change search ▾

Welcome, Jan. Members get an extra 10% off or more off select hotels. Look for Member Pricing below. Sort by Member Pricing

New York City Savings. Up to 15% off at W Hotels, Westin, Sheraton & more. BOOK NOW SPG Marriott Rewards

New York: 941 properties Questions? 1-800-552-0114

Sort By: Distance from Downtown Price Guest Rating Vacation Rentals Recommended More ▾

Apply Expedia+ points Your 31,557 points are worth \$225.32 See how we pick our recommended properties

Hotel 50 Bowery NYC **Today 30% off** Hotel 50 Bowery NYC **Today 30% off** Hotel 50 Bowery NYC **Today 30% off**

East Village - Lower East Side Map 9 1-866-264-5744 - Expedia Rate ✓ Free Cancellation 4 people booked this property in the last 48 hours Booked in the last 2 hours

\$209 \$146 avg/night Sale! ✓ Hurry! Offer ends in 12:35:15 ✓ Reserve Now, Pay Later ✓ Earn 343 Expedia+ points

The Peninsula New York **Limited Time: Free premium wifi** The Peninsula New York **Limited Time: Free premium wifi** The Peninsula New York **Limited Time: Free premium wifi**

Broadway - Times Square Book with this hotel peninsula.com Go

Exceptional! 4.7/5 \$956 \$531 avg/night Sponsored

YOTEL New York at Times Square **Viewed** YOTEL New York at Times Square **Viewed** YOTEL New York at Times Square **Viewed**

Midtown West Map 9 1-866-267-9035 - Expedia Rate ✓ Free Cancellation 121 people booked this property in the last 48 hours Booked in the last 7 minutes

Excellent! 4.3/5 (8,182 reviews) \$239 \$159 avg/night ✓ Viewed ✓ Earn 372 Expedia+ points

Park Lane Hotel **Limited Time: Free premium wifi** Park Lane Hotel **Limited Time: Free premium wifi** Park Lane Hotel **Limited Time: Free premium wifi**

Very good! 4.0/5 \$199 Good! 3.7/5 \$133 Excellent! 4.4/5 (2,485 reviews)

People who looked at the YOTEL New York at Times Square also viewed these:

Park Lane Hotel **Limited Time: Free premium wifi** Wellington Hotel **Limited Time: Free premium wifi**

Very good! 4.0/5 \$199 Good! 3.7/5 \$133 Excellent! 4.4/5 (2,485 reviews)

YOTEL New York at Times Square ★★★★

Tenth Avenue, New York, NY 1-866-599-6674

Photos - Rooms - Amenities - Reviews - Policies

\$159 Reserve Price Guarantee for Beads+ members only

Wonderful! 93% of guests recommend 4.3 out of 5 Expedia Guest Rating View all 8,181 Expedia Verified Reviews Trip Advisor Traveler Rating Based on 10087 reviews

1/79 Featured Image Points of Interest Signature Theatre Company - 0 miles Stage 42 - 0.1 miles View all on Map

Show more photos ▾

Choose your room

Check-in 7/23/2017 Check-out 7/24/2017 Rooms 1 Adults 2 Children 0 UPDATE

121 people booked this property in the last 48 hours

Room type	Options	Expedia+	Avg rate per night
Premium Queen (172 square feet)	✓ Free Cancellation until Sat, Jul 22 ✓ Free Internet ✓ Breakfast Available (Surcharge) ✓ Expedia+ points ✓ Price Guarantee	Expedia+ ✓ Earn 372 Beads+ points ✓ Price Guarantee	Recommended for you \$159
1 Queen Bed Room sleeps 2 guests (up to 1 child)			Reserve It only takes 2 minutes

Click

Secure booking — only takes 2 minutes!

Act fast! Pricing and availability may change ✓ Free cancellation before Sat, Jul 22

Sign in to book faster

You chose the cheapest room.

Room 1: 2 Adults, 1 Queen Bed, Non-smoking ✓ Free internet

Contact name* First and last name

Country code* United States of America +1

Mobile phone number* So the hotel can reach you

Text me my confirmation. Standard rates may apply.

Special/Accessibility requests (optional) ▾

Almost there! 128 other people viewing this hotel right now.

Sign in

Book online or call 1-800-391-5807

YOTEL New York at Times Square ★★★★ Show map

1 Room: Premium Queen

Check-in: Sun, Jul 23 Check-out: Mon, Jul 24 1-night stay

No surprises! Here's a breakdown of your price.

Room 1: 2 Adults 1 Night Taxes \$159.00 \$26.95

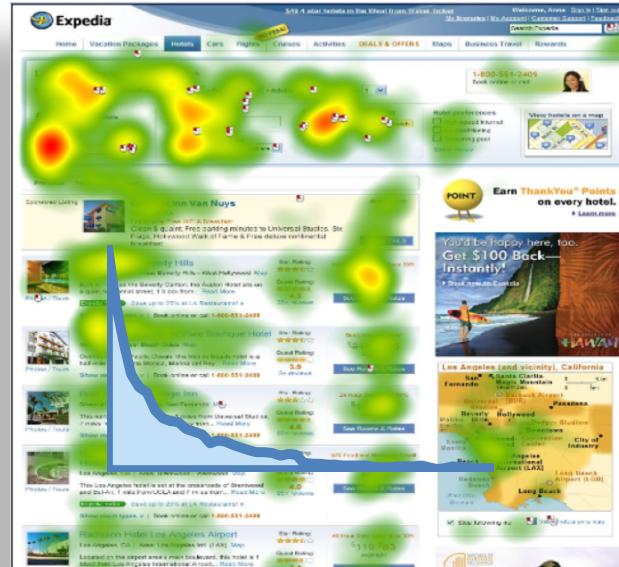
Rates are quoted in US dollars.

Price Guarantee

7

Real data are not perfect

Strong position bias,
by design



Missing regions

Region names that do not
make sense

Missing lat, longs

Searches with no
occupancy

And We are Hiring

News > Business > Business News

Expedia tops 25 best places to work in the UK as ranked by employees on Glassdoor

Online travel company Expedia tops the ranking this year

Zlata Rodionova | Wednesday 9 December 2015 07:45 GMT | [Comment](#)



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The Independent Online

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Or visit: <http://www.lifeatexpedia.com/>

Contest Contacts if you want to email us directly:

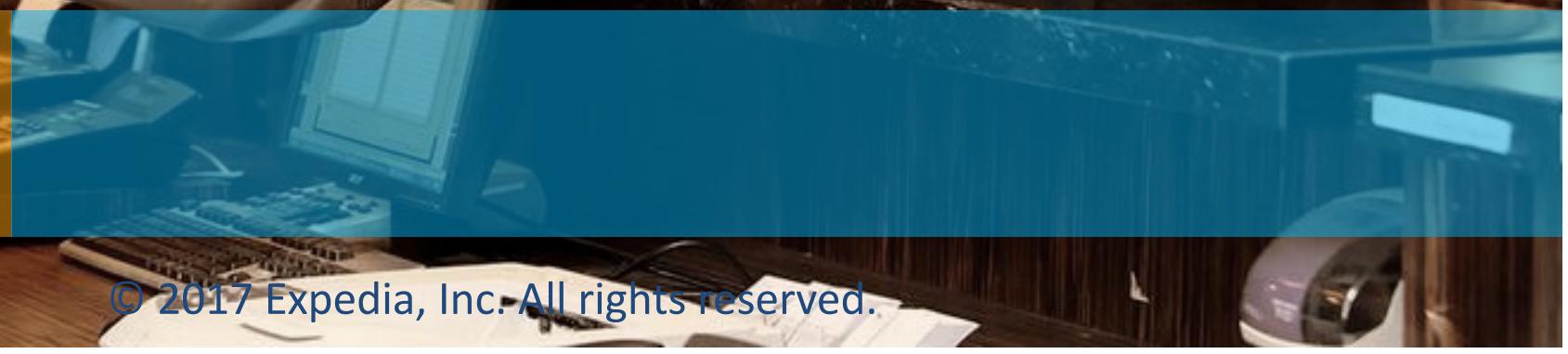
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Have a great DataFest Voyage!



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