

## VRBO DISPLAY OPPORTUNITIES

# Showcasing your brand on Vrbo

Vrbo is top of mind for millions of families and friends searching for the perfect place to stay on their next vacation. It's an engaged audience ready to book and ready to travel. Only Expedia Group Media Solutions connects advertisers with this unique and valuable audience.

### Audience Insights:



There are **620M+** average monthly searches on Expedia Group sites for lodging<sup>1</sup>



Vacation rental bookers on Vrbo **spend more, stay longer, and have a higher booking value** than competitors<sup>2</sup>



**26%** of vacation rental bookers said advertising influenced their booking decision (compared to an average of 19%)<sup>3</sup>

Vrbo's valuable audience of families and friends can be relevant for all advertisers



#### For Destinations

Raise awareness and drive conversions by bringing more travelers to your destination



#### For Lodging

Lodging properties can reach families and friend groups who are looking for the right room and amenities to fit their needs.

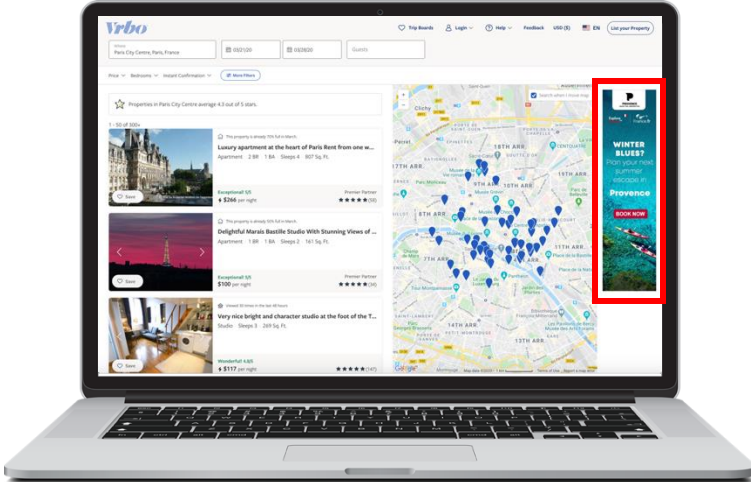


#### For Airlines, Cars, Activities & More

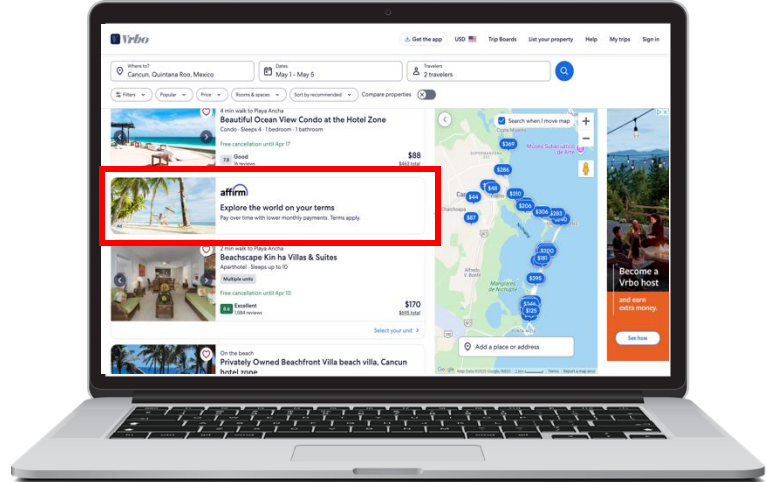
Vrbo can help vacation rental shoppers complete their trip.

## Reach New Shoppers on Vrbo

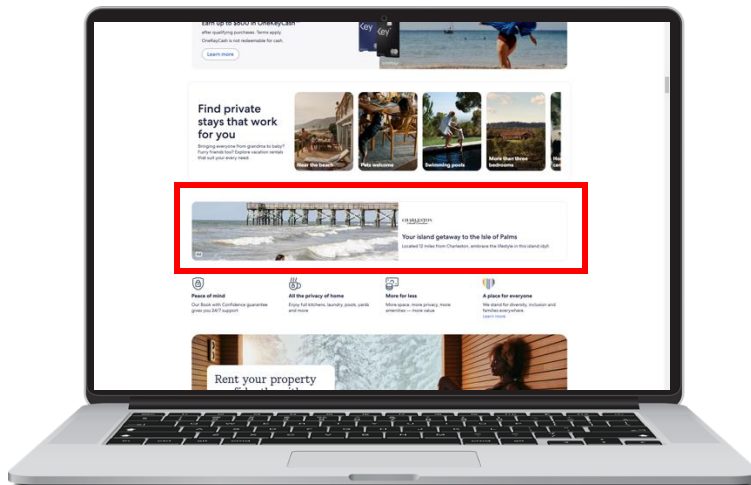
Vrbo is Expedia Group's exclusive vacation rental brand, offering a valuable opportunity to attract new shoppers using flexible ad formats and customizable landing page options. Vrbo also provides a global presence through its regional brands and sites.



R1 and R2



Brand Results Listing



Native Marquee

[Get Started](#)

