

Expedia TAAP

The Expedia Travel Agent Affiliate Program (TAAP) is used by thousands of travel agents globally to help offline travel shoppers find and book the perfect trip.



43K+
Travel Agencies



113K+
Travel Agents



1.5M+
Hotels Available Worldwide



500+
Airlines Available Worldwide

Who is the Expedia TAAP Audience?

Expedia TAAP travel agents are trusted advisors who constantly influence traveler purchase decisions. They are actively online to buy travel, making more bookings and spending more than the average travel shopper.*



Make More Travel Purchases

16x more than an average travel shopper*



Tend to Spend More

Average hotel booking value is 40% higher*



Are Online To Buy

Higher conversion rate by business: hotel 7x, car & plane 2x, and activities 8x*

An Audience With a Unique Reach

Travel agents on Expedia TAAP are looking & booking travel for an audience that isn't shopping for travel online.



Expedia TAAP has the same travel shopping options as Expedia

Expedia TAAP

Travel Agents doing online bookings on behalf of an offline audience



* Compared to a regular travel shopper across Expedia. Based on Expedia internal data, 2019
* <https://worldtraveltourismcouncil.medium.com/the-future-of-the-travel-agency-business-after-covid-19-e1565a6c2d6b>