

expedia group

KEIN

Amsterdam Hoteloverleg



Barbara Akkermans
Area Manager Market Management
Amsterdam & Regional Netherlands

Jimme Stam
Market Manager

11.06.2026

INTRODUCTIE

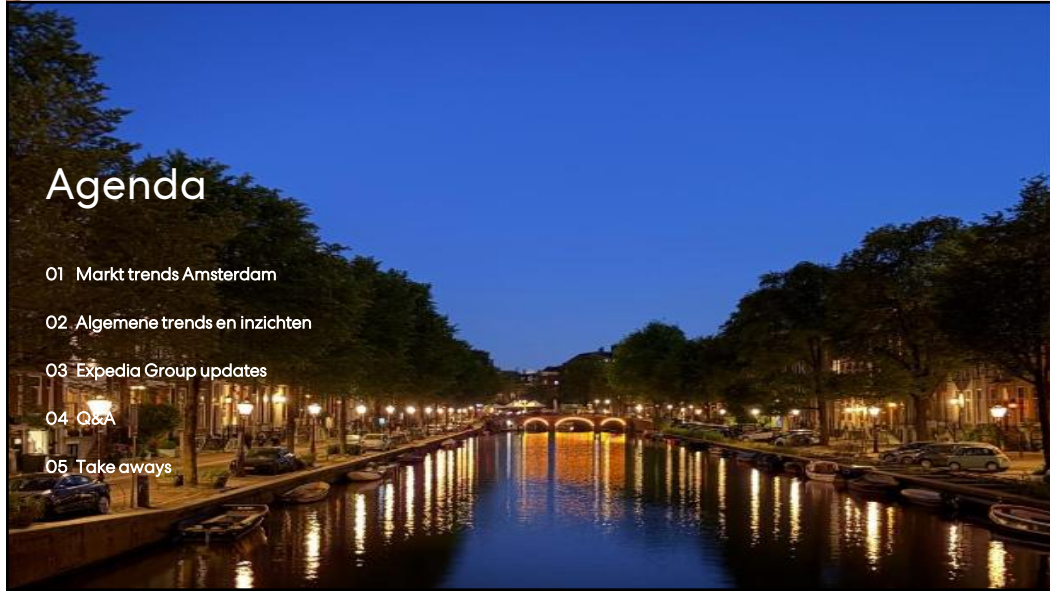
Expedia Group



Jimme Stam
Market Manager

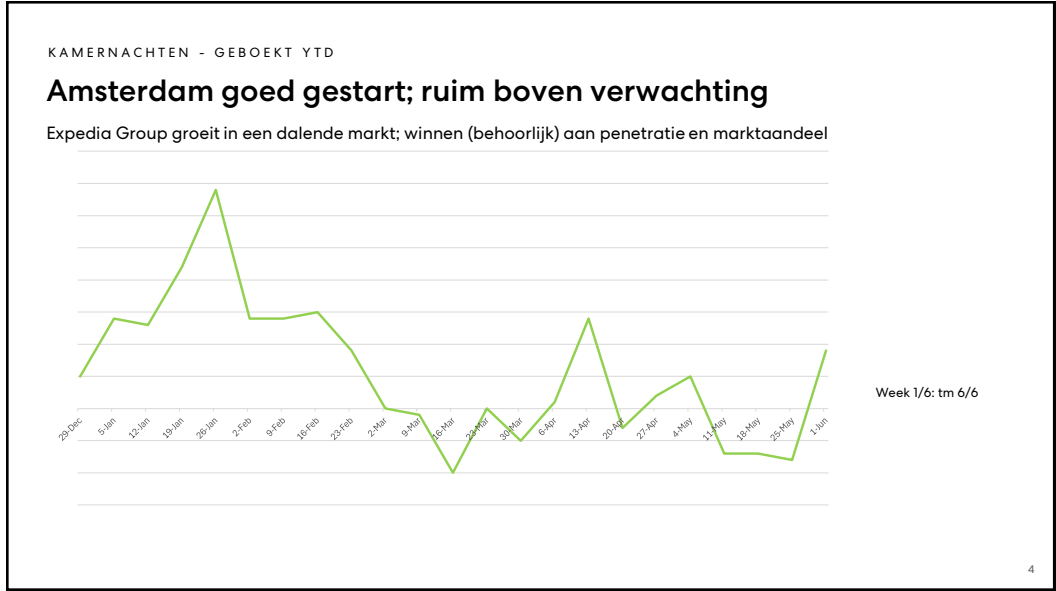
Barbara Akkermans
Area Manager

2



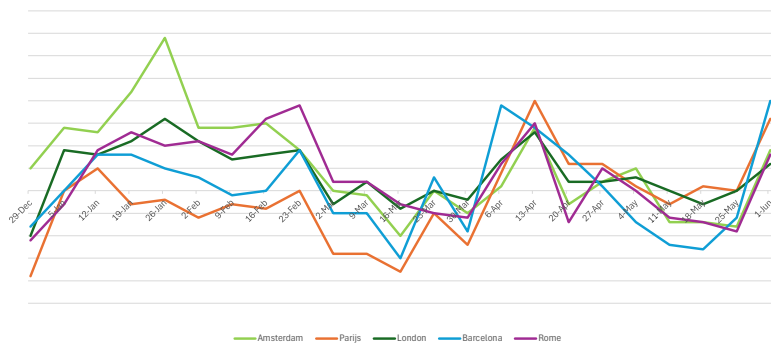
Agenda

- 01 Markt trends Amsterdam
- 02 Algemene trends en inzichten
- 03 Expedia Group updates
- 04 Q&A
- 05 Take aways



KAMERNACHTEN - GEBOEKT YTD

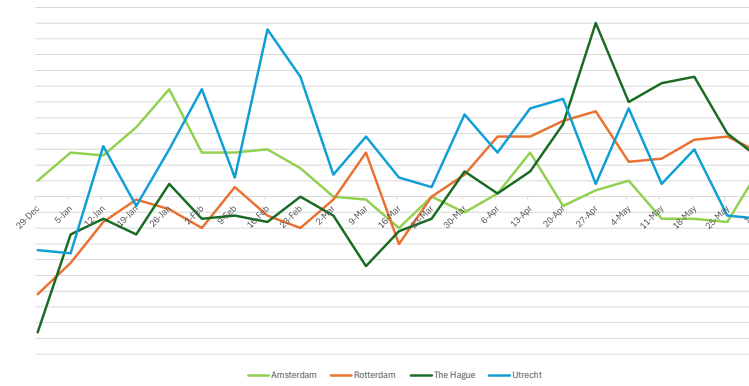
Eerste weken van het jaar ook beter dan andere Europese steden



Week 1/6: tm 6/6

KAMERNACHTEN - GEBOEKT YTD

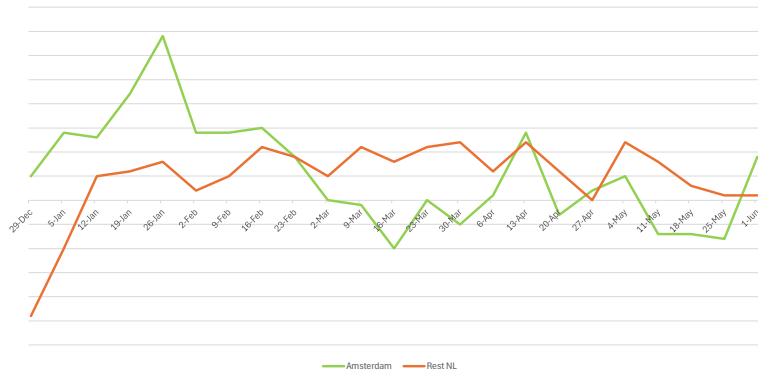
Rotterdam + Den Haag Q1 slecht gestart, herstellen in Q2



Week 1/6: tm 6/6

KAMERNACHTEN - GEBOEKT YTD

Rest van Nederland vanaf mid januari stabiele groei








Week 1/6: tm 6/6

GEBOEKT YTD

3 & 5* stijgt productie, ADR stijgt overall - niet in lijn met btw verhoging

(ADR stijging in Par, Lon, Bar, Rom hoger - 4* segment eveneens qua productie dalend - 3* segment sterkst stijgend hoewel minder sterk dan in Amsterdam)

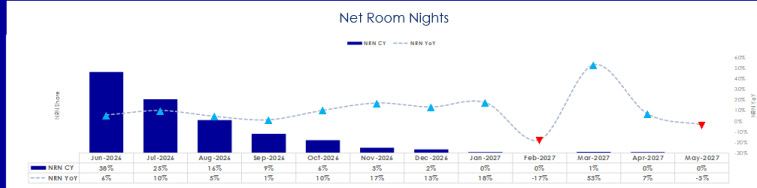
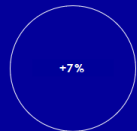
	 Room Nights	 Average Daily Rate	 Booking Window	 Length of Stay	 Cancellation
3 Star Rating	+ 19% (share 30%)	\$ 179 (+ 3%)	47 (+1.8)	2.4 (-)	33% (up 2-4pp)
4 Star Rating	- 3% (share 51%)	\$ 235 (+ 6%)	44 (-0.1)	2.3 (-)	31% (up 2-4pp)
5 Star Rating	+ 5% (share 7%)	\$ 517 (+ 5%)	46 (-4.2)	2.6 (-0.1)	32% (up 2-4pp)

GEBOEKT L12M, TOEKOMSTIGE VERBLIJVEN

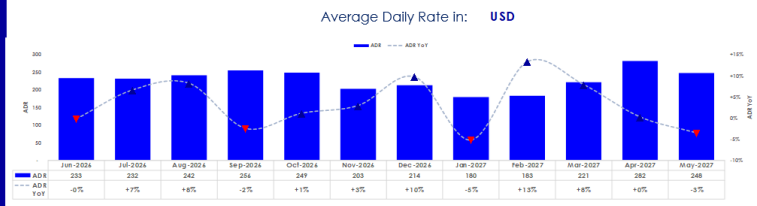
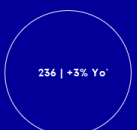
Juli en Augustus ADR stijging iets boven gemiddeld

(Augustus vroeg geboekt rondom Pride en Formule 1 – YTD geboekt augustus in min (-3%))

Net Room Nights YOY



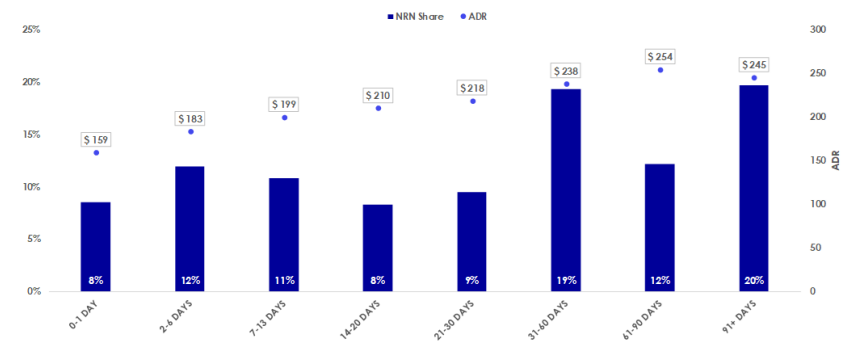
ADR YOY



YTD GEBOEKT - PRIJSDALINGEN ROND DE 35% VER VOOR VERTREK TOT DAG VAN AANKOMST

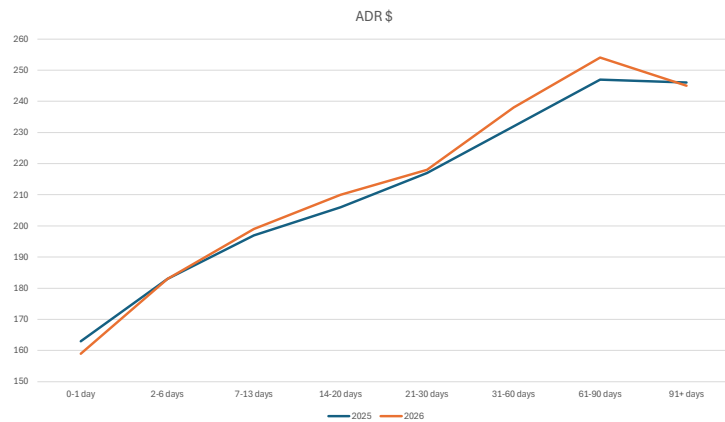
Drie weken tot datum aankomst; ADR daling van \$51

(van 210 naar 159 / vorig jaar was dit 43 (van 206 naar 163))



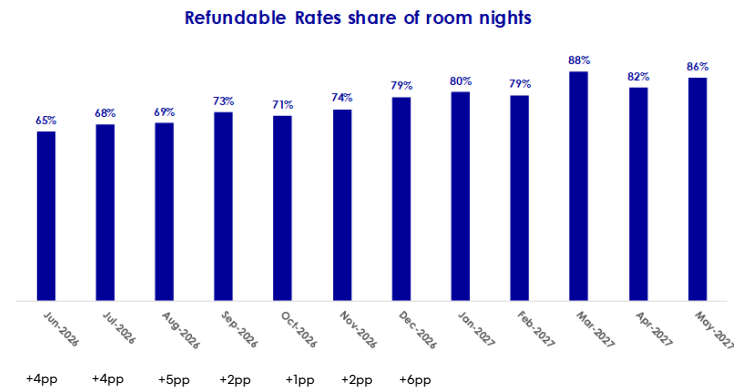
YTD GEBOEKT - PRIJSDALINGEN KORT VOOR VERTREK DIEPER DAN VORIG JAAR

ADR 2026 – start hoger dan 2025, eindigt echter lager



GEBOEKT YTD, VERBLIJVEN IN KOMENDE 12 MAANDEN

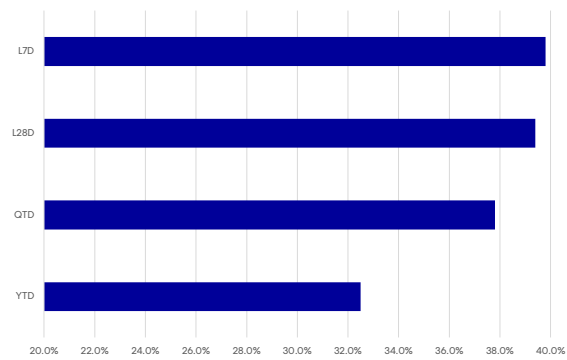
Ver vooruit vooral flex, stijging versus vorig jaar



GEBOEKT YTD

Annuleringspercentage toont stijgende lijn

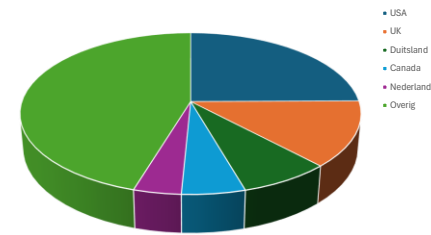
En is behoorlijk hoger dan vorig jaar – andere grote Europese steden stijgen eveneens – hoewel minder hard)



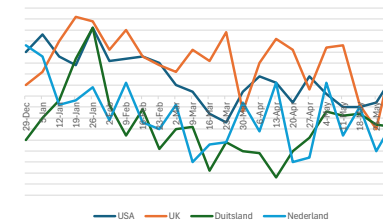
KAMERNACHTEN GEBOEKT YTD

USA nog grootste feeder, sinds onrust MO dalend(e groei)

Duitsland en Nederland fors dalend – UK redelijk stabiel



	Delta	ADR \$	LoS	BW
USA	8%	290	2.6	58
UK	15%	199	2.3	47
Duitsland	-13%	184	2.1	40
Canada	5%	238	2.6	72
Nederland	-9%	174	1.6	21
Brazilië	44%	231	2.8	65
Gemiddeld	6%	226	2.4	45



YTD GEBOEKT, AANTAL KERNGETALLEN

Distributie tariefplannen winnen terrein



Package: +/- 35%
(+15%)



Mobile: 30%
(+8%)



Corporate: 2%
(+15%)



Distributie rates: 5-10%
(+60%)



VIP: 10%

Betaal nu de totaalprijs

- Je kunt je Expedia-punten gebruiken
- We verspreken je betaling in je lokale valuta
- Andere betaalmethoden: Betalingsmethode van Expedia gebruiken
- Je kunt een geldige coupon van Expedia gebruiken

Expedia Collect
(+/- 90% aandeel)

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Unpack '26 Summer

Set-Jetting Summer

24K travelers, 18 countries (first party data & social media)

\$8B projected Set-jetting industry in the U.S. alone

60% increase in searches to Hokkaido, U.K. after the "Wuthering Heights" release

110% increase in searches to Muskoka, Canada after "Heated Rivalry" release

Expedia Hotels.com

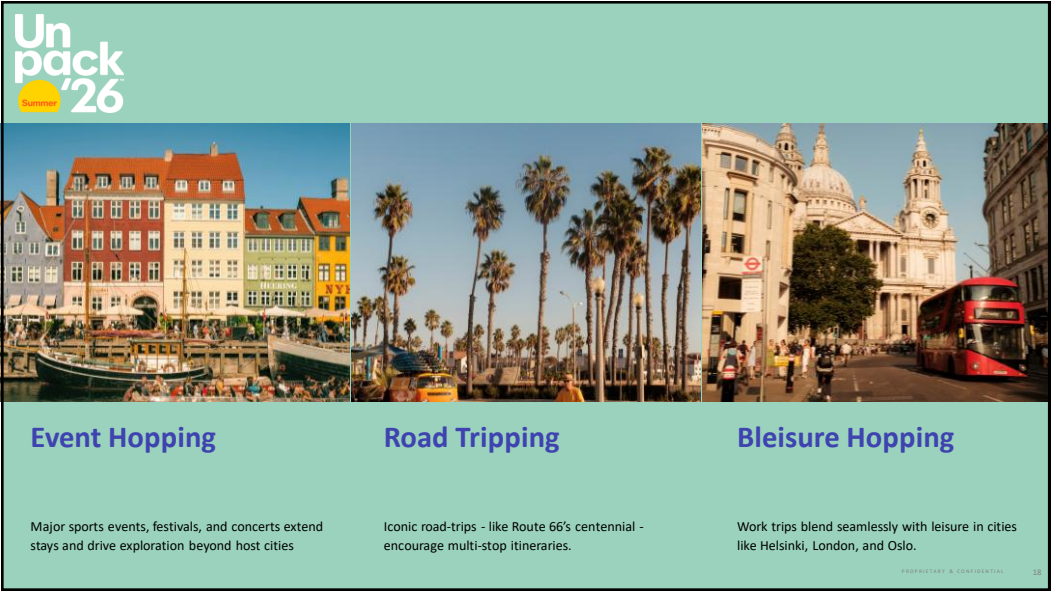
Hotel Hop Summer

The desire for flexibility, value, and discovery are driving decision-making.


54% of travelers want to Hotel Hop, or book multiple hotels within a single destination


1K+ increase in social buzz around "hotel hopping" year-on-year


Hotels.com



Unpack '26 Summer







Event Hopping

Major sports events, festivals, and concerts extend stays and drive exploration beyond host cities

Road Tripping

Iconic road-trips - like Route 66's centennial - encourage multi-stop itineraries.

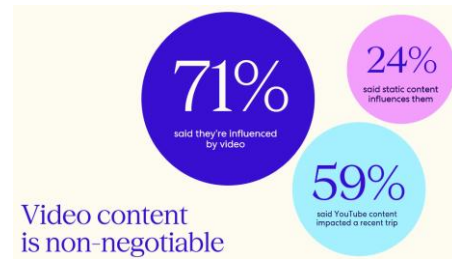
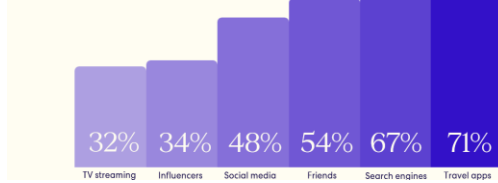
Bleisure Hopping

Work trips blend seamlessly with leisure in cities like Helsinki, London, and Oslo.

PROPRIETARY & CONFIDENTIAL 18

Veel onderzoek gedaan omtrent advertising: WANDER

Travelers find inspiration & ideas in different places



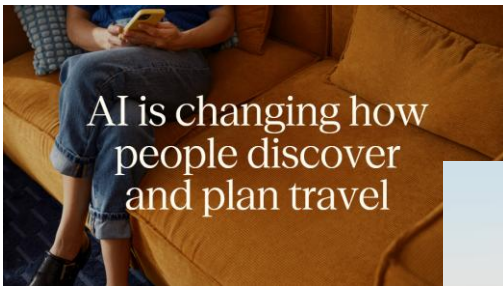
Resultierend in een framework en checklist



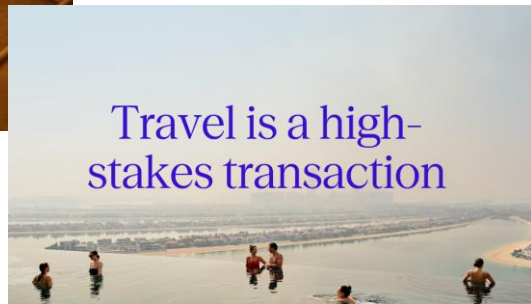
Travelers are most likely to book when content feels:

- W** Watchable
 - Did I experiment with video instead of static images?
 - 71% of travelers are influenced by video versus 24% by static images.*
- A** Authentic
 - Have I tried user-generated content or worked with a content creator?
 - Is the tone of my messaging transparent, clear, and confident to build trust?
- N** Narrative-driven
 - Do I have a clear beginning, middle, and call to action at the end?
- D** Designed for attention
 - Are the scenes in my video between 2-9 seconds for optimal engagement?
- E** Enhanced with AI
 - Does my AI usage have human input?
 - Are my visuals not fully AI generated?
 - Less than half of travelers are comfortable with fully AI-generated visuals.*
- R** Representative and reliable
 - Does my content reflect the diverse identities and needs of a variety of travelers?
 - 34% of travelers say inclusive messaging made them trust a travel brand.*

AI and travel



AI is changing how people discover and plan travel



Travel is a high-stakes transaction



Travelers trust AI for planning

53%

are comfortable letting AI suggest where to go

42%

want AI monitoring prices and key booking moments

40%

are using AI to help build full itineraries

Most travelers
say no to
AI booking

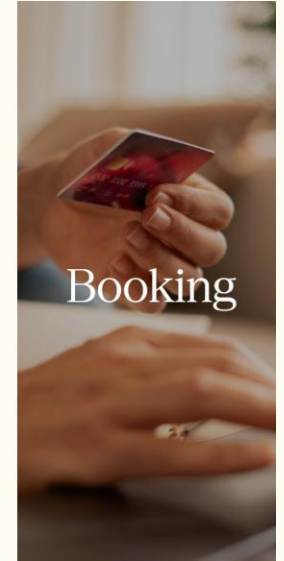
66%

of travelers would not trust AI to book
travel on their behalf



Planning

The AI trust gap



Booking

Traditional platforms still outpace AI platforms



8%
rely primarily on AI platforms for planning

49%
use online travel agencies (OTAs)

59%
use search engines for research

Trust anchors the traveler journey



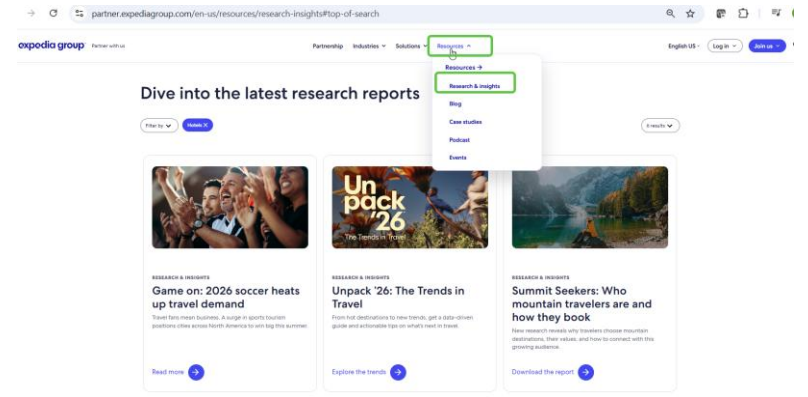
Maintaining high-quality structured content

Ensuring pricing, availability and policies are accurate

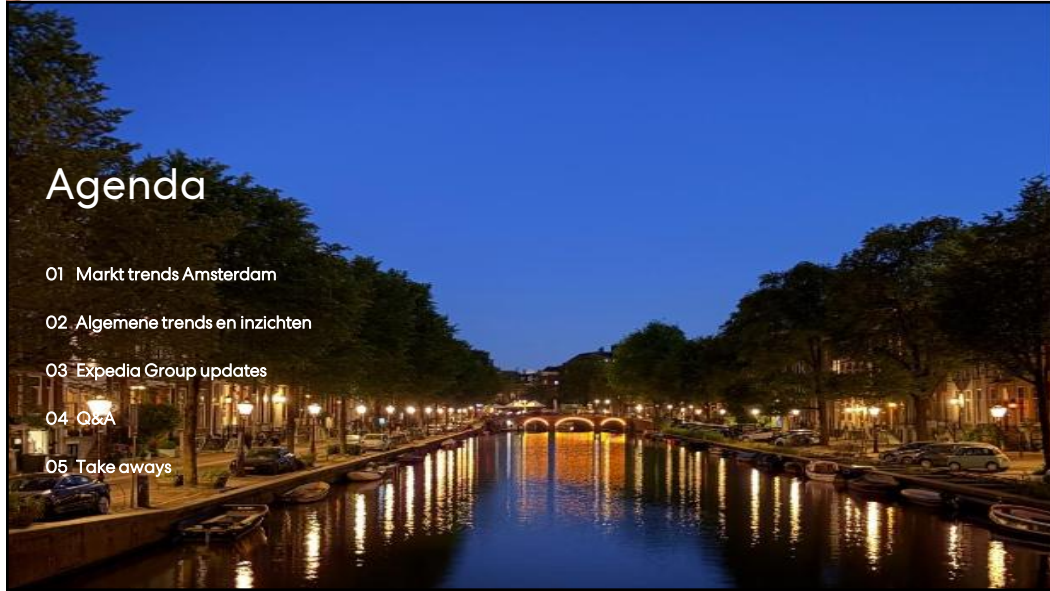
Supporting seamless booking and servicing



Alle onderzoeken terug te vinden op onze partner website



<https://partner.expediagroup.com/en-us>



Travel inventory powered by Rapid API

Cars

Activities

Flights

Lodging

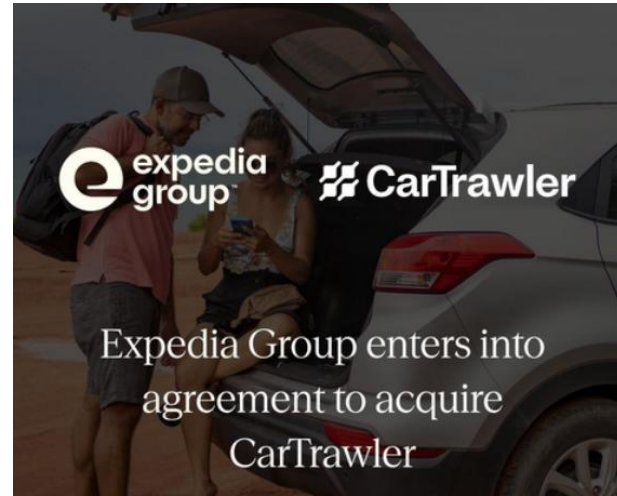
Trip protection

30

NEWS



NEWS



NEWS

US users for now
700k properties in Uber App
Uber rides soon in Expedia App

150 M followers
Launched with 12 hours livestream
Dedicated website: [Exspeedia.com](#)

ISHOWSPEED

Partner advantages

- **Future reach** : Massive global audience, +70 countries & 15K cities, 202 million monthly users, 46 million UberOne members
- **Traveler Quality** : relatively young, digital and app-first customer base, frequent usage, simple transactions
- **Whole-trip potential** : Uber states that customers using Mobility & Delivery generate 3x more gross bookings

Partner advantages

- **Discovery channel large scale & credible** : 67% have already used AI in their travel journey, 89% want to use it for future trips, more trusted source for trip planning
- Gives access to **high intent travelers earlier** in the funnel : inspiration and comparison
- **More qualified traffic** for hotels : AI already helps travelers refine destination, dates, budget etc before redirecting

Partner advantages

- **Strong visibility with younger audiences** that are difficult to reach through traditional travel channels
- Better ability to **turn social media** into traffic and bookings
- **Stronger destination and offer appeal** through influencer storytelling with massive reach (150M followers)

Traveler Profiles

Find the Travelers You Need to Succeed

What are your top goals?

Select up to 3.

Fill last-minute gaps

Drive early bookings ✓

Increase length of stay

Attract higher-value travelers ✓

Fill midweek & shoulder periods ✓

Reduce cancellations

Target high-intent audiences

Build brand consideration

Convert intent into purchases

← Back
See my matches →

Start over
My matches

Meet your matched travelers

These profiles are selected based on your goals. Pick a profile to see what drives them — and how to win them.

Business Travelers

Meet Priya
Frequent, repeat travelers prioritizing reliability & convenience
[Get the insights →](#)

B2B Network Travelers

Meet Damien
Incremental, hard-to-reach travelers booking through their trusted platform of choice
[Get the insights →](#)

Quality Seekers

Meet John
High-spend travelers choosing lu comfort, and service
[Get the insights →](#)

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Traveler Profiles

Find the Travelers You Need to Succeed

The screenshot shows the Expedia Traveler Profiles interface. At the top, there's the Expedia Group logo and navigation options like 'Start over', 'My matches', and 'Connect with an account manager'. The main heading is 'Business Travelers'. Below it, a key insight states: 'Frequent, repeat travelers prioritizing reliability & convenience'. A paragraph describes their behavior: 'Business Travelers prioritize efficiency & reliability, looking for convenient access to business districts & transit, reliable Wi-Fi, practical workspaces & easy dining options. They book frequent trips, often to the same cities, and may extend travel for leisure.' A section titled 'At a glance' contains six data points in a grid:

Booking Primarily self-bookers	Age 25-44	Travel timing Domestic city stays with Mon/Tue check-ins
Booking window Less than 30 days	Benefit Less price sensitive than other travelers	Insights from [Hotel icon]

At the bottom, there are links for 'How they travel', 'What they consider', 'Who they are', 'How to win them', and 'Explore more profiles'.

[Try it Today!](#)

<https://partner.expediagroup.com/en-us/traveler-profiles/>

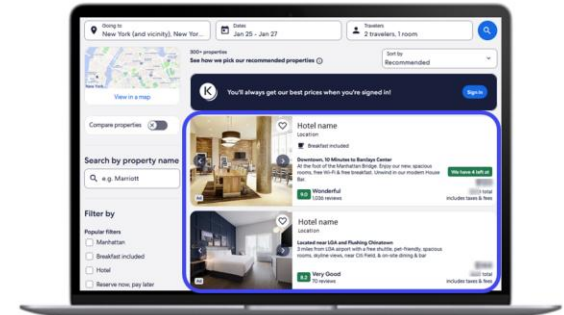
Travelads; locale inzichten – Market Managers adviseren

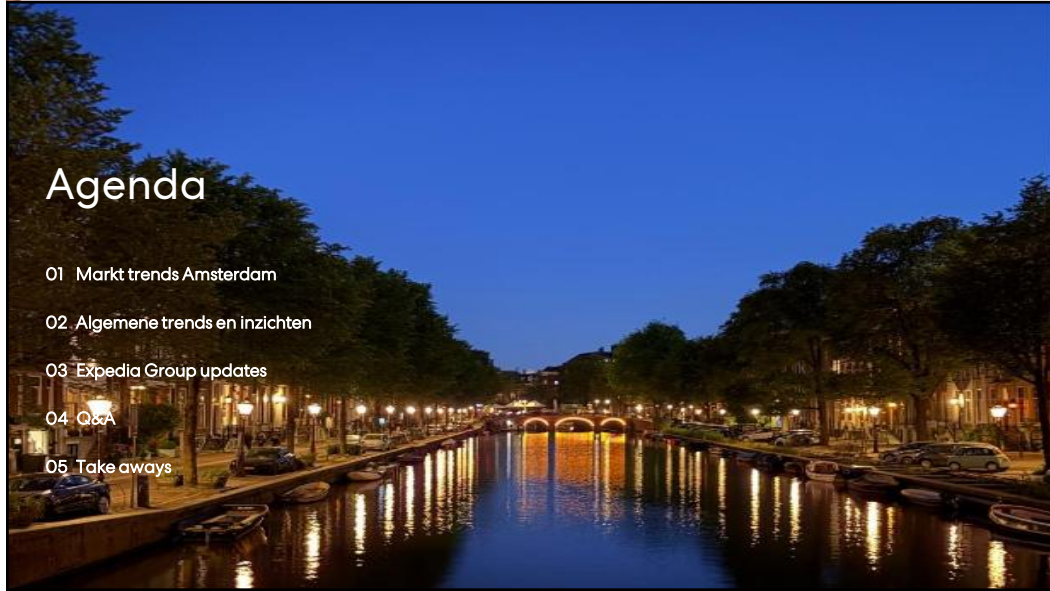
EXCLUSIVE BENEFITS

Stand out from the crowd with TravelAds Sponsored Listings

Maximize exposure and drive room nights with a premium listing on the search results page.

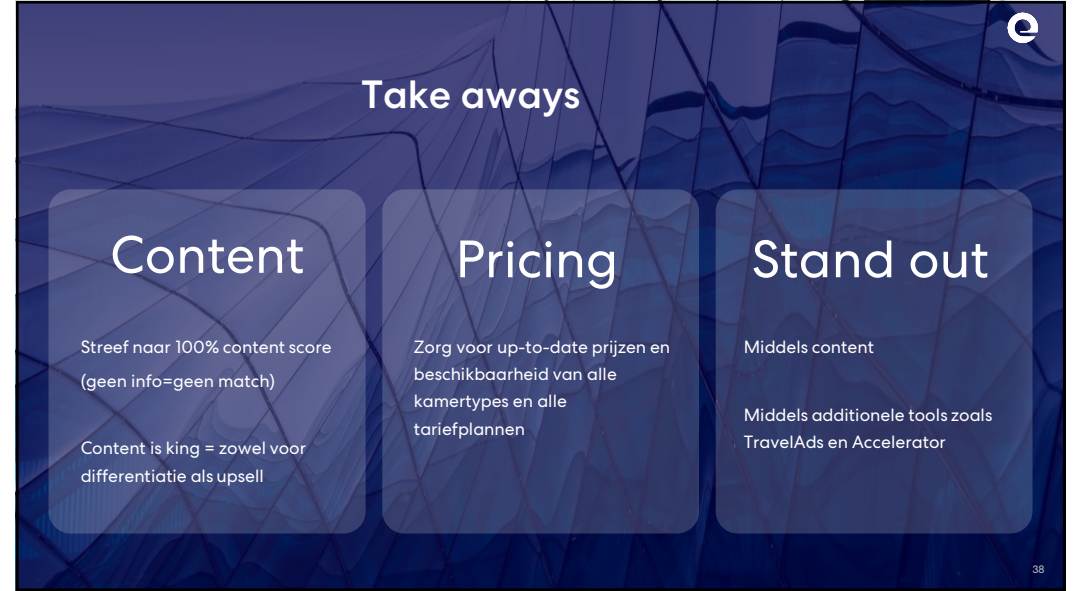
- Reach your ideal traveler with **customizable content and advanced targeting options**.
- A **cost-effective pay-per-click (PPC)** advertising solution that works for almost any budget
- Flexibility** to be used at any time and drive specific goals





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Take aways

- ### Content

Streef naar 100% content score
(geen info=geen match)

Content is king = zowel voor
differentiatie als upsell
- ### Pricing

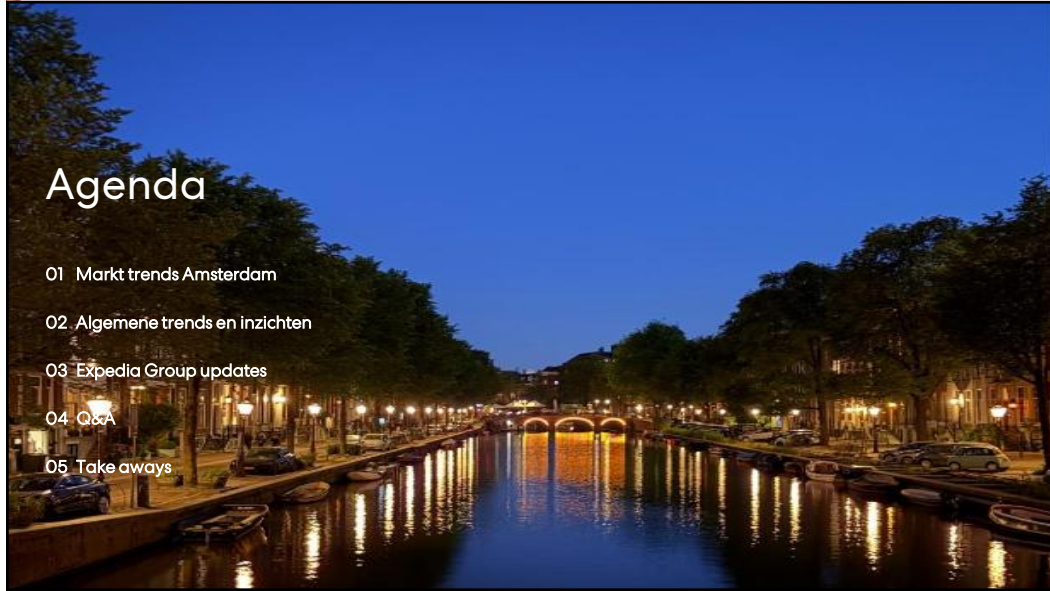
Zorg voor up-to-date prijzen en
beschikbaarheid van alle
kamertypes en alle
tariefplannen
- ### Stand out

Middels content

Middels additionele tools zoals
TravelAds en Accelerator

1 9

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Q&A

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Scan voor contactgegevens



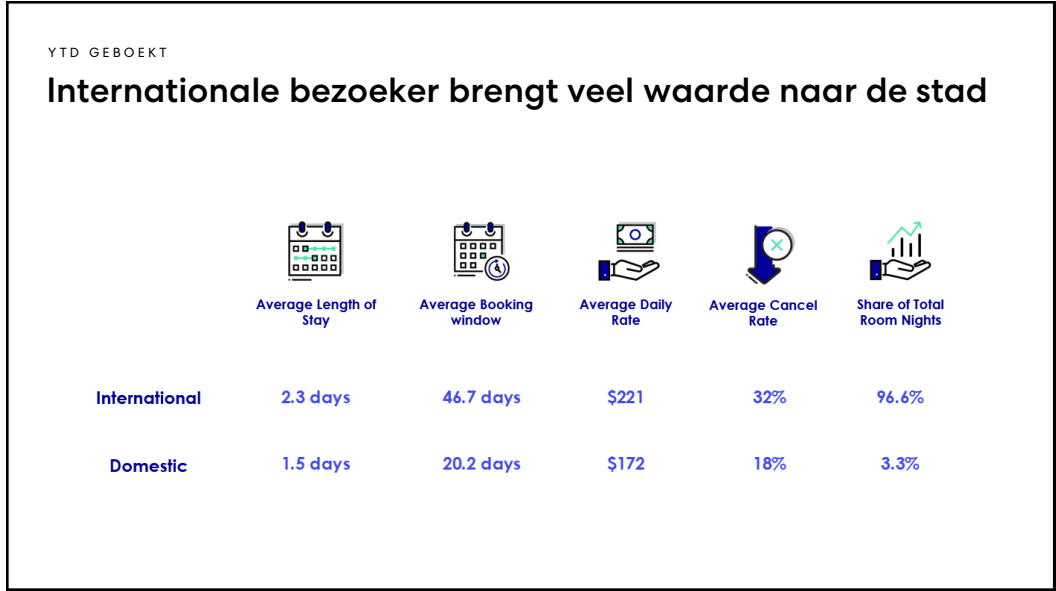
Barbara Akkermans
Area Manager Market Management
Amsterdam & Regional Netherlands

Appendix



Appendix

- 01 Additionele inzichten
- 02 Expedia Group UVP – B2C / B2B en het belang van compliance



YTD GEBOEKT

>50% boekt 31+ dagen, 63% blijft 3 nachten of langer

		Booking Window								
		0-1 day	2-4 days	7-13 days	14-20 days	21-30 days	31-60 days	61-90 days	91+ days	Total
Length of stay	1 day	4%	3%	2%	1%	1%	2%	1%	2%	15%
	2 days	2%	3%	3%	2%	2%	4%	2%	4%	22%
	3 days	1%	3%	3%	2%	3%	6%	4%	6%	27%
	4 days	1%	1%	1%	1%	2%	4%	2%	4%	16%
	5 days	0%	1%	1%	1%	1%	2%	1%	2%	8%
	6 days	0%	0%	0%	0%	0%	1%	1%	1%	4%
	7 days	0%	0%	0%	0%	0%	1%	0%	1%	3%
	8-14 days	0%	0%	0%	0%	0%	1%	1%	1%	4%
15-30 day:	0%	0%	0%	0%	0%	0%	0%	0%	1%	
Total		8%	12%	11%	8%	9%	19%	12%	20%	100%

FUTURE STAYS ON THE BOOKS

Kamernachten 4* blijven achter, ADR redelijk op pijl

		Rest of Jun	July	August	September	October	November	December	January	February	March	April	May	N12M
Alle hotels	NRN	+5%	+11%	+6%	+3%	+12%	+17%	+14%	+22%	-12%	+46%	+11%	+24%	+8%
	LTD	-2%	+0%	-4%	+1%	-6%	+0%	-4%	+19%	+5%	+38%	+10%	+39%	-1%
	ADR	\$227	\$240	\$249	\$266	\$256	\$209	\$224	\$188	\$179	\$226	\$288	\$255	\$243
4* hotels	NRN	-2%	+0%	-4%	-3%	-9%	+18%	-14%	+31%	-14%	+45%	-6%	+9%	+0%
	LTD	-7%	-10%	-13%	-12%	-17%	+13%	-5%	+2%	-14%	+72%	+20%	+33%	-8%
	ADR	\$213	\$220	\$227	\$259	\$260	\$204	\$227	\$222	\$216	\$269	\$304	\$269	\$225

HERHALING SLIDE ANALYSE VORIG JAAR; ADR DALING AMSTERDAM NA INVOERING 12,5%

Amsterdam ADR daalde (ook sneller dan andere steden)



PROFIEL GEMIDDELDE US REIZIGER EXPEDIA GROUP NAAR ALLE BESTEMMINGEN

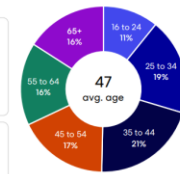
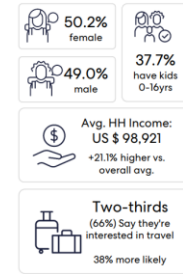
Wat inzichten vanuit onze Media Solutions zijde

GW I INSIGHT

Expedia Group audience profile

USA

DEMOGRAPHIC PROFILE



TOP 5 VACATION MOTIVATIONS



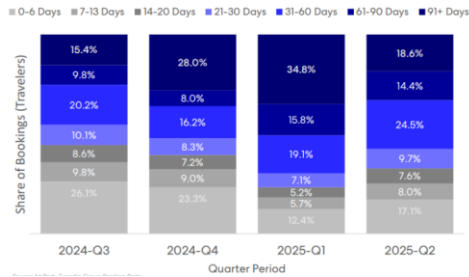
TOP 10 ACTIVITIES ENJOYED WHILST ON VACATION



PROFIEL US REIZIGER SPECIFIEK NAAR AMSTERDAM

Amsterdam onderdeel van geheel, veel premium nachten

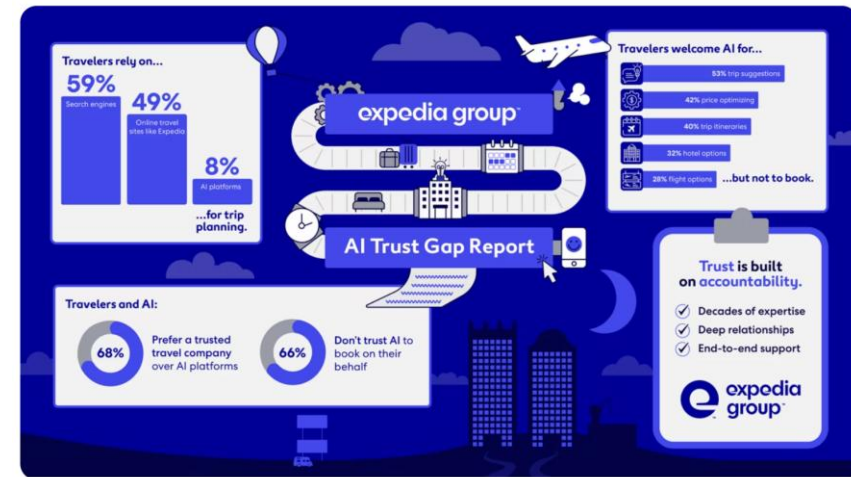
US POS: BOOKING WINDOW BY QUARTER

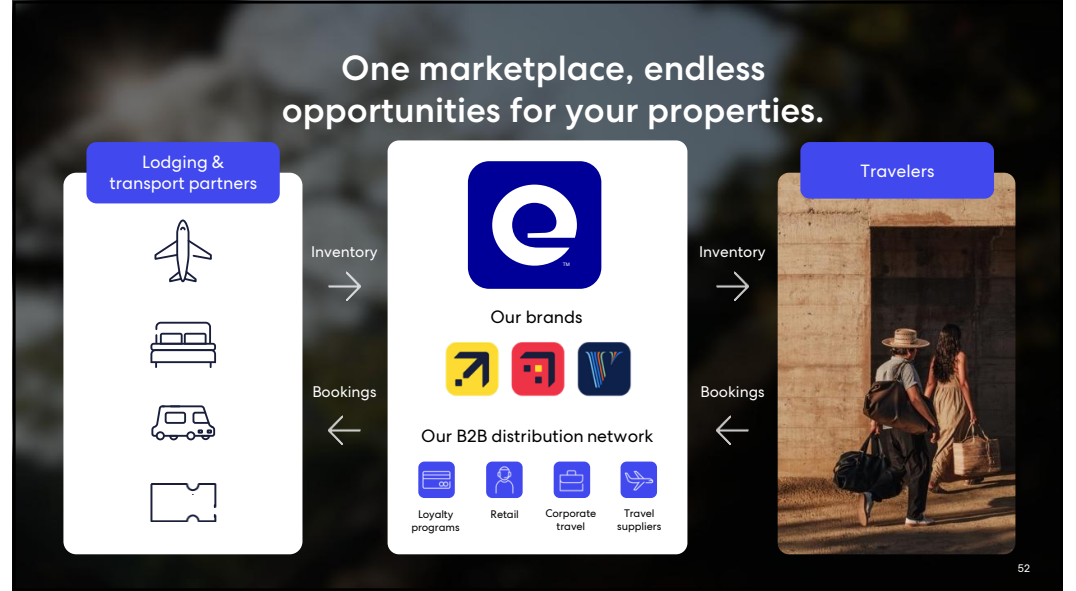


US POS: TRAVELER DEMOGRAPHIC

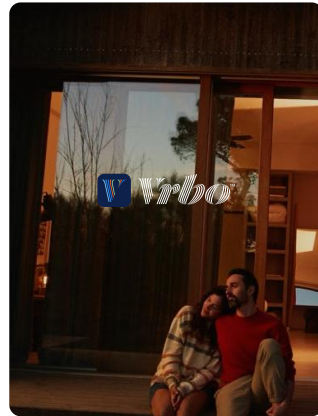


The AI trust GAP





Brand power that drives more stays



Our vast B2B distribution network spans across the globe



70K+
B2B partners



150K
Travel agents

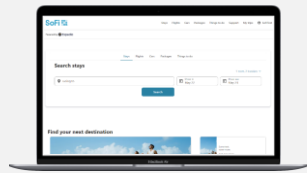


230
Countries*

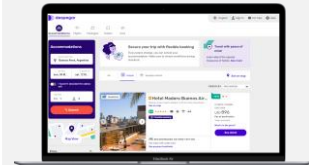
Source: Expedia Group internal data, 2024
*Includes territories

Our three major B2B travel distribution products

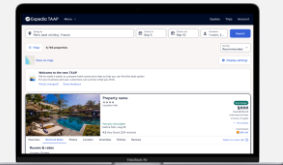
White Label Template



Rapid Hotel API



Expedia TAAP Travel Agent Affiliate Program

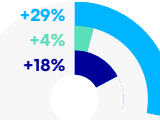


EG's B2B Network brings demand from high value traveler segments



Loyalty

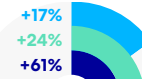
Average day rate
Average length of stay
Average booking window



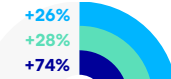
... vs rest of EG business



Travel supplier



Travel agencies



01 | OVERVIEW

Connect with leading travel brands globally

Capture B2B demand in addition to what you already receive through our EG brands with B2B Distribution Rates.



Where does the money go?



49%
of wholesale rates go to unintended endpoints

48%
of unauthorized resellers post rates publicly

49%
human errors

Note: Respondents selected all that apply.



We care about rate integrity as much as you

Active monitoring

Automated tools

CRA and ARM are available to help prevent overlooked rate changes.

Rigorous vetting

All B2B partners are screened and certified before joining.

Decisive action

Rate issues trigger immediate action and escalating penalties, up to partner termination.

75K

trusted global partners

10%

increase in midweek stays

2/3

of our B2B bookings are from non-U.S. travelers

Power of our global B2B distribution network



