

RURAL ROUNDUP
2026
ELKO



A wide-angle photograph of a desert landscape. In the foreground, there is a sandy area with scattered, low-lying, greyish-blue shrubs. The middle ground is dominated by large, layered red rock formations, possibly sandstone, with a prominent, rounded peak in the center. The background shows a vast, open desert under a sky with soft, pink and blue hues, suggesting a sunset or sunrise. The overall scene is serene and natural.

expedia group
advertising

Expedia Group Advertising

Partnerships for Success

April 24, 2026

Meet the team



Veronica Terrell

Business Development | Advertising



Mary Elizabeth Mosby

Senior Manager | Advertising



Jenny Kallo

Client Success | Advertising

Agenda

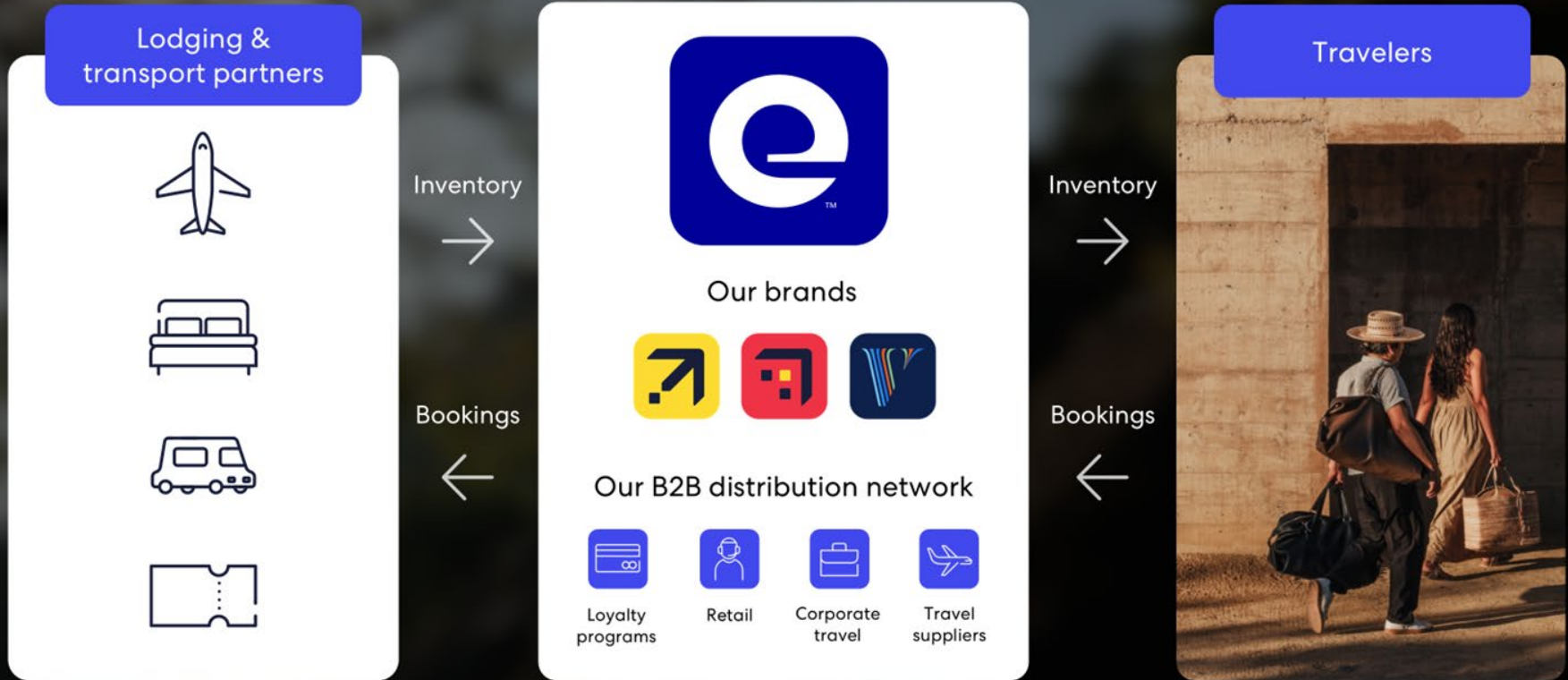
01 Introduction to Expedia Group

02 Our Advertising Solutions

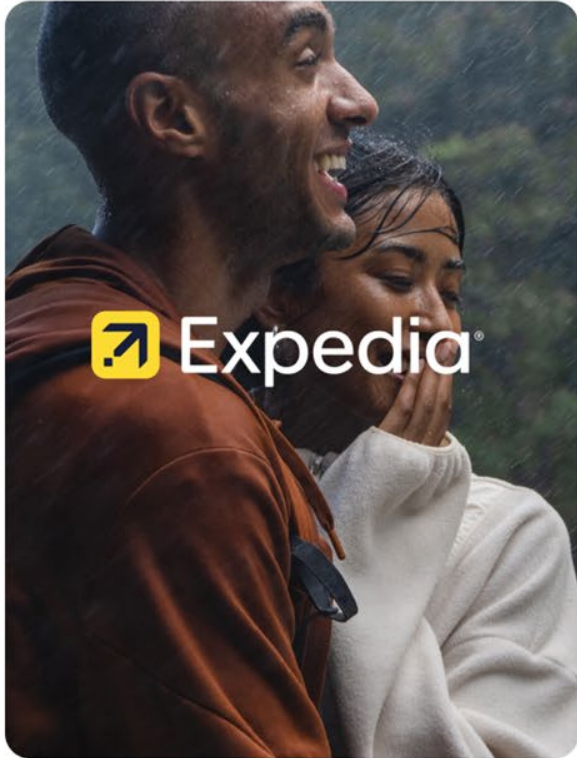
03 Reporting Capabilities + Insights



One marketplace, endless opportunities for our partners.



Brand power that drives more stays





Quality seekers

Groups & families

Packages & bundles

Simplified planning

Complete marketplace



Families & groups

Big trips

Early planners

New services



Frequent travelers

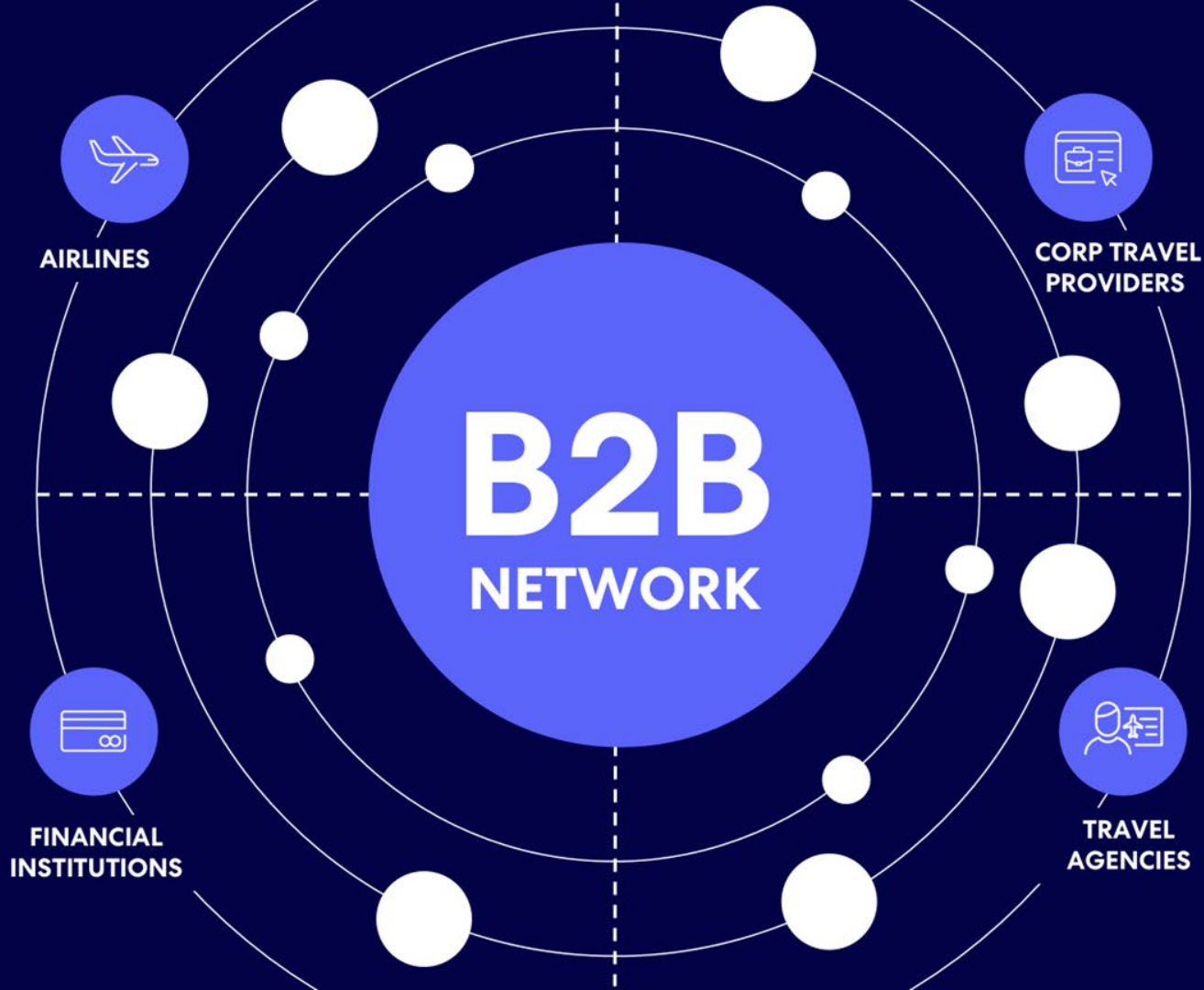
Internationally diverse


Business bookers

Spontaneous

Social-first

B2B network





Largest, most
connected
B2B network
in the world.

70K

PARTNERS

+160K

TRAVEL ADVISOR

135M

ROOM NIGHTS FOR HOTEL
PARTNERS

Expedia Group Advertising

The background of the slide features a silhouette of a man in the foreground, looking out at the ocean and pointing towards the horizon. In the background, other people are visible, some running and some standing, all silhouetted against a bright sunset sky. The overall mood is one of travel and adventure.

expedia group[™] advertising

The travel media network
that puts brands in front
of travelers everywhere
they are

25

YEARS OF
EXPERIENCE

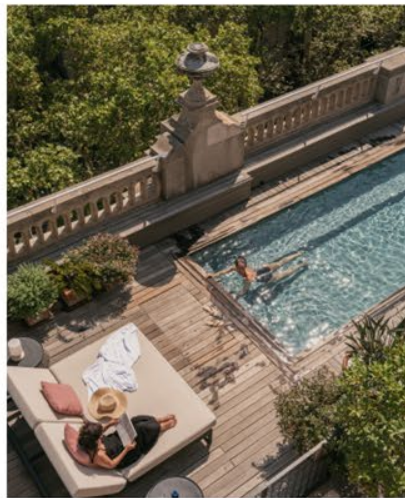
39K

ADVERTISING
PARTNERS

1B+

TRIPS

Why work with us?



Reach

Tap into the **unparalleled reach** of our travel media network to connect with travelers everywhere they are.

Target

Create effective campaigns **built around traveler behavior** using precise targeting and measurement.

Stand out

Attract travelers and shape decisions from inspiration to purchase with our **full suite of advertising solutions.**

Collaborate

EGA's **media experts** support our partners' campaigns from start to finish, **with creative+ localization services free of charge.**



Expedia Group travelers are high value

+58%

more likely to extend a trip
during their stay

+56%

more likely to splurge on
vacations they book

+22%

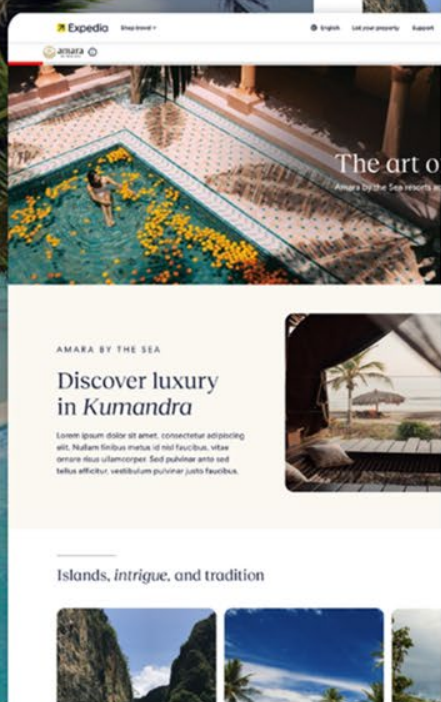
more likely to be undecided on a
destination when booking a trip

17%

more spent in market than other
travelers, including 9% more on
meals, 9% more on shopping,
and 37% more on activities in a
destination

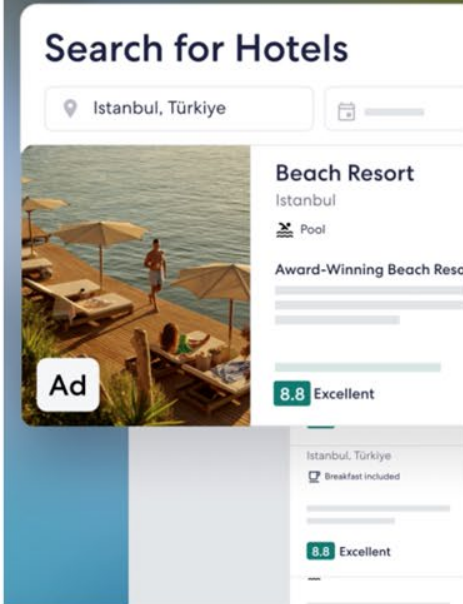
101%

more likely to state that
Expedia is the brand they trust



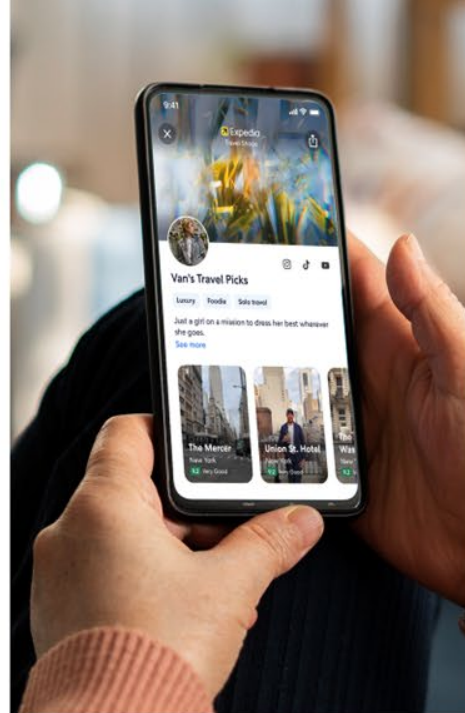
Display advertising

Stand out with high-impact, integrated placements along the traveler journey across our brand sites and apps.



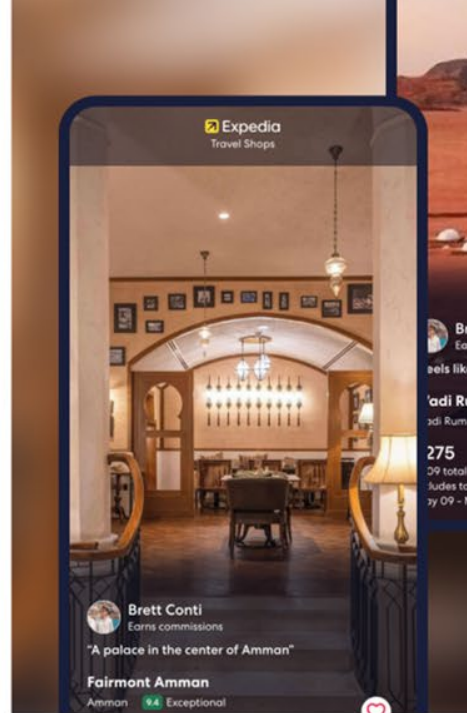
Sponsored listings

Show up higher in search results — hotels and airlines can boost visibility with travelers who are ready to book.



Offsite advertising


Expand brand presence and stay top of mind during travelers' daily decision-making moments.



E Studio

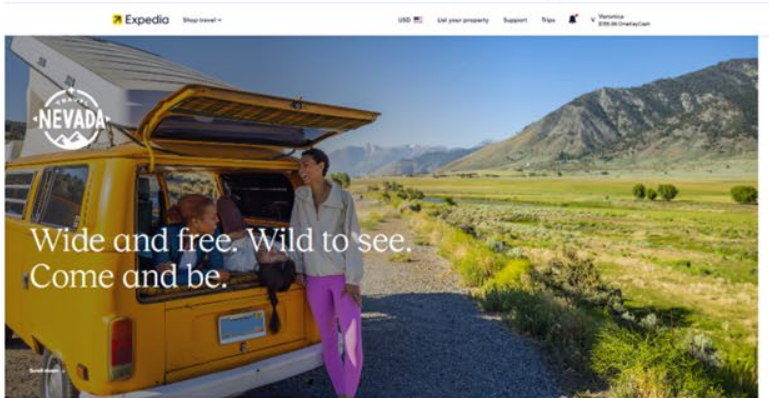
Create breakthrough campaigns that run across our travel media network with our in-house creative studio.

Travel Nevada Standalone Campaign



Get a little out there

[Discover more](#)



In Nevada, the road always leads to adventure. Any rock could be a treasure in disguise. Any pit stop could mean new stories to tell. By day, find a natural hot spring or wander through a ghost town frozen in time. At night, see stars like you've never seen before. So go on, get a little out there.

01. Stargaze and be amazed



With some of the darkest skies in the lower 48, Nevada turns every night into a cosmic show. Grab a blanket, look up, and see what you've been missing.

02. Fun with the fam



With its wide-open spaces and one-of-a-kind attractions, your next unforgettable family vacation starts in the Silver State.


[Learn more >](#)

03. Only In Nevada



UFO sightings, oddball attractions, and desert curiosities—Nevada proves the road less traveled is often the most interesting.

[Learn more >](#)



Get a little out there

Discover more



Sponsored content by Travel Nevada



Wide open and wild-at-heart

Sand dunes. Old saloons. High noon.

Welcome to the heart of Nevada, where wild things call home and the wild-hearted roam. Follow the trail less traveled. Go on two legs or four. One thing's guaranteed: it keeps you coming back for more. Wander over yonder in 28 state parks. Travel through time in preserved ghost towns. Indoor or outdoor, our museums make hearts soar. Get a taste of Basque culture or a feel for American Indian handicrafts. Dig into natural hot springs or dive into a glass of Pison punch. Discover delightful contradictions in the state where cowboys become poets and the darkest skies show the brightest. Go on, get a little out there.



Check out some ghostly ruins

The Silver State is more than 600 ghost towns (compared to 100 in the rest of the US), offering historic adventures not found anywhere else. Historic mining camps and brief boomtowns dot Nevada's landscapes, providing a chance to get a little out there and learn a little something. Don't forget your camera as you leisurely walk through history.



Road trip capital of the USA

Nevada is where it's about the journey and the destination. Come discover road trips your bucket list craves. From Tahoe's crystalline waters to Vegas' neon nights or the very dark skies at Great Basin National Park, 12 adventures await. Find free-range art and game-like mountains, cowboys and counterculture, sleep portals, and Bumer landscapes.



Hike the trails less traveled

Nevada is more than 60 million acres of public lands beg to be hiked. Discover growing desertscapes, sunsets from hidden springs, sparkling lakes with no one around, or wildflower carpets as far as the eye can see. Bring the kids while you meander and wander, or bag a breathtaking sunset, whatever your level, Nevada is where the wild-hearted roam.



South Lake Tahoe

Cool days, warm experiences

The temperatures may be going down, but the energy on Lake Tahoe's South Shore never dies. Fall and winter are our seasons to shine - from hiking under golden hues to first tracks on snowy slopes, while world-class events bring altitude and awe to every gathering. Add in dining, gaming, and nightlife that keep the lights glowing year-round, and you'll see why cool-weather fun finds its home here. South Shore delivers action, adventure, and all sorts of awe - and then some.

Book now



Henderson

So much. So close. So Nevada.

Discover Henderson, Nevada, just minutes from the Las Vegas Strip. Enjoy a mix of food, culture, and diverse activities including hiking, biking, water sports and more, all within minutes of the Las Vegas Strip. Henderson's convenience and charm make it an ideal spot for your next vacation.

Book now



Carson Valley

A place where unprocessed adventures appear fresh daily and legendary experiences are common. Where the frontier spirit is raw and wild horses roam free. Where wide-open spaces and small town charm await your discovery. All just 40 minutes south of Reno and only 12 miles east of South Lake Tahoe. Explore now.

Book now



Reno

Looking for a place that checks all the boxes? One with plenty of fresh air and a little urban vibe? Then you're in the right spot. Minutes from wide-open desert spaces and Lake Tahoe's unparalleled beauty, Reno is the ideal hub for your next adventure. We do it all. And so can you.

Explore now

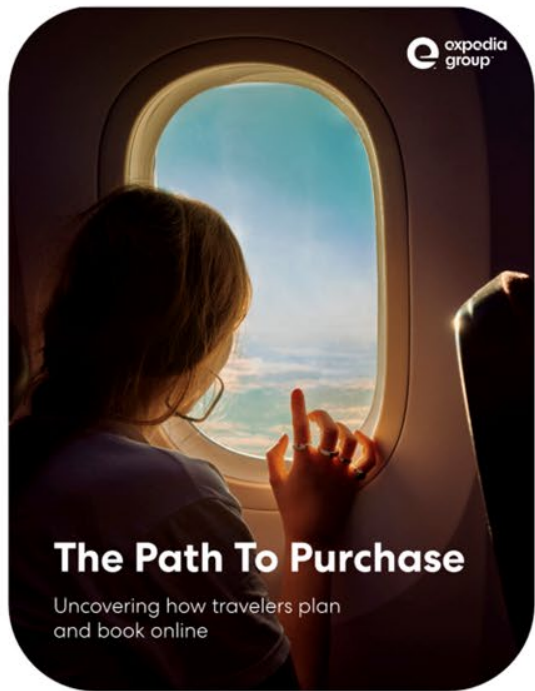
Select offers in Nevada

Reporting and measurement

Reporting and measurement is at the core of our travel media network

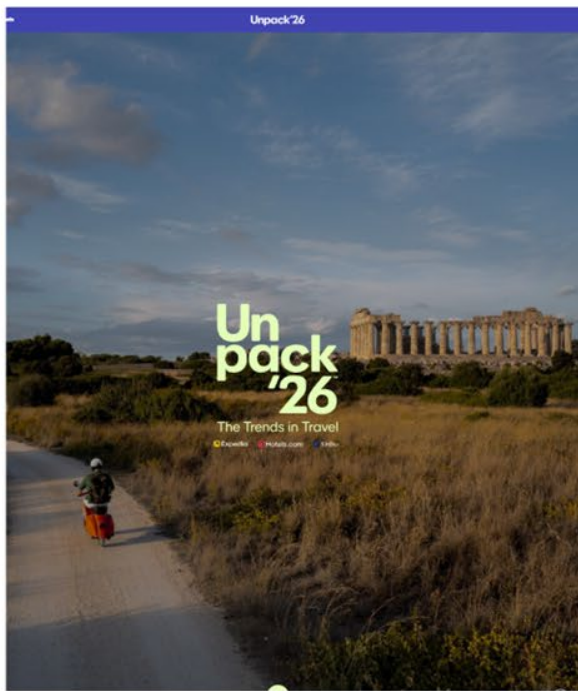


Traveler insights and research



Path To Purchase

Explores how travelers move from **inspiration to booking**, analyzing the channels, content types, and timelines that influence decision-making. The findings offer valuable insights for brands looking to **engage travelers throughout the planning journey**.



Unpack '26

Shares the latest trends that partners should pay attention to — and this year, our report includes actionable recommendations for how partners can leverage the trends to **better connect with travelers**.



The Science of Wanderlust

These findings reveal a formula for **identifying different traveler archetypes**, their unique content preferences, and how to build the **perfect travel content** to reach them, redefining travel marketing in an ever-changing world.

Unpack '25 key data highlights



THE ALL-INCLUSIVE ERA
IS HERE

+60%

increase in searches using the "all-inclusive"
filter on Hotels.com



SET-JETTING IS BACK AGAIN

2/3

of travelers shared that movies, streaming
Services, and TV shows have influenced
their travel choices.



DETOUR DESTINATIONS
ARE ON THE RISE

63%

of consumers say they are very likely to visit
a less well-known destination on their
next trip.

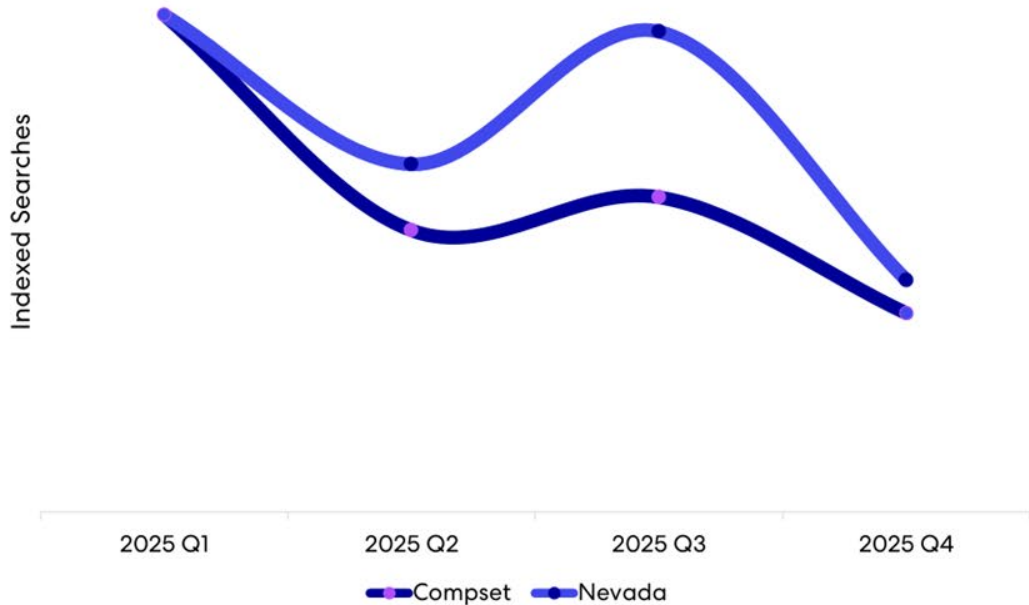
A woman is seen from behind, relaxing in a swimming pool. She is wearing a dark swimsuit and has her arms resting on the edge of the pool. A straw hat and sunglasses are on a blue towel next to her. The pool is surrounded by a stone wall and lush greenery. In the background, there are several yellow lounge chairs with blue towels, a white umbrella, and a small waterfall. The overall scene is a peaceful outdoor pool setting.

+10% YoY growth

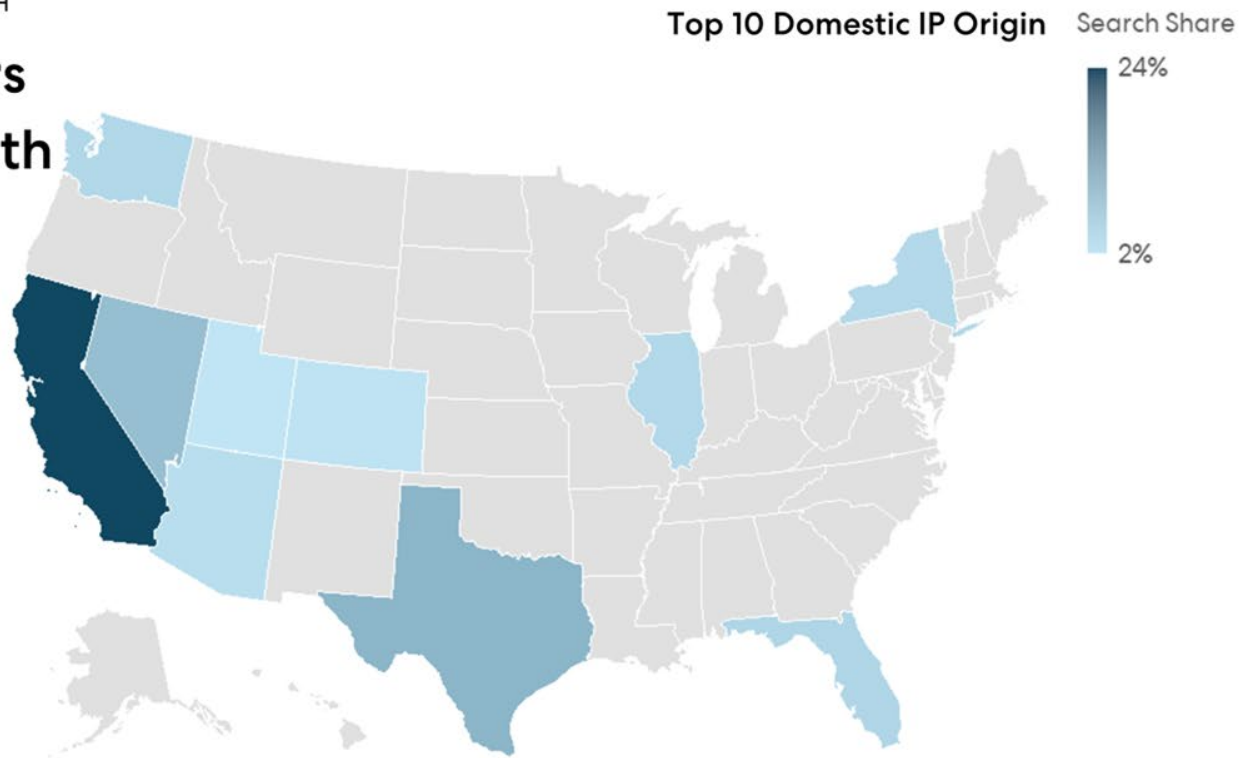
in global searches for Nevada (excluding Las Vegas)

Source: Expedia Group data, 2025 YoY

Nevada Outperforms Compset Interest



Top Nevada Searchers reflects demand in both drive and fly markets.



Powered by Bing
© GeoNames, Microsoft, TomTom

Source: Expedia Group Data, Last 4 Quarters

Key takeaways

Key takeaways

TAKEAWAY 1

Expedia Group is a globally relevant and trusted travel partner with an extensive B2B + B2B Network and high value travelers.

TAKEAWAY 2

We offer a wholistic strategies, complete with hands-on creative support for simplified campaign collaboration, development and execution.

TAKEAWAY 3

We consult on campaign planning and optimizations leveraging data driven insights.

expedia group advertising