

**Expedia Group Announces Industry-First Partnership with Beautiful Destinations to Revolutionize Advertising Partners’ Content**

*The new collaboration gives Expedia Group’s advertising partners the ability to create world-class, viral travel content at-speed and at-scale*

*[Seattle, Tuesday April 29, 2025]* - Expedia Group today announced an industry-first partnership with award-winning travel content agency, Beautiful Destinations, to enhance the way travelers discover, plan, and book their travel experiences. Combining Beautiful Destinations’ unparalleled expertise in creating high-quality, impactful travel content, with Expedia Group Media Solutions’ in-house creative studio (E Studio), media buying capabilities and rich data insights, this collaboration builds on Expedia Group’s current creative offering to partners, providing additional ways to build shoppable, end-to-end advertising campaigns on a global scale. The partnership will also provide access to Beautiful Destinations’ 50+ million followers on social media.

Social media’s influence in the travel decision-making process is increasingly prominent, with a recent Expedia Group survey showing that **61% say social media is their top influence for travel inspiration**, over other sources like friends and family, booking websites, and travel agents.[[1]](#footnote-2) While this has created huge potential to capture the attention of high-intent travelers at the inspiration phase of the trip, it has also resulted in an increased expectation from travelers for short-form, engaging videos and travel content at an exceptional quality, which legacy players are struggling to address.

E Studio’s seasoned creative team craft custom, integrated campaigns, to bring partners’ brands to life. The partnership with Beautiful Destinations enables the E Studio team to meet creative requests from advertising partners more efficiently, while retaining Expedia Group’s proprietary ‘shoppable’ technology that means travelers can shop travel content as they engage. Beautiful Destinations operates a decentralized, creator-driven model, enabling unparalleled speed scale and cost savings for advertising partners, with their team moving from brief to final asset delivery on marketing channels in a matter of weeks.

“We are incredibly excited about this partnership and what our companies are bringing to the industry,” said Jeremy Jauncey, Founder and CEO of Beautiful Destinations. “By combining the power of Expedia Group’s travel and creative expertise with the global reach of Beautiful Destinations’ vast network of content creators and social media following of over 50 million, we are uniquely positioned to offer travel marketers cutting edge solutions no other partner can.”

Through this collaboration, Beautiful Destinations will produce a wide range of content, from TikTok videos to Instagram reels, for audiences across the globe, with each piece of content driving travelers through to Expedia Group brands to boost conversion. Advertising partners will benefit from the impressive Beautiful Destinations’ network of world-class global content creators and enormous social following to extend the reach of their campaigns and convert high-intent travelers into bookings.

“This unlocks a wealth of opportunity for our advertising partners and addresses an industry-wide need to deliver high-quality travel content at-scale while driving real business impact”, said Angelique Miller, Vice President, E Studio, Expedia Group Media Solutions. “It is another great example of how our travel media network empowers our partners to reach travelers, wherever they are on their path to purchase.”

To learn more about how Expedia Group and Beautiful Destinations can bring your content to life and reach new audiences, click [here](https://partner.expediagroup.com/en-gb/solutions/advertise-with-us) .

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**About Expedia Group**

Expedia Group, Inc. brands power travel for everyone, everywhere through our global platform. Driven by the core belief that travel is a force for good, Expedia Group™ helps people experience the world in new ways and build lasting connections. They provide industry-leading technology solutions to fuel partner growth and success, while facilitating memorable experiences for travelers.

The Expedia Group family of brands includes Expedia®, Hotels.com®, Expedia® Partner Solutions, Vrbo®, trivago®, Orbitz®, Travelocity®, Hotwire®, Wotif®, ebookers®, CheapTickets®, Expedia Group™ Media Solutions, CarRentals.com™, and Expedia Cruises™.

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**About Beautiful Destinations**

Beautiful Destinations is the award-winning travel content agency behind some of the world's most influential travel marketing campaigns. With a global community of over 50 million followers across social platforms, Beautiful Destinations creates content that inspires people to explore the world.

[www.beautifuldestinations.com](https://www.beautifuldestinations.com)

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1. Expedia Group’s Traveler Value Index report 2025 [↑](#footnote-ref-2)