

**Client Name**

The Expedia Group

**Industry**

Travel, Travel Fare Aggregation

**Services Provided**

Architecture  
Web Design  
Development  
CRM & ERP Integration  
Website Strategy  
Dynamic Content Adaptation  
A/B Testing  
Analytics Support  
Performance Optimization  
Global Infrastructure Management

**Technologies Utilized**

PHP  
HTML5  
CSS3  
JavaScript  
Salesforce

**Partnership with Wave**

2016 - Present

**Headquarters**

Seattle, WA



## Case Study

# The Expedia Group

The Expedia Group operates several global travel fare aggregators and travel metasearch engines, representing more than 3 million properties and 500+ airlines, cruise lines, and car rental services.

Wave has been a partner to The Expedia Group for 8+ years and supports their internal teams across their global brands with diverse digital and design projects, ranging from complex integrations, a robust blogging platform, press and brand sites, content aggregation, global infrastructure management, and creative support.



# Project Goals

01.

## Expedia Global Blogging Platform

Expedia's global blogs were spread out across three different platforms that were all managed independently; making them difficult to maintain content or a consistent user experience.

To ensure that their global blogs could scale with their needs, Expedia needed to bring them into a unified, easily managed platform that could utilize their APIs to drive content from global blogs across multiple platforms and funnel users to multiple points-of-sale.

### Featured Websites

[www.expedia.com/stories](http://www.expedia.com/stories)  
[www.expedia.com.hk/stories](http://www.expedia.com.hk/stories)  
[www.expedia.it/stories](http://www.expedia.it/stories)  
[www.expedia.com.br/stories](http://www.expedia.com.br/stories)  
[www.expedia.co.nz/stories](http://www.expedia.co.nz/stories)

02.

## Expedia Partner Central & Local Expert

Expedia Partner Central needed a global site that was multi-branded and multi-lingual, which would serve their global hotelier marketing and onboarding needs.

Expedia was also struggling with friction during the onboarding process for their Local Expert program within the Expedia Partner Central Ecosystem.

### Featured Websites

[expediapartnercentral.com](http://expediapartnercentral.com)  
[join.localexpertpartnercentral.com](http://join.localexpertpartnercentral.com)

03.

## Expedia One Key Global Rewards Program

Expedia launched a company-wide effort to bring their rewards programs together across their main and portfolio brands, under the One Key Global Rewards Program.

To connect with their customers and provide more information about the program, Expedia needed inspiring magazine websites across their 3 largest global brands: traditional Expedia, Hotels.com and Vrbo.

### Featured Websites

[www.expedia.com/magazine](http://www.expedia.com/magazine)  
[www.hotels.com/magazine](http://www.hotels.com/magazine)  
[www.vrbo.com/magazine](http://www.vrbo.com/magazine)

04.

## Expedia Group Newsrooms

As a global brand, Expedia group manages news releases in 30+ countries and across 8 brands.

With over 100 combinations of different news outlets, Expedia needed a central way to manage their press releases so that they could a single press release to any particular country and brand or be able to send out to all brands and countries.

### Featured Website

[www.expedia.com/newsroom](http://www.expedia.com/newsroom)

# 01. Project Approach

## A unified global blogging platform.

Wave partnered with Expedia to redesign their global blogs to adhere to a cohesive look and feel, then rebuilt existing functionality, widgets, and landing pages into a single, easy-to-manage platform.

Wave then worked exported the content from multiple existing platforms into the new blogging platform on Wave's infrastructure.





## 02. Project Approach

### A robust, geo-coded partner platform with custom integrations.

Wave's engineering team built a single website in 26 languages, including intuitive partner onboarding forms and wizards. The website was branded based on point of entry and geo-coded for location-specific content, while maintaining a >95 speed score on Page Speed Insights for performance.

Wave also built a real-time integration between Salesforce and back-end ERP data from Expedia's custom ERP system, which allowed the global customer success team to see near-live data of system inventory and options.

How much could you earn?

Discover your revenue potential with Expedia Group. Simply fill in the information below.

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Vacation Rental

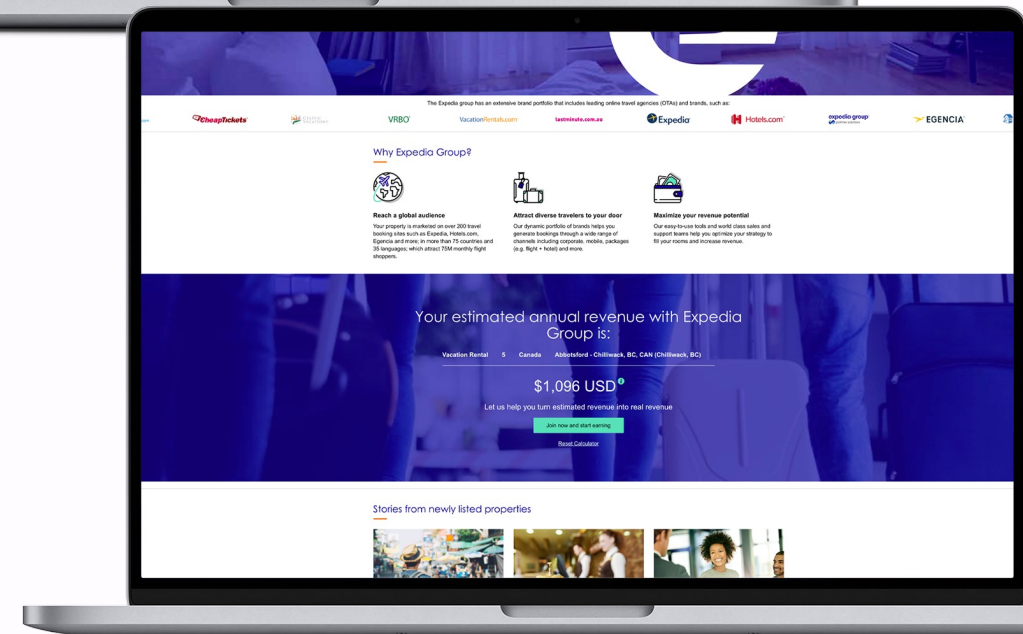
Australia

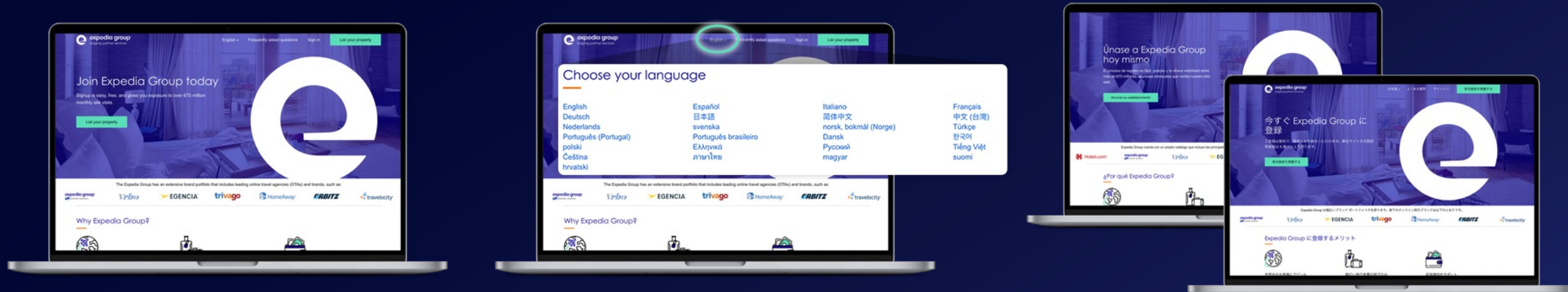
testnewterms@test.com

Albury, NSW, Australia (Wodonga)

Submit

☒ Check the box if you do not want to receive marketing email from the Expedia Group Lodging Team.  
[Terms of Use](#) apply.





## 02. Project Results

### Step 1:

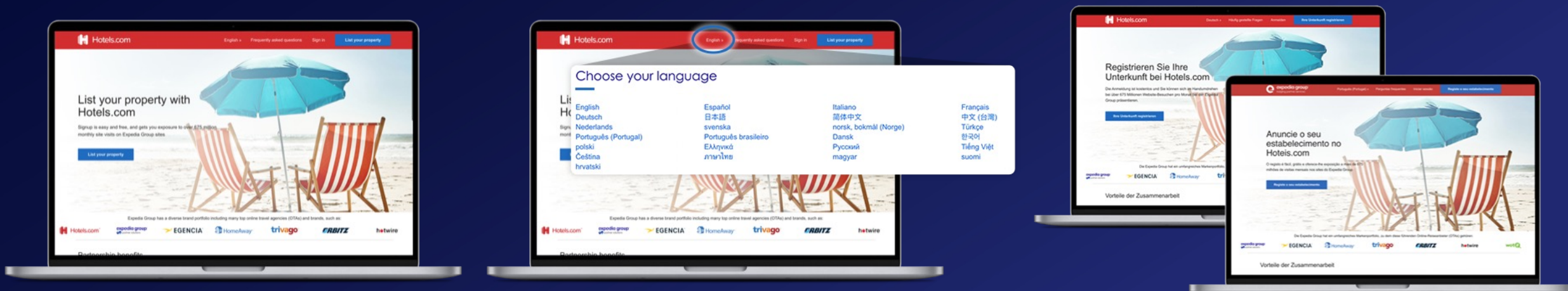
Land on branded page based on URL parameters

### Step 2:

Choose language

### Step 3:

Site experience dynamically updates experience based on selections





## 03. Project Approach

**Branded experiences to support the new One Key program.**

Wave partnered with Expedia and their design agency to collaborate on 3 new websites for their 3 distinct brands that represented each brand yet felt like very similar experiences.

The websites were built using completely custom Gutenberg blocks in WordPress that allows the Expedia team to build new blog posts with extreme ease and flexibility. Using custom Gutenberg blocks also keeps the site lean and efficient.

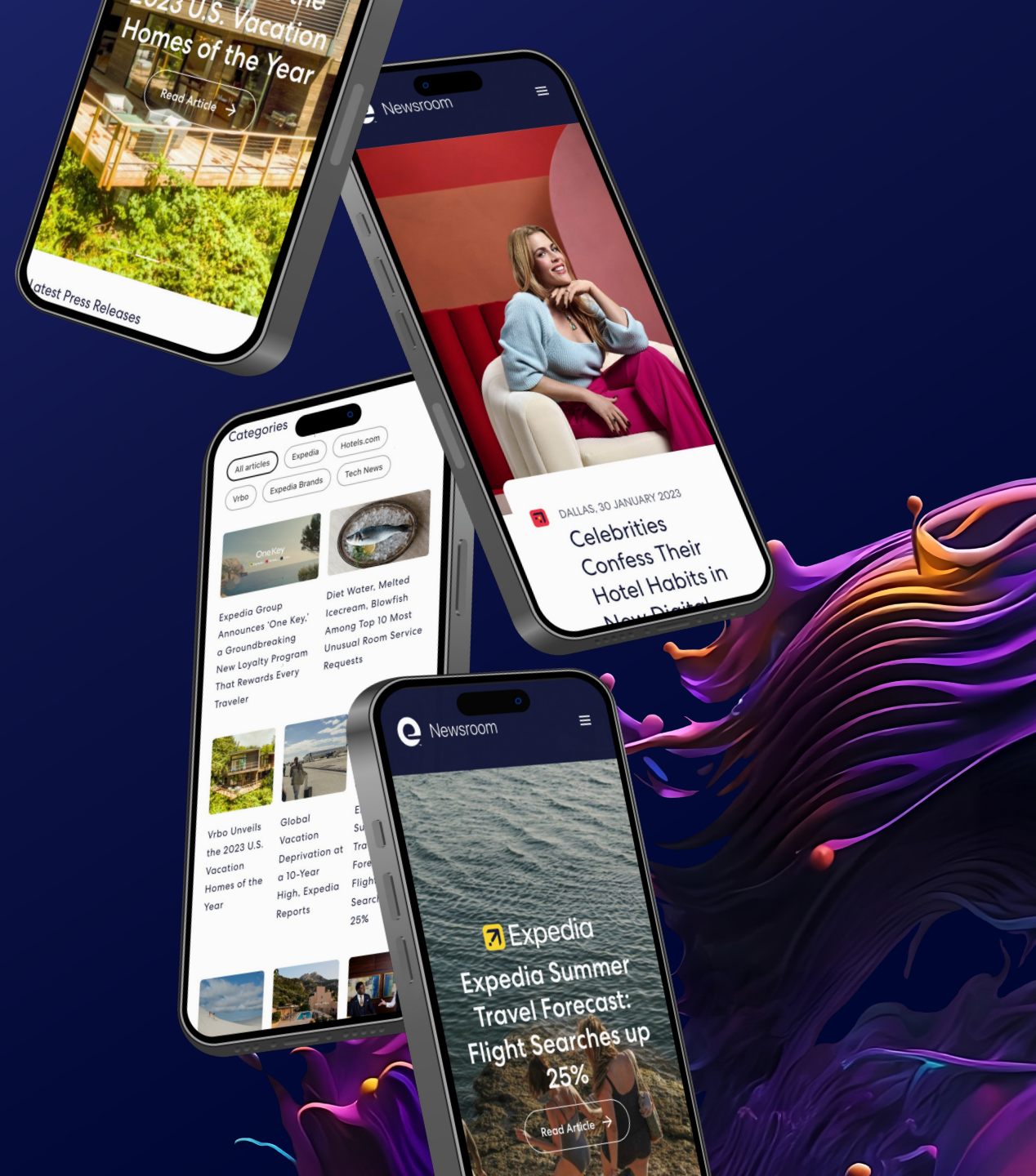


## 04. Project Approach

### **Sleek newsroom platform to support global press teams.**

Wave partnered with Expedia's global press team to come up with a solution for their Newsroom that allowed the post control while reducing the overhead on their press team.

Expedia's newsroom has a single website in each country that allows for the press team to post news releases for either specific brands or for the global team. Allowing the brands to live in a central location by country makes it easy to find the latest Expedia news and easily allow for cross brand initiatives.





**“Working with the Wave Interactive team on the TRIP project for Expedia Local Expert was a terrific experience. They drove an exceedingly high bar of excellence into the product on game play, responsive design, and website performance, which was demanding based on the initial page designs heavy with digital media artwork.**

**I have full confidence in the creatively technical and talented team in Wave Interactive to carry this unique project forward for the benefit of Local Expert both today and into years to come.”**

*Karen DeJarnette, Senior SEO Strategy Analyst & Local Expert Team | Expedia*





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