



crews

Where you belong

TRAINING

Expedia

LEARNING OBJECTIVES

- Understand how the Expedia platform works and its role in tourism distribution
- Optimise the visibility and performance of an establishment on Expedia
- Master the management of bookings, pricing and availability
- Improve profitability through the platform's tools and strategies

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Hospitality, tourism and online distribution professionals

PREREQUISITES

Fundamentals of luxury

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours.

PRICE

- Inter-company training: €1,690 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com

www.crews-education.com



DETAILED PROGRAM

- Introduction to Expedia
 - Overview of the Expedia Group and its platforms (Expedia, Hotels.com, Vrbo...)
 - How the OTA operates and its business model
 - Positioning compared to Booking and other players
- Creating and optimising a property listing
 - Setting up the property and offers
 - Optimising content: photos, descriptions, amenities
 - Managing languages and consistency of information
- Managing pricing and availability
 - Calendar, inventory and restrictions
 - Pricing strategies and yield management
 - Promotional offers and sponsored campaigns
- Managing bookings
 - Tracking bookings and customer communication
 - Cancellation policies and modification management
 - Billing and administrative follow-up
- Performance and visibility
 - Expedia algorithm and ranking factors
 - Conversion rate optimisation
 - Using Expedia marketing programmes (TravelAds, Accelerator...)
- E-reputation and customer experience
 - Managing customer reviews
 - Improving satisfaction and overall rating
 - Strategies to generate positive feedback
- Practical workshop
 - Audit of an Expedia listing
 - Optimising content and settings
 - Strategic recommendations

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to efficiently manage their presence on Expedia, improve visibility, optimise commercial performance and maximise revenue across the group's platforms.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by professionals actively working in the digital field
- Varied and dynamic teaching methods (case studies, workshops, assignments)
- Individual support by the Experience team

TRAINING TOOLS

- High-performance digital tools: Google Workspace for Education, Edusign...
- Practical case studies based on real-life business situations

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

- By telephone: +33(0)4 80 81 94 50
- By WhatsApp: +33(0)7 56 10 93 20
- By email: contact@crews-education.com

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