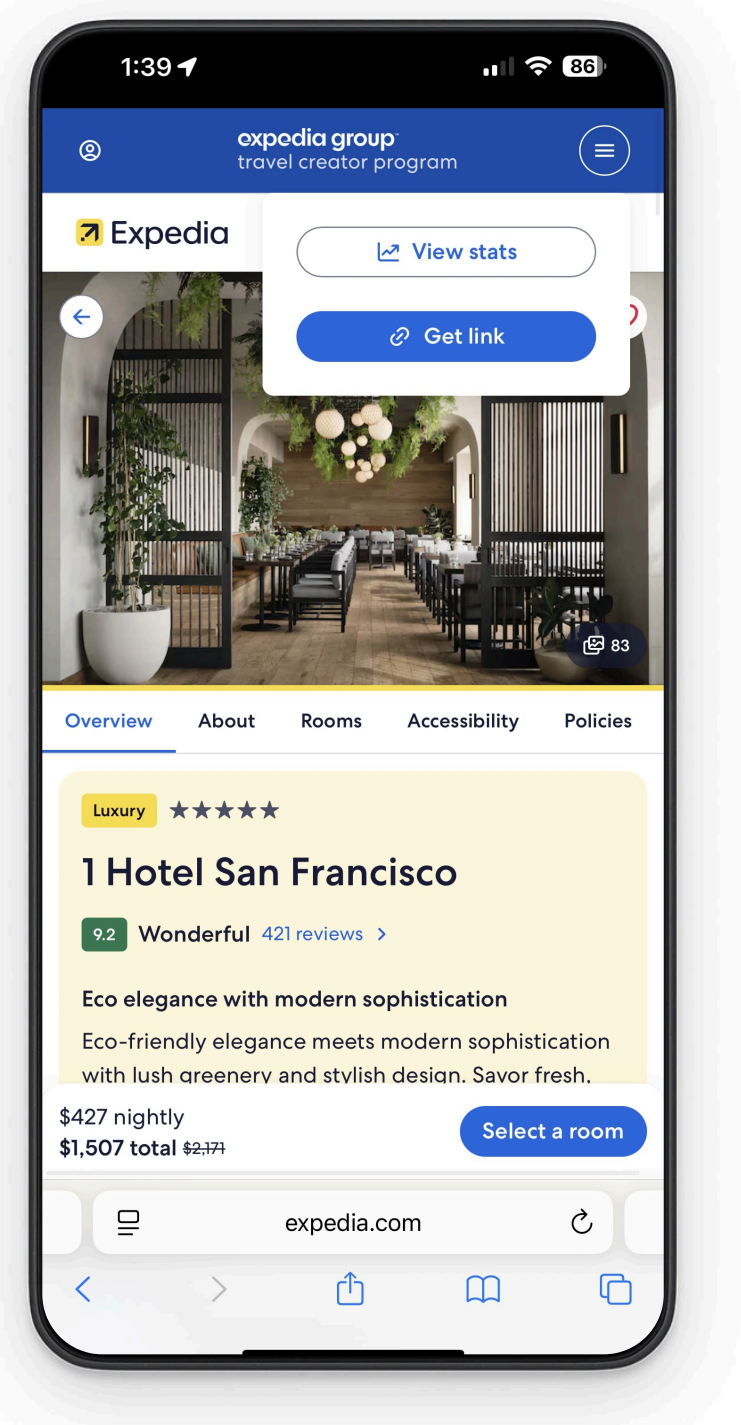


Affiliate Program

Expedia Group Travel Creator Program - earn commission with top travel brands

Join the leading travel affiliate program and start earning up to 4% commission from day one. Access premium affiliate tools and promote trusted travel brands worldwide.

Join now



Benefits

Why choose our travel affiliate program?



Earn from premium travel inventory

Access 3M+ properties, 500+ airlines, and more. Our comprehensive travel affiliate program offers the highest-converting inventory to maximize your commission earnings.



Get advanced affiliate tracking tools

Track performance with real-time analytics, conversion reporting, and commission dashboards. Our affiliate marketing platform provides transparent data to optimize your campaigns.



Unlock multiple revenue streams

Promote hotels, flights, car rentals, vacation packages, and activities. Diversify your affiliate income with multiple booking types and seasonal opportunities across all travel categories.

Join now

Best practices

Top tips for affiliate marketing success

Target high-intent travel keywords

- ✓ Focus on travelers actively planning trips. Use keywords like "best hotels in [destination]" or "cheap flights to [city]" to capture booking-ready audiences.
- ✗ Don't rely solely on generic travel content. Target specific destinations, dates, and travel needs for higher conversion rates.



Create authentic travel recommendations

- ✓ Share genuine travel experiences and honest reviews. Build trust with your audience through authentic recommendations and detailed destination guides.
- ✗ Avoid generic promotional content, fake reviews, or recommendations for places you haven't researched thoroughly.

Optimize for mobile and fast loading

- ✓ Ensure your affiliate links and landing pages load quickly on mobile devices. Most travel bookings happen on mobile, so optimize for mobile-first experiences.
- ✗ Avoid slow-loading pages, broken affiliate links, or poor mobile user experience that can hurt conversions.



View affiliate guidelines

Program features & tools

Your affiliate program benefits



Affiliate program benefits & features

Commission Structure

Earn up to 4% commission for every qualifying booking* made through your site, links or widgets

Tools & Resources

Get instant access to tools including trackable links, widgets, and site banners

Brand Access

Access to all Expedia Group brands including Expedia, Hotels.com, Vrbo, Stayz, Abritel, and FeWo-direkt

Inventory Access

3M+ properties, 220K+ unique activities, 500+ airlines, thousands of car rentals, and dozens of cruise lines

Program Cost

Free to join with no upfront costs or fees



What you get as an affiliate partner

Creator Toolbox

Generate affiliate links, download property images, and see commission stats directly on Expedia, Hotels.com, and Vrbo sites

Performance Tracking

Get an overview of your pending and completed bookings, along with your expected commissions

Link Builder

Create trackable links to Expedia Group pages for your website or social platforms

Banner Library

Easily customize and embed beautiful banners on your site to inspire viewers to book their next adventure

Search Widgets

Give your customers easy access to savings on flights, hotels, cars and activities

Apply now

3 easy steps

How to get started

1

Apply

Apply to join the program and get instant access to our tools including trackable links, widgets, and site banners.

2

Share

Use our affiliate tools to drive traffic to Expedia Group by promoting travel bookings through your content and generating qualified referrals.

3

Earn

Earn commission for every qualifying booking made through your site, links or widgets. Track your performance and earnings by signing in.

Join now

*Commissions are subject to change, per program terms and conditions. Up-to-date commission rates are available once logged in to the Creator Hub. Commissions are only paid for Qualifying Transactions, as outlined in our Program Terms and Conditions.