



## Expedia Group's Recovery Program: Opt-In Now Live for Hoteliers in Your Area

Local hotels are the lifeblood of the US economy, creating two-thirds of new jobs for American workers, and have been among those hit the hardest during the pandemic.

We wanted to let you know that this week, hotels in St Pete – Clearwater, FL are now able to sign-up to receive support as they rebuild and rebound from the impact of COVID-19, as part of a recovery program from Expedia Group.

The recovery program provides critical support across key priority areas identified by Expedia Group's lodging partners as they look to recover from the pandemic. Those who opt into the program will receive:

- **Local market data:** Access to proprietary, dynamic market data allows lodging providers to better understand when demand will return to their market - insights from looking into trends on such areas as website traffic, stay dates, and demand source markets.
- **Marketing credits:** To help increase their property's online visibility to travelers searching across Expedia Group sites and begin driving demand when the time is right.
- **Financial relief:** Participating properties will experience reduced compensation on all new bookings made within the program period on Expedia Group sites – regardless of the actual stay dates.
- **Support for furloughed and displaced workers:** To help prepare workforces for recovery, complimentary online training courses and educational resources are available as part of the newly launched Expedia Group Academy

For more information and to opt into the program, hoteliers should reach out to Katy Satterfield at [KSatterfield@ExpediaGroup.com](mailto:KSatterfield@ExpediaGroup.com).