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EXPEDIA SWOT & PESTLE ANALYSIS

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Company Name : Expedia

Company Sector : Travel & Tourism

Operating Geography : United States, Global

About the Company : Headquartered in Seattle, Washington, US, Expedia Group, Inc is one of the most prominent travel companies of the world, operating on online platforms. This company was founded in 1996 and, since then has undergone quite a number of diversifications, internationalizations and strategic alliances to gain a widespread coverage throughout the world. With the help of a multi-brand and consumer-centric strategy, this 24-year old company has achieved milestones with the world's broadest supply portfolio in over 200 countries and territories. Expedia has been honored with many awards and accolades for its dedication towards innovation, its people and community work. Recently, the company received the Gold 2019 UserTesting Illumi Award for its innovative spirit and providing excellent customer experience. As of 2020, due to poor financial performance, the company announced trimming down of 3000 jobs.

Expedia group administers its travel products and services via its three principal business models namely,

- the merchant model- focuses on booking of hotel rooms, alternative accommodations, airline seats, car rentals, and destination services
- the agency model- facilitates travel bookings on a commission basis as a transaction agent
- the advertising model- provides a potential source of incremental traffic and transactions to travel and non-travel advertisers through its transaction-based websites and meta-search sites(Trivago) With the unique value proposition of providing its customers – the travelers and the travel service providers with endless number of opportunities and products, and therefore with the best possible customer experience. Expedia strives to fulfill its commitment to its customers and position itself as the world's largest and most diversified platform with its mission: “Our purpose is to bring the world within reach” and vision statement: “To be locally

relevant on a global basis, be customer-centric, attract and engage the world of travel suppliers, power other industry partners, continuously improve our platform with data and tech, and be the place where exceptional people who share our passion for tech and travel want to do their best work.”

As of 2020, Expedia Group is the largest travel company in the world based on its sales, clearly its USP or Unique selling proposition sprawls in being the leader in the travel industry that is worth 1.6 trillion dollars.

Revenue :

US\$ 11,223 million – FY ending 31st December 2019

US\$ 10,532 million – FY ending 31st December 2018

SWOT Analysis :

The SWOT Analysis for Expedia is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Global service coverage through diverse brand portfolio 2. Advanced technologies and innovation through strong R&D 3. World's largest diversified travel platform 4. Loyalty programs driving customer retention and creating competitive differentiation 	<ul style="list-style-type: none"> 1. Lack of proper coordination between the senior management, employees and the board of directors 2. Current cost structure signifies multiple redundancies 3. Complexity of the Expedia Group business creating redundancies and inefficiencies
Opportunities	Threats
<ul style="list-style-type: none"> 1. Expedia-Marriott agreement on global distribution of the latter's wholesale rates 2. Increasing shift towards digital travel bookings 3. Shifting to cloud services for proper data management 	<ul style="list-style-type: none"> 1. Fierce competition from other players in the industry and from search engines such as Google 2. Decrease in demand due to fear of cybercrimes like the Expedia-Orbitz hack 3. Restrictions on travel due to Covid-19 pandemic

PESTLE Analysis :

The PESTLE Analysis for Expedia is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Impact of political sanctions such as restriction on Cuba 2.Impact of US-China trade war on the tourism industry 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Impact of global economic slowdown and recession due to Covid-19 on travel and tourism industry 2.Impact of cyclical factors on travel and tourism
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Increase in percentage of working population with access to online facilities 2.Increased consumer spending on desirable experiences 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Advent of technological trends in this industry like using AI and automation 2.Technological investments by the offline travel and hospitality industry
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Changes in the package travel regulations or new regulations enforced by the governments 2.Impact of EU Competition Law on the online travel and tourism industry 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Sustainable tourism initiative in collaboration with global organizations 2.Impact of measures taken against climate change and global warming

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