

## Expedia hopes size to give it upper hand vs rivals

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At a time when online travel agencies are struggling to stand out in a fast growing market, Expedia Inc. (EXPE.O) believes its sheer size gives it the upper hand, the company's chief executive said on Tuesday.

Like its rivals Expedia, the largest U.S. online travel agency, aims to attract customers by simplifying the booking process, especially on international trips.

Speaking at the PhocusWright Executive Conference for travel professionals in Orlando, Dara Khosrowshahi said its volume of customers provides a stronger customer feedback foundation than those offered by competitors.

Expedia gives information to its customers through its TripAdvisor feature. A broad base of opinions is crucial when travelers demand more than just cheap fares, he said.

"In a world where pricing is fairly consistent, this is the differentiator," he said.

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