Quality Score
What it is and how it impacts your rank on Expedia websites.

Every day, millions of people visit the Expedia Group websites to shop for their travel needs. Hotel sort order is how shoppers find the most relevant properties and deals each time they search. Understanding sort order and the factors that influence your search ranking can help you optimize your visibility and could lead to an increased market share.

The 1-2-3 of Sort Order

1 - Offer Strength
A benchmark of your Price relative to Value, including:
• Current price
• Historical ADR
• Active promotions
• Production
• Review ratings
• Location
• Star rating

2 - Quality Score
A measure of how well you partner with Expedia and treat our customers. It takes into account:
• Rates/availability on Expedia compared to other distribution channels
• Quality/accuracy of property content, including images and descriptions
• Guest experience

3 - Compensation
Similar to other marketplaces or auction models, the compensation you are paying Expedia also influences your rank.

Use Accelerator to help increase your sort rank and visibility.

SORT ORDER

Hotel A
Hotel B
Hotel C

What is Quality Score?
Your Quality Score is a measure of how the rates, availability, and experience you offer travelers booking on our sites compares to what you offer travelers booking on other distribution channels. Partners with a high Quality Score offer the best experience to customers visiting our sites, so the marketplace rewards them more favourably in our search rankings than hotels with lower quality scores.
The Impact of Quality Score on Search Rankings

Hotels with a consistently high Quality Score benefit from a higher search ranking. Those with consistently lower scores move further down the search ranking and their search detail can be minimized.

How to Improve Your Quality Score?

Rates
- Give Expedia travelers your lowest available rate plan and room type relative to other distribution channels

Availability
- Make sure your availability on our sites matches your actual rooms available
- Consistently offer availability, over both low and high periods

Content
- Complete your property information fully, listing all amenities at both property and room level
- Ensure you provide us with quality photos to showcase your property
- Make sure that details of any additional fees you may charge during a guest’s stay are complete

Refunds and Relocations
- Make every effort to create a positive guest experience and limit potential refunds Expedia has to issue to our guests
- Whenever possible, do not relocate Expedia travelers

Benefit of High Quality Score
Optimizing your rank within the sort order can provide an opportunity to increase your market share. In a recent test, Hotel A was ranked higher in its market for seven weeks and saw a 64% increase in market share as a result of this boost in position.

Frequently Asked Questions

How do I know if my Quality Score is high or low?
You will receive emails if your Quality Score reaches levels that could impact your production. These emails will contain guidance on action you can take to improve your Quality Score. You can also check your Hotel Status in Expedia® PartnerCentral.

How will I know if my hotel has been minimized in the search ranking?
We will let you know by email and explain why. You can also check your Hotel Status in Expedia PartnerCentral. Once you take corrective action, your ranking and visibility will be improved.

How quickly will my ranking be improved?
The time it takes to regain optimal visibility is impacted by what your peer hotels do, and by how long your property remains uncompetitive compared to your peer hotels.