

Expedia.com Giving Away Millions of Expedia Rewards Points Via "Around the World in 100 Days" Online Gaming Contest

Expedia taps gamification to raise awareness of best-in-class loyalty program

PR Newswire
BELLEVUE, Wash.

BELLEVUE, Wash., June 17, 2013 /PRNewswire/ -- Expedia.com®, the world's largest online travel company, today launched [Around the World in 100 Days](http://AroundtheWorldin100Days.com), a 15-week gaming contest that allows players to earn up to 1 million real-world Expedia Rewards points. The gaming contest is designed to raise awareness and engagement of the U.S. Expedia Rewards program. Expedia Rewards is the only loyalty program run by an online travel agency that enables customers to get extra airline points, hotel points, package points and exclusive hotel amenities and upgrades at over 1,300 hotels worldwide.

(Logo: <http://photos.prnewswire.com/prnh/20110121/SF33870LOGO-b>)

Expedia's Around the World in 100 Days, powered by Badgeville and Mindspace, is an interactive way for travel enthusiasts to earn real Expedia Rewards points through a fun gaming contest. Beginning June 17, players can earn virtual currency by completing activities on the [Around the World in 100 Days](http://AroundtheWorldin100Days.com) website or by making real-world travel transactions on Expedia.com. Players will earn Expedia Rewards points based on the amount of virtual currency earned throughout the game.

"With Around the World in 100 Days, players can earn enough Rewards Points to take a real trip," said Julius Lai, Senior Director, Loyalty Marketing, Expedia.com. "We want to add as much value to the travel rewards experience as possible while making it fun for travel fans. Expedia already has the most comprehensive rewards program among online travel agencies, and our goal is to make booking travel with Expedia.com rewarding, every time."

To begin playing Expedia's Around the World in 100 Days, travelers visit the game's website, <https://aroundtheworld.expedia.com>, and sign in using their Expedia account. Those who are not yet members of Expedia Rewards can immediately join the program for free. The game invites players to select one of four virtual travel personas - City Slickers, Escape Artists, Adventure Addicts or Culture Buffs - and then sends each player's avatar on a pre-defined virtual journey comprised of distinct, exciting travel destinations. Players are rewarded in virtual currency when they complete various weekly tasks like answering trivia questions, referring friends and booking real travel through Expedia.com. That virtual currency funds their avatar's trips, and after completing a set number of virtual trips, translates into real Expedia Rewards points.

For more information about the Expedia Around the World in 100 Days contest, please visit the <https://aroundtheworld.expedia.com>.

About Expedia.com

Expedia.com is the world's leading online travel site, helping millions of travelers per month easily plan and book travel. Expedia.com (<http://www.expedia.com/>, 1-800-EXPEDIA) aims to provide the latest technology and the widest selection of [vacation packages](#), [cheap flights](#), [hotels](#), [car rental](#), [cruises](#) and in-destination

activities, [attractions](#), and services. With the Expedia Best Price Guarantee, Expedia.com customers can get the best rates available online for all types of travel.

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