

Benin Tourism and Expedia Group: a strategic partnership to attract travelers worldwide

Cotonou, October 24, 2025 – At the IFTM trade show (International & French Travel Market) in Paris, Benin Tourism and Expedia Group, one of the world's leading online travel platforms, a strategic partnership agreement aimed at boosting the international visibility of Destination Benin. This agreement marks the launch of an ambitious collaboration focused on developing innovative initiatives to attract high-value travelers and stimulate tourism across the country.

A global platform to boost Benin's visibility

Expedia Group is one of the world's leading travel platforms, attracting over 10 million average daily visitors. With a presence in more than 70 countries and over 200 travel websites, Expedia Group provides unparalleled international reach and solutions to engage travelers seeking unique and authentic experiences.

For Benin, this partnership represents an exceptional opportunity to leverage this global audience and generate interest in the country through targeted digital campaigns, inspiring content, and data-driven management. The goal is to connect Benin with the most relevant audiences at the right time, maximizing both awareness and tourism bookings.

Three key areas of cooperation

1. **Attracting international travelers:** Benin Tourism and Expedia Group will implement integrated marketing campaigns targeting high-value traveler segments from strategic markets. These campaigns will leverage Expedia Group's full suite of advertising tools and innovative formats to stimulate demand and drive qualified bookings.
2. **Co-developing promotion through data:** The partnership includes regular exchanges of strategic data and analyses provided by Expedia Group, covering booking forecasts, past performance of the destination, and expert recommendations. These insights will enable Benin Tourism to fine-tune its campaigns and strengthen its long-term tourism strategy.
3. **Promoting secondary destinations:** Joint initiatives will support local tourism stakeholders by facilitating the onboarding of new accommodations and activities on the Expedia Group platform, while also providing training to enhance their digital and commercial capabilities.

A shared vision between the two partners

Sindé CHEKETE, Director General of Benin Tourism, stated: *"With Expedia Group, we are taking a major step forward in promoting Benin internationally and strengthening our strategy to connect our destination with travelers from around the world. We are delighted with this collaboration, which fully contributes to the promotion of Benin's country brand."*

On its side, Expedia Group highlights: *"We're happy to partner with Destination Benin to highlight their position as one of West Africa's most appealing destinations" said Jennifer*



Andre, Global VP of Business Development, Expedia Group Advertising. “By tapping into our travel media network, they’re able to show travelers Benin’s exceptional culture, landmarks, and history, wherever they are on their booking journey.”

Benin: a destination to discover

Benin stands out for its rich culture, unique historical heritage, diverse landscapes, and exceptional biodiversity. From ancient kingdoms to living traditions, and from beaches to lagoons and inland waterways, the country offers authentic and varied experiences. The artistic scene is thriving and flagship events such as the Vodun Days and the Festival of Masks attract visitors from across the globe. This diversity and vitality have earned Benin recognition as one of the 10 destinations to watch in 2024 by Lonely Planet and one of the 25 new destinations to visit in 2025 by Afar magazine, confirming its status as a must-visit emerging destination in Africa for international travelers.

About Benin Tourism

Benin Tourism is the official agency of the Government of Benin, responsible for promoting and developing tourism in the country. It also oversees the implementation of Benin’s country brand, ensuring its consistency, visibility, and international reach. With the mission of making Benin a must-visit destination, the agency highlights the country’s assets through innovative initiatives and strategic collaborations. Benin Tourism invites travelers to discover “A World of Wonders”, where authenticity, cultural diversity, and Beninese hospitality combine to offer a truly memorable experience.

For more information, visit www.benin.bj

About Expedia Group

Expedia Group, Inc. brands power travel for everyone, everywhere through our global platform. Driven by the core belief that travel is a force for good, Expedia Group™ helps people experience the world in new ways and build lasting connections.

Expedia Group’s three flagship consumer brands are Expedia®, Hotels.com®, and Vrbo®. Its B2B arm, Expedia Group B2B, delivers industry-leading technology solutions to fuel partner growth and success, while facilitating memorable experiences for travelers. Expedia Group Advertising helps partners extend their reach and connect with travelers across its travel sites and a broad range of offsite channels through its travel media network.

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