Natalie Wills Travels From Booking.com to Expedia Group

Expedia Group has hired Natalie Wills as svp of brand marketing and creative.

The exec joined last month from Booking.com, where she served as vp of brand marketing since July 2022. While there, she was responsible for driving brand strategy, creative, B2B marketing, media, sponsorships, and events.

She also forged media partnerships with the likes of Amazon Prime and Netflix, as well as sports sponsorships with leagues such as MLB and the FIFA Women's World Cup.

"I'm honored to be part of such an ambitious company that's transforming how the world travels," she wrote in a LinkedIn post today. "Ready to embark on a journey where travel is a force for good! Looking forward to this exciting adventure…Watch this space!"

At Expedia, Wills will oversee a global team responsible for driving brand strategy and creative execution across the company's portfolio of brands, which includes Hotels.com and Vrbo. She announced her move to Expedia Group as Hotels.com debuted a new mascot, Bellboy, earlier this week in an effort to connect with a new generation of travelers.

Her vision is to "develop marketing that goes beyond transactions." The exec told ADWEEK that she will prioritize the company's range of loyalty programs and product offerings.

"In this extraordinary travel sector, great travel marketing isn't about the loudest message—it's about the most meaningful one that makes travel more accessible, enjoyable, and meaningful for everyone," she said.

Wills will report to chief marketing officer Jochen Koedijk.

“We are thrilled to welcome Natalie to Expedia Group,” said Koedijk in a statement. “Her proven track record of creating impactful and award-winning campaigns, coupled with her innovative approach to brand building, will be invaluable as we continue to elevate our brands and connect with travelers worldwide.”

In February, Expedia Group reported $13.7 billion in revenue for 2024, a 7% increase year-over-year. Per Statista, the vacation rental market is expected to experience a compound annual growth rate of 4.4% from now through 2029.

April 22 at 2:28pm ET: This story has been updated with a quote from Wills.

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