**Expedia Recommends the Perfect Vacation Based on Facial Reactions**

Expedia is using consumers' facial expressions to give them tailored vacation recommendations. The brand has created a site called "Discover Your Aloha" where consumers can turn on their webcam to allow monitoring of their reactions to a short video of locations in Hawaii.

***Marketing Land 10/11/16***

<http://marketingland.com/expedia-now-lets-pick-hawaii-travel-packages-smile-194442>