

# Grow Direct Bookings with Amadeus Hotel Metasearch

Metasearch is one of the fastest growing booking channels and has become a must-have distribution channel for hotels.

Across all hotels in our portfolio, we have observed a shift in the booking mix vs. other channels, with Metasearch growing by

50%

between Q1 2019 and Q1 2022

Q1 2022  
Metasearch booking volume is

63%

higher than in 2019

Drive direct bookings through a proactive optimization and technology investment approach with Amadeus Hotel Metasearch. Maximize your opportunities with preferential partnerships between Amadeus and the largest metasearch providers.

Amadeus Hotel Metasearch is available to most hotels, regardless of which distribution or booking platform they use. It enables hoteliers to target guests who are actively researching their travel plans and are ready to make a booking decision. As part of the process, guests are later directed through a deep link to the hotel's own Booking Engine to complete their booking.

## Why choose Amadeus Hotel Metasearch?



### Key channel partners

Access exclusive features and functionalities through Amadeus' preferred partnerships with the biggest Metasearch providers, including Google Premier Partner Status.



### Dedicated team of experts

Maximize returns with end-to-end management from experts providing proactive campaign optimization and one-on-one support.



### Booking de-duplication

Get one comprehensive view of your media performance with unified reporting and attribution— removing booking overlap of Metasearch and Amadeus Digital Media solutions.



### Advanced merchandising

Differentiate your hotel listing and quickly adopt new partner features with leading merchandising capabilities (callouts, logos, cancellation filters, and more!).



### Continual tech investment

Benefit from great connectivity and new tech enhancements along with fast responses to changing consumer behavior.

## What is Metasearch?

A meta site is a search engine where Online Travel Agencies (OTAs), hotel brands, and independents are aggregated and compared. The most visible listing with the best price wins!

## Why is Metasearch important?

An average consumer visits 5+ different travel sites when looking for hotels. Meta sites simplify travel shopping by aggregating suppliers and allowing users to compare prices.

75% of travelers use metasearch engines in their shopping process. With a media strategy for metasearch, hotels have an opportunity to:

- **Improve brand visibility and reclaim your search engine real estate**
- **Drive direct bookings at a lower cost than OTA commissions**
- **Protect bookings that could otherwise be lost to the competition on an OTA platform**

Now is the time to reclaim your search engine real estate and drive more direct bookings.

Contact our team of experts to discuss your needs, learn more about pricing and no-commission models, and [schedule a demo](#) of Amadeus Hotel Metasearch.

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