Understand THE VALUE OF METASEARCH

Get to know travel metasearch websites:
- Google
- TripAdvisor
- Kayak
- Skyscanner
- & others...

Metasearch websites:
- Simplify the travel shopping process.
- Improve online visibility for hotels.
- Have a lower cost-per-acquisition when compared to online travel agencies (OTAs).
- Are fast-growing channels!

Our hotel clients who’ve leveraged metasearch have reported:
- 21% increase in clicks*
- 64% increase in bookings*
- 36% increase in conversion rates*
- 7% increase in CTR*
- 16% increase in conversion rates*


Resulting in:
- 2x the bookings*
- DOUBLE-DIGIT growth in impressions and bookings*

For further information, visit amadeus-hospitality.com or speak to an Amadeus representative today.

Here are five pro tips on how to excel across metasearch websites:

1. Implement merchandising options such as callouts, badges and sponsored listings. Properties that have included logos on their metasearch listing show a:

   - 7% CTR
   - 16% conversion rate

2. Set an explicit strategy for metasearch. Ceding participation and volume almost always costs hotels more. When testing different property groups, hotels who spent 20% more on metasearch showed a:

   - 220% increase in impressions**
   - 228% increase in bookings**

3. Diversify your investment across different platforms to vary your audience and expand your reach. Amadeus can connect you to the leading metasearch sites allowing hotel clients to be listed across even more channels.

4. Optimize for improved visibility. Thanks to our proprietary data, guidance on optimization, machine learning and AI bidding, customers have seen:

   - 220% increase in impressions**
   - 228% increase in bookings**

5. Focus on rates and price accuracy. Rate parity on metasearch (i.e., how the brand.com rate compares to the rate – for the same hotel property – offered by another seller on metasearch) is crucial as price is a leading factor when travelers click and book. By improving their “lose rates”, our customer’s properties have:

   - Increased their click-through-rate (CTR) by 70%*
   - Increased their conversion rate by 100%*

Diversity in your investment can lead to even more.

**Amadeus Case Study: Understand the Impact Commissions Can Have on Your Campaign Performance