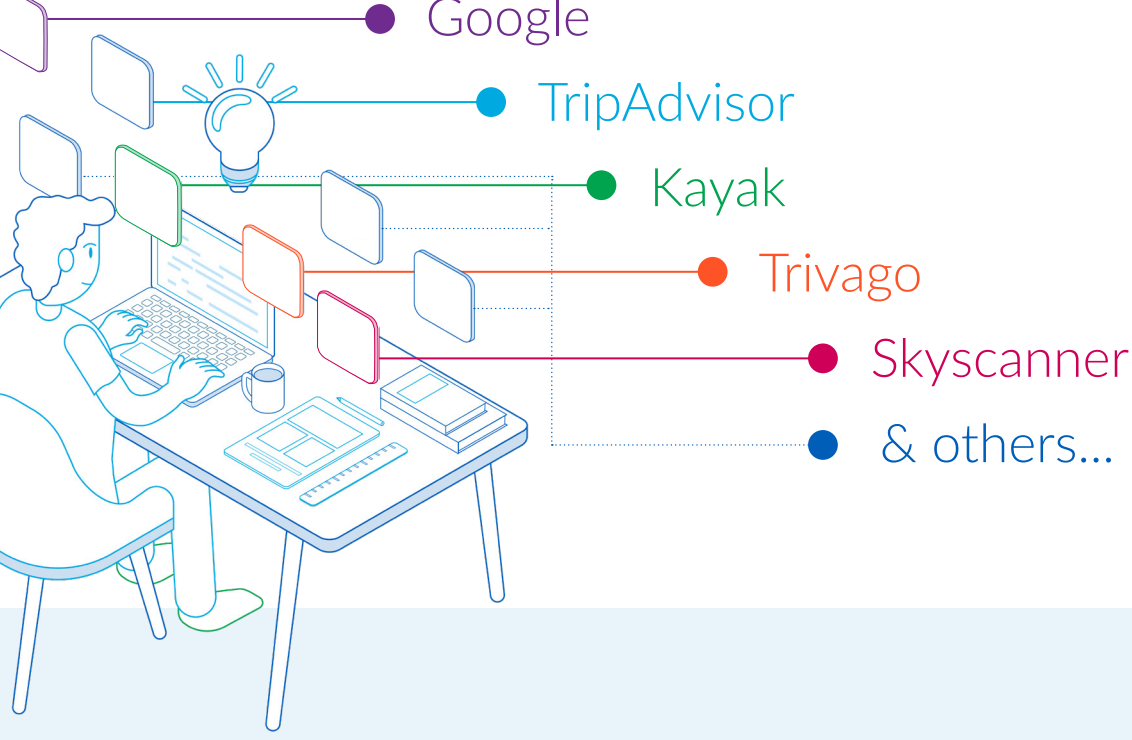


Understand THE VALUE OF METASEARCH

Get to know travel metasearch websites:



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*

36%
increase in
conversion rates*

64%
increase in
bookings*

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

- 1. 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%

Resulting in
2x
the bookings*

What are lose rates? Brand.com rate does not match the lowest listed price on metasearch platforms resulting in a “lose” scenario.

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

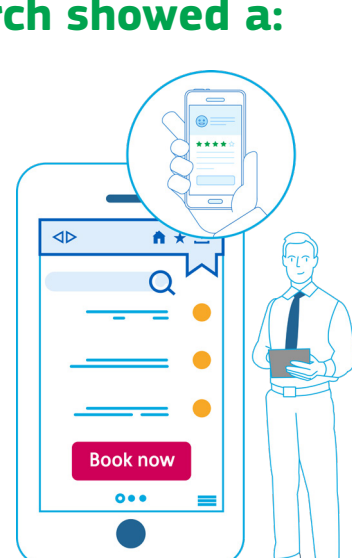
7%
increase in
CTR*

16%
increase in
conversion rates*

- 3. 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**



- 4. 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.

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

DOUBLE-DIGIT
growth in impressions
and bookings*

*Amadeus Demand Services, Metasearch proprietary data (January – May 2021 vs. January – May 2022).

**Amadeus Case Study: [Understand the Impact Commissions Can Have on Your Campaign Performance](#)

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

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