

# Using Media to Mitigate COVID-19 Impact

Generate future bookings even if you are temporarily closed or have a travel ban in your market



## Target drive market and “stay at home” holiday segments once regions start opening:

Your Media Campaign Manager (MCM) can geo-target your campaign and will suggest offers to help attract that business.

## Travelers and travel agents are still looking to book future business:

Your MCM can target ads to audiences with intent to travel on dates you are most likely to be open and travel bans are likely to be lifted.

## Do not abandon the goal to increase direct bookings:

This was a common mistake made during the 9/11 crisis. Absent any marketing, you will concede market share to the OTAs – and once this is over, you’ll have to win it back.

## Focus messaging on guest comfort and safety:

Highlight the steps you are taking to prioritize your guests with promotions that emphasize relaxed cancellation policies, strict housekeeping standards, and any operational F&B service – even if it’s only room service.

## Prepare for recovery:

Every hotel will be aggressively trying to make up for lost ground. Your MCM has access to market booking trend data that signals when recovery is beginning, so you can hit the ground running and re-build your revenue.

## Advertising during the crisis can produce results and reasonable returns

### Digital Media

- \_ You only pay for search ads when someone clicks on your ad.
- \_ Your advertising costs will be contained by demand: By focusing on the lowest funnel travelers with booking intent, you can maintain reasonable returns on your advertising.
- \_ Your campaigns use negative keywords to prevent paying for searches related to cancelling reservations due to the current situation.
- \_ We can identify the profile of the travelers that are booking at your hotel now and target similar audiences.
- \_ Your MCM can focus display and social ads on people that visit your website and on audiences that have true travel intent.
- \_ Generating reservations now has value for future remarketing even if the guest subsequently cancels.

### GDS Media

- \_ You only pay for ad impressions in GDS Media.
- \_ Your advertising costs will be contained by demand: The number of impressions served is directly correlated to demand in your market, ensuring you are paying for visibility with travel agents looking to book.
- \_ Your MCM can target regions booking into your market and serve a larger than normal share of ad impressions to regions most likely to book.
- \_ Select promotion dates (the period that you want to grow bookings) that are 60+ days in the future if your market has present travel restrictions.
- \_ Maintain your preferred placement presence in the GDS and be seen when travel agent searches are happening. Avoid giving the coveted top spot in the search results to your competition.

Contact your MCM to learn more about these approaches to mitigating the impact of COVID-19.