

AccorHotels attracts international travelers in key markets using Hotel Ads' geo-targeting



AccorHotels is a world-leading travel and lifestyle group with more than 4,300 hotels, resorts, and residences across 100 different countries in its portfolio ranging from luxury to economy brands. Paris, France • www.accorhotels.com



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The challenge

- With over 4,300 hotels in 100 different countries, AccorHotels wanted to enhance its communication strategy and effectively reach new customers in key markets around the world.
- The company also wanted to sustain and support international growth in both established and emerging markets while adapting its strategy to each hotel's specific needs across the world.

The approach

- AccorHotels leveraged a combination of their existing data, Koddi's proprietary bidding algorithms, and geo-targeting features in Hotel Ads to reach traffic that was likely to convert based on their location, messaging those users in their native language. This allowed them to reach a segment of customers with high intent who were previously inaccessible.

Partnering with Koddi

- To inform and execute this approach with Hotel Ads, AccorHotels teamed up with Koddi, a marketing technology provider for advertisers in the travel industry, to analyze international travel patterns and determine customer interest in its key markets based on their location.

The results

- By reaching customers based on their location, AccorHotels was able to increase traffic and drive bookings to its key emerging markets.
- Following this success, AccorHotels will use this approach in both mature and emerging markets to more accurately reach international travelers.

“Our main objective is to support our hotels and adapt our strategy according to their needs and the features of our partners. Thanks to Google Hotel Ads and Koddi, we are able to make sure we always take the most benefit from our investment.”

—Benedicte Bourdeaux Tonnerre, Head of Metasearch at AccorHotels

20%

Lift in YoY traffic

65%

lift in YoY bookings

84%

lift in YoY revenue

