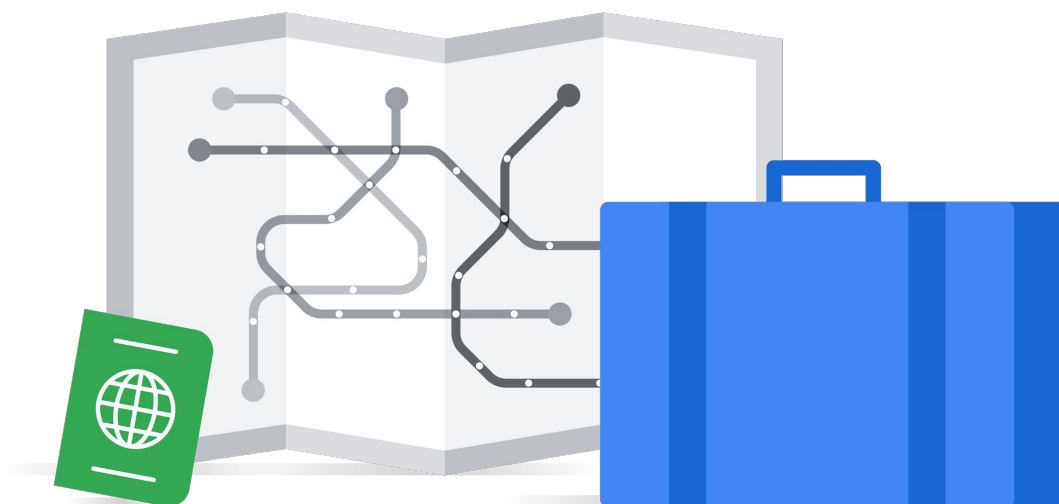# Google for Hotels 301:
Getting Direct Bookings

Google For Hotels 301:
Get Direct Bookings from Google

Introduction to Hotel Ads

Millions of travelers around the world search for hotels on Google every day. Our mission: To be the trusted place where travelers go for the most useful information to make faster, effortless decisions.

Enter Hotel Ads: Hotel campaigns let you **bid** for dynamic ads that appear when a traveler searches for a hotel on Search, Maps, or the Assistant. These ads appear in a hotel **booking module** that can show photos of the hotel, amenities, prices, and a link to book the hotel.

### Benefits of hotel ads

With hotel ads, you can:

- Attract travelers who are actively looking for a hotel in a particular area. Hotel ads contain your company's name, hotel name, price, and text callouts to highlight the unique benefits of **booking** through your site.
- Tailor a hotel's prices by a hotel's availability and traveler itineraries.
- Send customers to a website to book, or allow them to book on Google.
- Pay for an ad only when someone books a hotel. Or fine-tune your bidding by factors such as **device** type, the traveler's country, or length of stay.
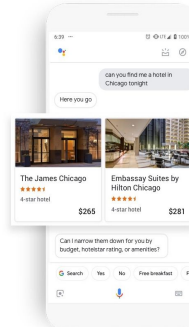
Where do hotel ads appear?

After someone searches for a hotel on Google Search, Maps, or the Assistant, they'll see a hotel search module with hotel photos, names, prices, and a map. When they select a hotel, they'll see up-to-date prices and links to book that hotel for the dates and number of guests they select.
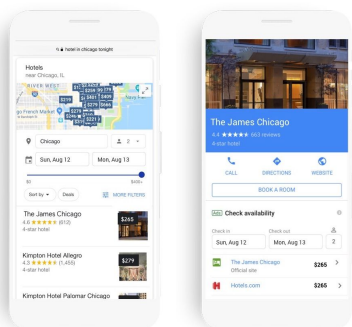
Google Search
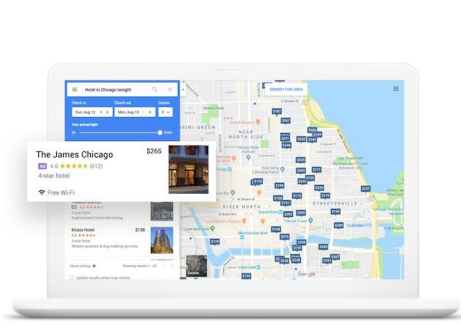
Google Maps

Google Assistant

Google Ads

What makes up a hotel ad?

After a traveler clicks on a hotel in the Hotel search unit (part of Google Search), they can click through to the Hotel ads **booking module**. The module contains:

1. Hotel photos and tabs for prices, hotel reviews, overview, location, and more photos.

2. Hotel name, class, address, phone number, and links to the hotel website or directions. Also included in this section: hotel reviews, highlights, and a hotel description.

3. A "Book a Room" button takes travelers directly to Hotel ads **booking** links.

4. Booking module: Travelers can adjust prices by check-in and check-out day, as well as the number of guests. In the hotel price feed, you can configure prices to change in response to what the traveler searches for.

5. A booking link, which takes travelers to a landing page for a hotel. You can configure this link to include a small logo and call out attractive hotel features or amenities.
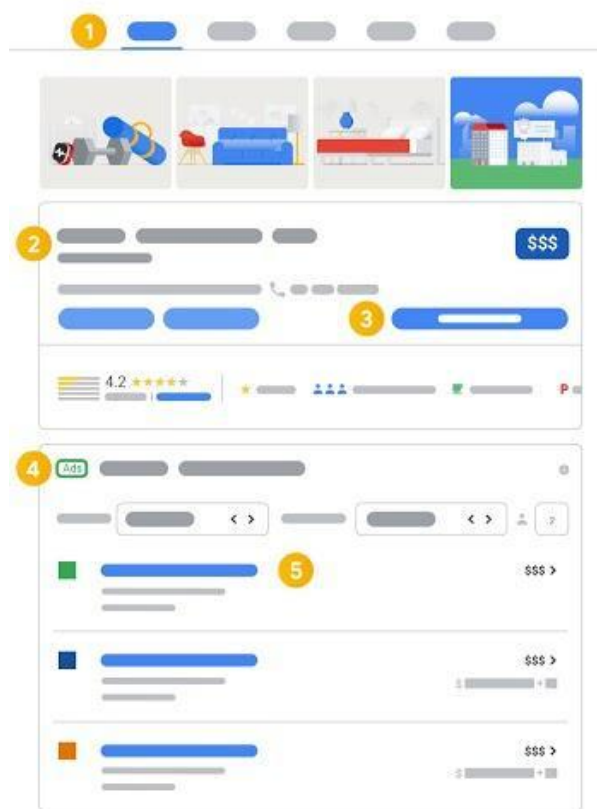
How travelers find Hotel ads

1. Hotel search

When a traveler searches for a hotel on Google, they'll see a mixture of text ads (top) and organic hotel listings that appear with hotel photos, ratings, prices, and a map. If a traveler clicks More hotels, they'll be taken to the full view. If they click on a hotel, they'll go straight to the booking module.
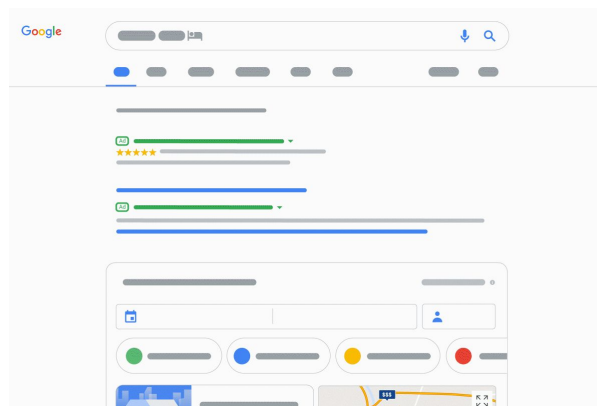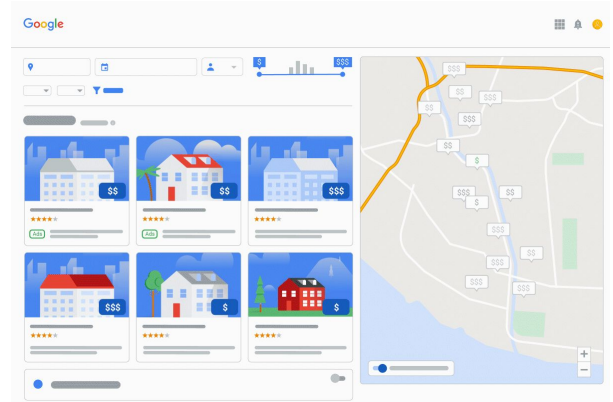

Google Ads

2. Full view

When a traveler uses hotel search on Google and then clicks More hotels, they'll be taken to the full view. The full view includes hotel names, photo, Prices, and rating.

A traveler can further filter prices by check-in date and **occupancy**.

Clicking on a hotel sends a traveler to the Hotel ads booking module.

3. Hotel ads booking module

The booking module contains:

- A "Book a Room" button allowing a traveler to immediately book a hotel.
- Hotel ads booking links that allow a partner to show the price by a specific check-in date and room occupancy. Booking links can also be configured to show special rates, a logo, and text that calls attention to hotel features.

When a traveler clicks on a booking link, they'll be taken to a website to complete the booking.

Google Ads

Getting started

Hotel Ads run through the Hotel Center in Google Ads. We recommend using a Hotel Ads partner to help set up these 3 feeds in the Hotel Center to become eligible to run Hotel Ads through Google Ads:

Hotel Listing Feed
Matches partners' property lists to the correct properties on Google.
(Matches are made through shared property names, addresses, phone numbers, etc.)

Price & Availability Feed
Where partners regularly update their prices, to dynamically populate a price in Hotel Ads.
(Consistent Hotel IDs used in the Price Feed & Hotel Listing feed allow us to link prices to the correct property on Google.)

Landing Page File
Sets dynamic destination URLs for Hotel Ads, depending on user location, language, property selected, and itinerary selected.

Hotel Ads Partners use Google Ads to set up and manage Hotel Ads campaigns. The Hotel Center links to Google Ads, enabling the option to create a Hotel Ads campaign. Google Ads then pulls in data from the Hotel Center.

Note: Hotel Ad campaigns target properties (rather than keywords, which are predominantly used for Google Search).
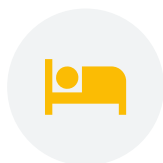
Linking

Hotel Center

Hotel Listing Feed

Price & Availability Feed

Landing Page File

Google Ads

How do Hotel Ads work?

Let's use the example of a user who is looking to stay at the Marriott Marquis from June 15 to June 16 for two people.

In this specific Hotel Ads example, each unit, like Expedia.com, is generated by a partner. Each of these partners:

1. Added the Marriott Marquis to their Hotel Listing Feed
2. Matched their property information to Google's property listing.
3. Set up landing pages in their Hotel Center.
4. Sent us a price via their price feed, for the Marriott Marquis, June 15 - June 16, for 2 people
5. Linked Google Ads to their Hotel Center
6. Targeted the Marriott Marquis in a gAds campaign
7. Bid high enough on the Marriott Marquis to show in the top 4 ad slots when this Hotel Ads unit was triggered
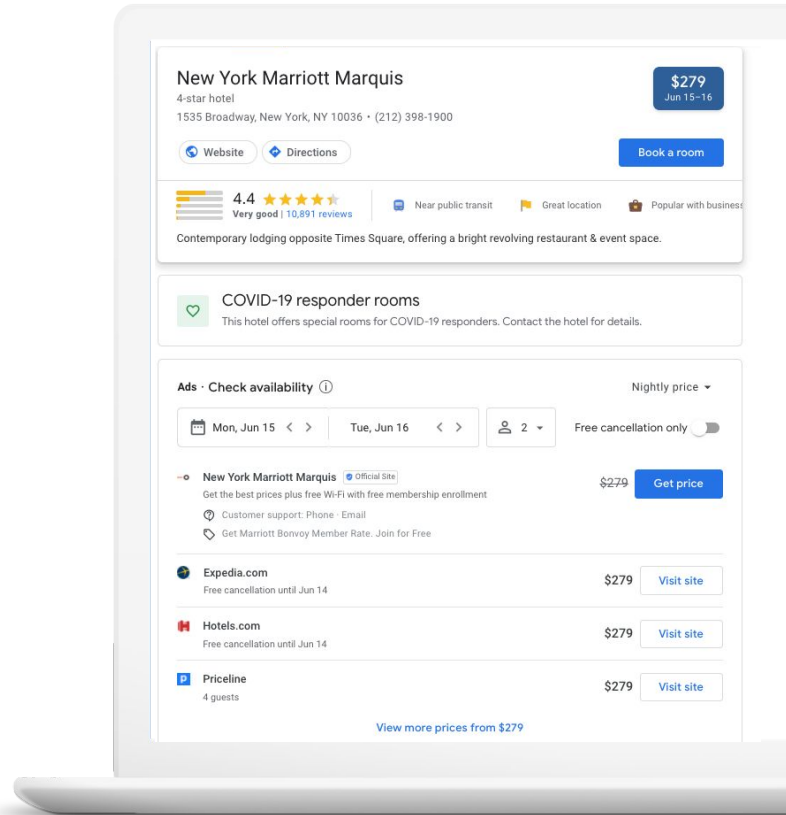
Audience & Targeting for Hotel Ads

In Google Ads, Hotel Ads uses some of the same user signals for targeting and bidding optimization, that are important across Google Ads units:

- User geo
- Device
- Time of Day
- Audience Lists

As you can see in the example above, the hotel ads unit has different user inputs than other Google ad formats. Versus traditional Search, Video, or Display campaigns, Hotel Ads has a few unique bidding and targeting controls in Google Ads. The key user inputs are:

- Property selected (ex. Marriott Marquis)
- Date range (ex. June 15 - June 16)

Campaigns and budgeting

With Hotel campaigns, you set specific budgets and can reach travelers based on their country of residence and device they're using. Within a campaign, ad groups let you set specific bid adjustments based on the traveler's itinerary.
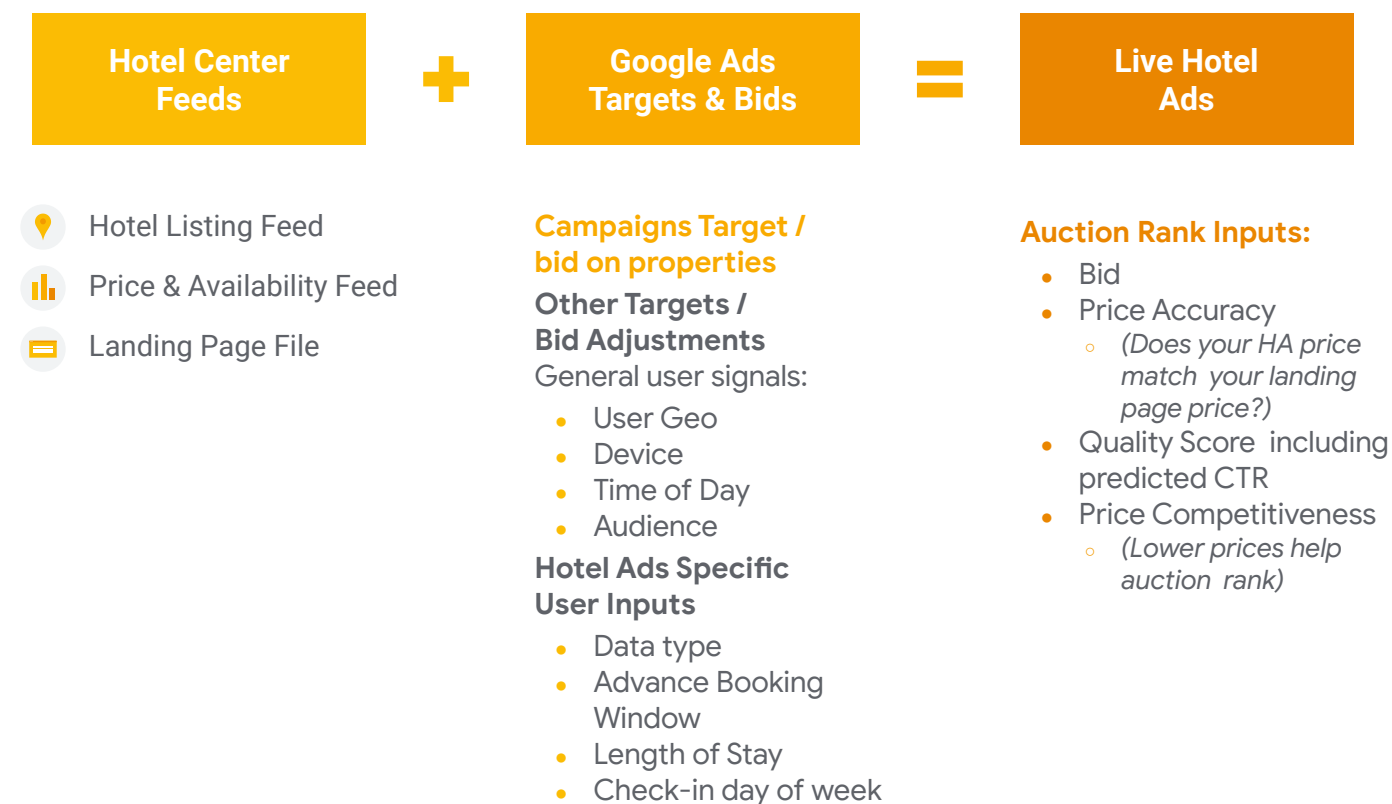
Within an ad group, hotel groups let you set base bids for hotels based on their attributes.
Learn more about hotel groups

> **Note:** You can also create campaigns, set bids, and manage your hotel groups using the Google Ads API. Learn more about managing campaigns

In Google Ads, you can target your Hotel Ads by the date range:

- **Date type:** *Did the user select their own date?* Since you need a date to populate a Hotel Ads price, Hotel Ads always shows an automatic date. If the user does not change this date, it is considered a "default date." If a user changes this date, it is considered "user selected date." Partners can modify bids for default dates or selected dates. If a user changes the date, they are more likely to book / convert -- so partners want to bid up on that input.
- **Advance Booking Window:** *How far out is the start date?* Partners might bid up on last minute bookings on mobile, which tend to convert well. Partners might bid down on far out bookings, if they see higher cancellation rates or lower conversion rates.
- **Length of Stay:** *How long is the date range?* In Hotel Ads, bids are multiplied by the # of nights in the date range. Partners may bid down on longer lengths of stay to mitigate that.
- **Check-in Day of Week:** *What day of week is the start date on?* For some properties Friday or Saturday check-ins convert better than Mondays, so partners may want to bid up on Weekend check-ins.

Hotel Center Feeds	**+**	Google Ads Targets & Bids	**=**	Live Hotel Ads

Hotel Center Feeds

- 📍 Hotel Listing Feed
- 📊 Price & Availability Feed
- 💳 Landing Page File

Google Ads Targets & Bids

Campaigns Target / bid on properties

Other Targets / Bid Adjustments
General user signals:

- User Geo
- Device
- Time of Day
- Audience

Hotel Ads Specific User Inputs

- Data type
- Advance Booking Window
- Length of Stay
- Check-in day of week

Live Hotel Ads

Auction Rank Inputs:

- Bid
- Price Accuracy
  - *(Does your HA price match your landing page price?)*
- Quality Score including predicted CTR
- Price Competitiveness
  - *(Lower prices help auction rank)*

Bidding

With Hotel campaigns, you can either bid when someone completes a booking or when they click on your ad:

- Commissions (pay-per-booking): You pay only when a traveler books your hotel, depending on the payment model you choose.
- Commissions (pay-per-stay): You pay only when a traveler completes a stay they booked through Hotel ads. Available only to select partners.
- Max CPC bid (fixed or percent): You pay when a traveler clicks on your ad. For the CPC bid strategies, you can adjust your bid by factors such as device type, traveler location, length of stay, and other factors.
- Enhanced CPC: Automates bid adjustments for a Max CPC bidding strategy.

Learn more about bidding for Hotel campaigns

Google Ads

Setting up your Hotel Center feeds

Because hotel ads are dynamic, you'll need to provide (or work with an integration partner who provides) the following:

- A hotel list feed (the hotels you want to advertise)
- A price feed (an up-to-date set of prices for different itineraries),
- A point-of-sale configuration (landing pages that users arrive at when clicking on your ads)

The above items are managed in a Hotel Center account, which you will link your Google Ads account to run Hotel campaigns and manage your budget, campaigns, ad groups, hotel groups, bids, and reporting. If you're an existing hotel partner, migrate to Google Ads.

> **Note:** We strongly recommend using an integration partner to get your feed up and running. Visit ads.google.com/hotels/partners to get started.

Selecting an integration partner versus direct integration

Check your eligibility to integrate directly with Google Hotel Ads and ensure you understand the policies to participate in the program.

Availability: We currently work with partners around the world. In most cases, you'll need to work with an authorized integration partner to send your data to Google.

You're always encouraged to work with an authorized integration partner to participate in Google Hotel Ads. Direct integration with Google Hotel Ads requires dedication of your technical resources.

To be eligible for direct integration with Google Hotel Ads, you must:

- Work with your Google **Sales Account Manager** or let us know you're interested in Hotel Ads
- Have technical resources with bandwidth allocated to create and maintain XML feeds
- Be prepared to make changes to your existing servers/data storage processes if needed to support optimal queries per second (QPS) from Google
- Be able to keep your price accuracy high by frequently updating your cache data to remain in sync between your website's availability and Google's cache
- Be able to set up an API and keep it functioning 24x7
- Be able to start a Hotel Ads campaign post-launch with (preferably 100) hotels with availability and prices for multiple rooms and stay lengths in each
- Protect your customers' personally identifiable information (PII)

Eligible? Complete the direct integration request form. We'll review your request and be in touch if your business qualifies for a direct integration.

Google Ads

Next Steps:

- Make sure you have an up to date Google My Business Profile: google.com/business
- To learn more about Hotel Ads, visit ads.google.com/hotels
- Get in touch with our official Integration Partners to discuss integration: ads.google.com/hotels/partners

CASE STUDY

IHG coordinates company's worldwide marketing with Google Hotel Ads

IHG®

With nearly 5,200 hotels in almost 100 countries, InterContinental Hotels Group's (IHG) portfolio of brands includes InterContinental® Hotels & Resorts, Crowne Plaza® Hotels & Resorts, and Holiday Inn®. Denham, United Kingdom • www.ihgplc.com

The challenge
- With its commitment to brand-wide empowerment, InterContinental Hotels Group wanted to find a way to scale its reach and coordinate its media investment efforts across the company.
- The company also wanted to create a cohesive marketing strategy across stakeholders.

The approach
- IHG leveraged Google Hotel Ads combined with Koddi's attribution solution to remove redundancy of efforts toward digital demand generation, and create a coordinated strategy across stakeholders.

Partnering with Koddi
- IHG partnered with Koddi, a software-as-a-service provider of marketing technology for advertisers in the travel industry, to onboard 690 of its properties to work in conjunction on digital demand generation efforts through Hotel Ads.

The results
- This approach removed redundancy by showing participants across the company how their marketing budget was directly contributing to each campaign, by matching every dollar to the traffic and bookings it produced.
- After testing this strategy with approximately 10% of its properties, IHG plans to expand the program across the entire company.

" Google Hotel Ads is one of the ways we engage with our customers in a more meaningful way, and the success of this program with Koddi has opened additional new revenue opportunities for us."

—*Chris Copp, Vice President, Paid Media at IHG*

53%
Increase in traffic

70%
Lift in bookings

78%
Lift in revenue

Google | **Koddi**

About Google Ads: Google Ads is a digital advertising solution for businesses of all sizes. Whether you're a small business owner or enterprise marketer, Google Ads delivers reach, relevance and trusted results to help you grow your business. Learn more at ads.google.com/home.

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Hotel Ads best practices during COVID-19

During these unprecedented times, there are a few steps you can take to ensure you're focusing on what matters to consumers during and post-COVID-19.

Covid-19 Travel advisory alerts for users searching for travel

Travel queries show an update on Travel advisories and airline policies related to Covid-19.

Proactively communicate with travelers

- Update your Google My Business profile to reflect changes to your hours of operations or temporary closures. Be transparent about response times.
- Create a resources section on your website or a bto field questions on cancellations, refund policies, and travel insurance.

Highlight flexible booking options in your hotel ads

- Ensure travelers can find your cancelable rates. Set cancelable and refundable room rates or a global refundable rates policy.
- Bring attention to your cancelation, refundability or rebooking policies in your callouts.
- If your pricing strategy has changed (or will continue to change), keep a close eye on your price accuracy. If your prices are unlikely to fluctuate, create rate rules to lessen your cache bandwidth needs.

Google Ads
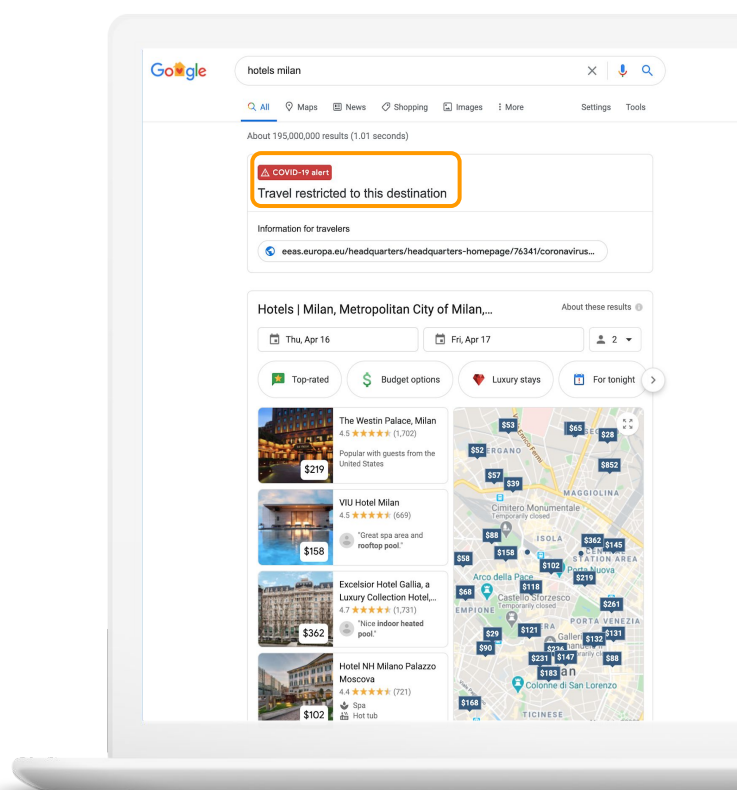
Adjust your Hotel campaigns for the current landscape

- Segment your traffic by hotel attributes like advanced booking windows, location, device or length of stay to identify what is still converting well—such as people looking for last-minute stays or places to quarantine—and what's not.
- Adjust your bids and bid adjustments on poor-performing segments. Re-evaluate your mobile bid adjustment strategy as people are more active on their mobile devices during this time.
- Consider commission (per conversion) bid strategy to pay only when the booking occurs and mitigate risk or commissions (per stay) bid strategy to transfer the risk of future bookings to Google.

Find additional recommendations for Google Ads campaigns, resources for businesses and up-to-date information on Google COVID-19 efforts.

See if you qualify for the Grow with Google Small Business Fund (US only) or Google Ads credits.

Once your hotel is up and running on Google Hotel Ads, take your Hotel Ads
to the next level with our **401 Guidebook: Hotel Ads Advanced Features**.