



GUIDE

# Hotel marketing guide

How to attract more guests, raise your visibility,  
and extend the reach of your ads.





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# Introduction

Competition is one of the main challenges facing today's hotel marketers. Travelers have seemingly endless choices when it comes to where to stay, meaning you can show your value and end their search. But what goes into getting your hotel in front of the right travelers at the right time?

As the leading travel media network, we're uniquely positioned to help you effectively connect with and convert our global audience. Our deep understanding of the traveler journey fuels everything we do. From delivering more than a billion trips<sup>1</sup> in the last decade to our exclusive and extensive first-party data, custom research, and advertising solutions that are purpose-built for our partners, we're obsessive about connecting you with future guests.







We want you to think of us as an extension of your team, whether you're part of a well-known hotel group or an independent property. We're here to help you stand out at critical touchpoints, engage your target audience, measure your impact, and adapt your strategy in real time.

### What we'll explore

- Discover effective hotel advertising opportunities based on your goals.
- Learn innovative ways to reach travelers everywhere.
- Get inspired by partner success stories that can inform your strategy.
- See how our trusted advisors help you track and optimize your campaigns.







## CHAPTER 1

# Show what sets your property apart

### Every hotel has a story to tell.

Whether you're representing a global hotel chain or a boutique property, you can raise brand awareness, lean into customer experience marketing, increase visibility, and attract more guests with on-brand and effective messaging.

Our innovative full-funnel suite of hotel advertising solutions helps bring your property to life and engage travelers throughout their purchasing journeys. Connect with and convert your future guests as they look for vacation inspiration, plan their trip, and book across our 20+ globally recognized brands and 200+ travel websites and apps.







# Boost your visibility and bookings with TravelAds Sponsored Listings

Grab travelers' attention and stand out in search results.

Hotel marketers need their ads to build brand awareness, reach their target audience, drive occupancy, and [increase revenue](#). That's why we created [TravelAds](#) with powerful features that raise visibility in a crowded marketplace.

Stand out to our more than 10 million<sup>2</sup> daily visitors and get your message in prominent placements in search results.





## How TravelAds drive online bookings:

### Advanced targeting capabilities

Create custom audience segments and target your audience based on geography, trip details, hotel attributes, and more.

### Custom ad copy and photos

Highlight what you want, when you want, like new property additions, proximity to beaches or shopping, or timely events.

### Bid based on goals

#### Automate your bidding

and stay competitive with less effort.

## More visibility, more bookings.

→ Hotels that use TravelAds are 20% more visible in search results

→ TravelAds partners see 20% more bookings on average<sup>3</sup>

You control your spend and only pay when a traveler clicks your ad, making TravelAds a cost-effective way to reach more guests.







CAMPAIGN SPOTLIGHT

# How a luxury hotel used TravelAds to reach its target audience during the slow season

TravelAds Sponsored Listings

Display advertising

EMEA



One of the largest luxury hotels in Europe is nestled between Italy and France on the French Riviera. This seaside property attracts leisure and corporate travelers alike thanks to an internationally renowned NOBU restaurant, two rooftop pools, and 18 meeting rooms.

To attract these travelers during their slow season, the hotel needed powerful, flexible targeting to adapt to changes in demand.

“

*Our revenue and room nights are growing a lot thanks to TravelAds. It helps us drive business during the times we need, so it's an essential tool for us.”*

**Joëlle Salles Ducraux**

Digital Marketing Manager, Fairmont Monte Carlo

## THE RESULTS

**95:1**

TravelAds ROAS for 2023

**85%+**

room nights year over year

**800K+**

impressions

[Read the case study →](#)



# Engage a broad audience with display advertising

The ways travelers find and book hotels are always changing. Hotel marketers need to stay top of mind when travelers interact with different content. We can help you create messages that resonate with custom copy, images, and videos for you to use with our innovative display advertising options.

On average, travelers view 141 pages of travel content in the 45 days prior to booking.<sup>4</sup>

From finding stay inspiration on Instagram and picturing themselves at a property in a YouTube video to using an app to plan their trip, we connect you with engaged travelers across — and beyond — our family of brands.

Find options that fit your strategy, like custom and out-of-home advertising from our [award-winning creative team](#) and digital [display ads](#) that include seamless native advertising, standard IAB, and [offsite ads](#). With our range of display products, like engaging photo galleries that appear in search results and shoppable TV opportunities, you can put your hotel in front of global travelers when it matters most.

“

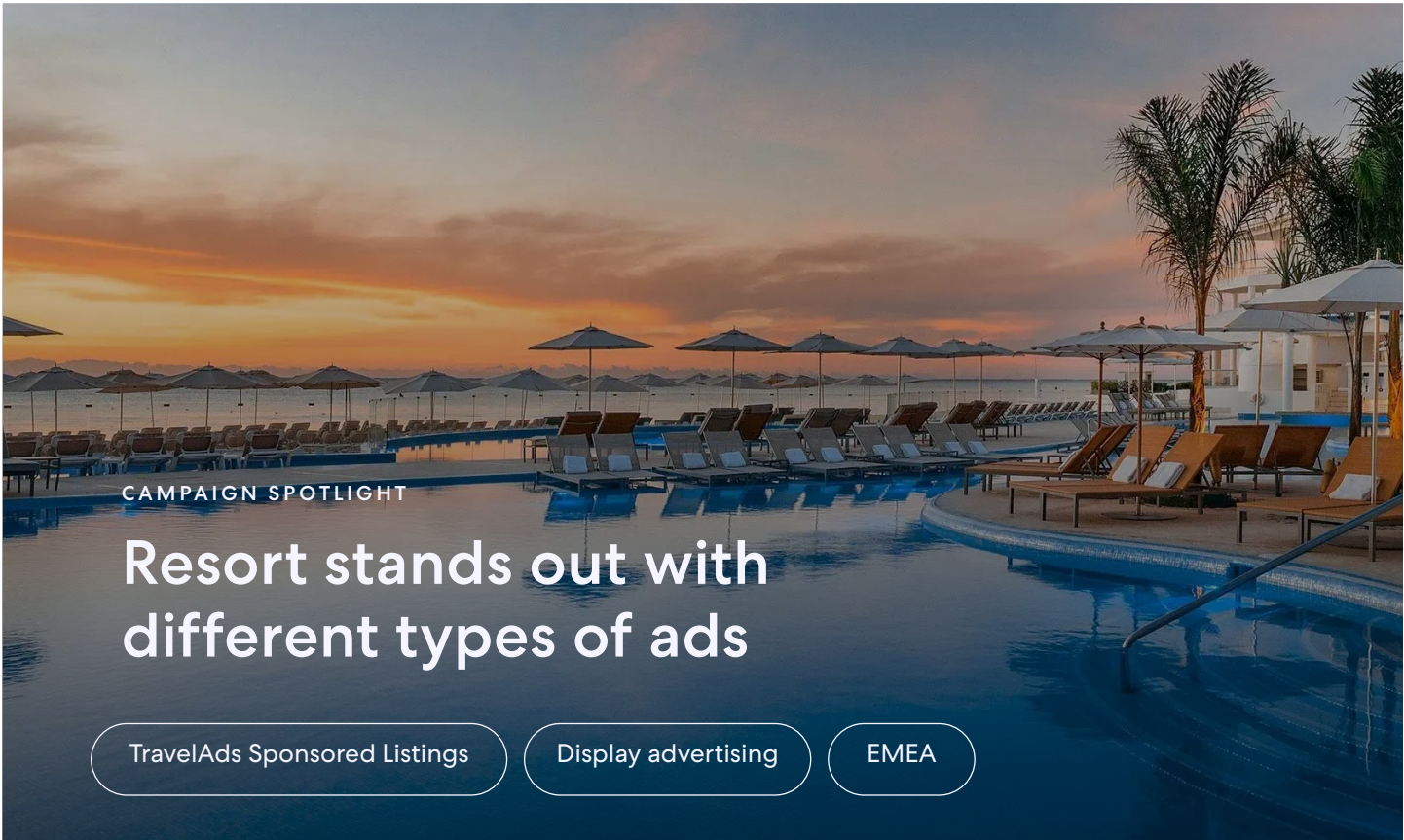
*Using display advertising with TravelAds is a better way to convert travelers. The two solutions work well together, and when we combined display advertising with TravelAds, we saw a growing impression share.”*

**Joëlle Salles Ducraux**

Digital Marketing Manager, Fairmont Monte Carlo







CAMPAIGN SPOTLIGHT

## Resort stands out with different types of ads

TravelAds Sponsored Listings

Display advertising

EMEA



Guests can unwind at one of eight breathtaking oceanfront luxury resorts, nestled along the pristine Caribbean shores of Mexico and Jamaica. This chain offers 5-star, all-inclusive escapes where travelers wanting to do nothing can dissolve stress with luxurious spa treatments, while experience-seekers can fill their days and nights with activities and entertainment.

The team at Palace Resorts knew that demand is high for beach destination resorts and needed to differentiate their properties from the competition.

“

*What drew us to Expedia Group's advertising solutions was the ability to use multiple solutions to achieve the visibility we were looking for.”*

**Daniel Conte**

Director of Online Distribution, Palace Resorts

### THE RESULTS

**2.6x**

conversion rate for travelers who saw multiple ads

**17%**

more travelers converted when display advertising was combined with TravelAds

[Read the case study →](#)



## Build awareness with native ads

Show up in a non-disruptive way and  
drive higher engagement.

The beauty of native advertising is that you can show off your hotel's unique offerings while giving travelers relevant, helpful content that inspires them. You can maximize your campaign return on investment by delivering contextually relevant ads informed by our vast first-party traveler data and custom research.

Seamlessly integrating your hotel advertising into travelers' booking journeys doesn't mean you're going to blend in.







Are you looking to grow brand awareness? Use social media to attract mobile bookers, highlight your promotions and deals, and give travelers a sense of being at your property when they're considering booking.

Want to maximize conversion? Reach millions of travelers with brand exposure from the start of their buying journey with in-app ads.

Interested in extending the impact of your spend? Work with multiple brands toward a common goal with a [co-op campaign](#).





# How co-op campaigns help hotels

Amplify your efforts and extend  
your spend.

Properties of any type or size, from global chains to independent boutique hotels, can team up with destination marketing organizations (DMOs), airlines, car rental companies, and more to work toward a shared goal and meet your revenue goals.

By joining forces with other businesses like local DMOs, you can also help show travelers how booking your hotel is a crucial part of their overall ideal trip experience.

**Want co-op campaign benefits without  
organizing one yourself?**

We do the heavy lifting of securing strategic partners, producing creative ads, and organizing logistics to simplify and build the right campaign for everyone involved.





# Reach travelers wherever they venture online

Target potential guests throughout their entire purchasing journey with offsite advertising.

Imagine the impact when your hotel appears where travelers spend significant time. Our offsite ads connect you with travelers in a meaningful and engaging way. Stay top of mind with your audience, whether they're watching videos on YouTube or shows streaming on Advanced TV, searching for travel tips, scrolling social media, or reading the news.

With more than 1 billion<sup>5</sup> average monthly searches on our travel brands, we capture data about how travelers search. Then, we activate and scale this exclusive first-party traveler intent data into powerful and effective custom audience segments for you. We use these segments to help you get your hotel in front of relevant travelers wherever they browse and book online.





# Inspire and engage travelers with a bespoke campaign

Elevate your ad creative with our in-house studio.

[E Studio](#) is your full-service partner for compelling experiences that captivate your target audience. We work with you at every step, from ideation and execution to delivering performance insights.







## Discover what's possible with E Studio

### Tell your story

and showcase your hotel with motion and video production.

### Encourage engagement

with interactive and customized landing pages.

### Amplify your message

with a co-branded marketing initiative/brand partnership.

### Tap into the latest

emerging technologies to help your hotel stand out.

### Work with influencers

to put a unique voice behind your story.

### Use experiential marketing

to differentiate yourself from the competition with inspirational, interactive, and bespoke campaigns that give your brand more impact.

### Show up

where you'll get noticed, like giant screens at the airport or on the sides of buses, with our out-of-home offerings.

If your hotel has big goals, our award-winning team is here to help you meet them with high-impact creative work, strategy, and data analysis to ensure you connect with your target audience at influential moments.







## CHAPTER 2

# Leverage unmatched travel data and research

Inspire travelers to stay at your hotel.

With an average path to purchase that is more than two months long,<sup>6</sup> hotels have a significant runway to influence traveler booking decisions.

Our Path to Purchase study uncovered how travelers engage with content, and what you can do to increase bookings by [advertising along the purchasing journey](#).

It's important to know that 27% of travelers book their hotel first.<sup>7</sup> That means your hotel







needs to reach travelers early in their trip-planning journey. For those who decide on a destination first, you need to show up as they plan and book.

We also know that 60% of travelers<sup>8</sup> are influenced by ads they see during the inspiration part of their purchasing journey.

### The most influential ads that appeal to travelers feature:

- Captivating imagery (52%)
- Interesting experiences (41%)
- Inspirational content (38%)<sup>9</sup>



Our hotel advertising experts work with you so that you can stay up to date with our traveler intent and behavior data to help you make informed decisions that deliver maximum impact.



# Cut through the noise with personalization and targeting

Get the right message in front of the  
right audience at the right time.

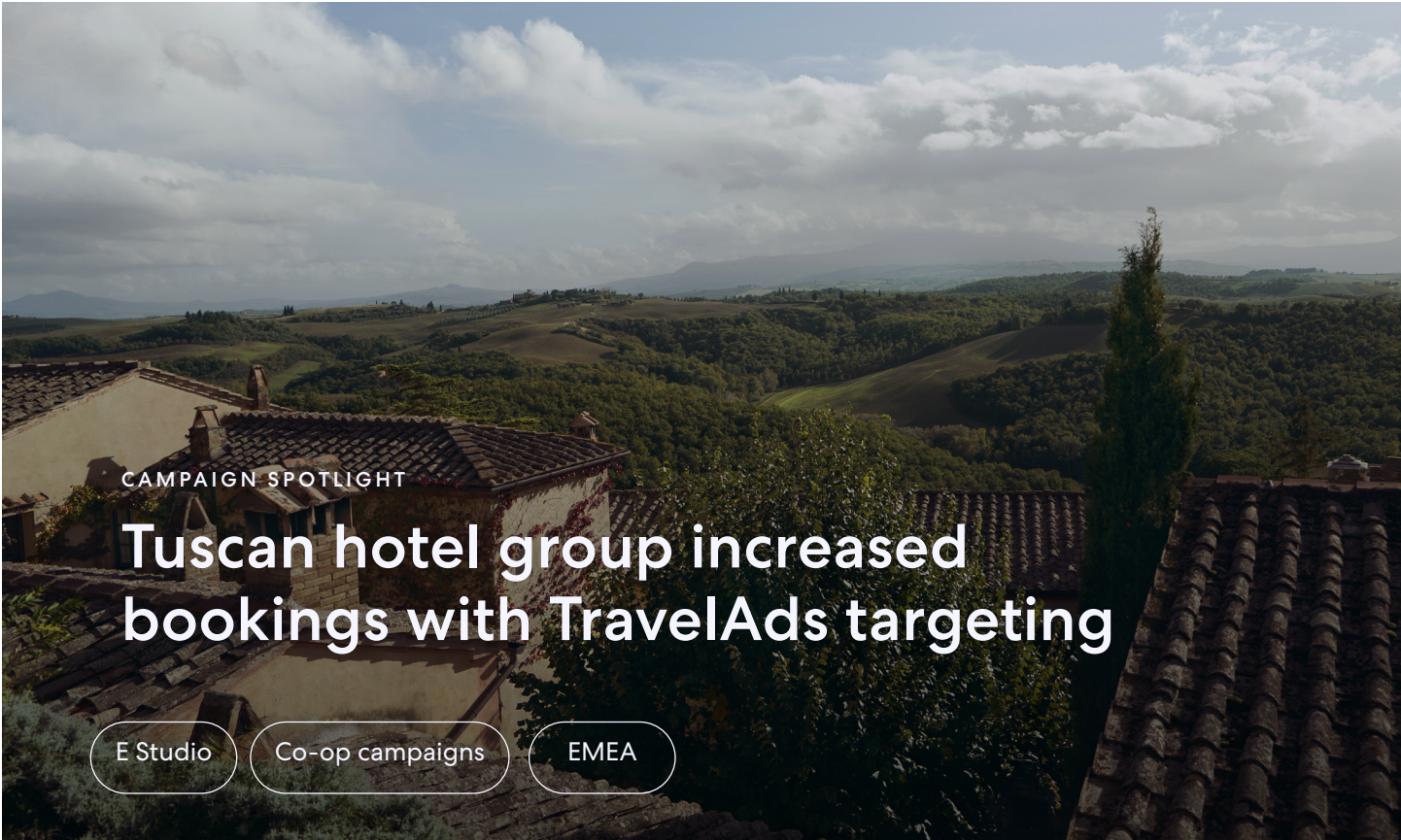
We've all been on the receiving end of information overload, so we know the content that stands out is personal, relevant, and timely. It's the kind of content that resonates with you because it feels like it was made with you in mind.

While it may sound straightforward, effective targeting is complex and relies heavily on the quality and volume of your data. With billions of data points drawn from traveler intent, behavior, and demand data, our digital experts can help you leverage these insights to create well-defined audience segments.

Our advanced targeting capabilities span every device type and all our brands. We can help you connect with people based on their travel geography, trip details, consumer profiles, and more. With these capabilities, we're able to enhance the precision of your targeting efforts. That means you can reach the types of travelers your hotel needs, from business travelers or families to eco-conscious travelers interested in your sustainability efforts.







CAMPAIGN SPOTLIGHT

# Tuscan hotel group increased bookings with TravelAds targeting

E Studio

Co-op campaigns

EMEA



Blinkup is a digital marketing consultancy company that manages hotel advertising campaigns for Place of Charme, a group of six hotels in Tuscany, Italy. Each of the hotels offers unique experiences in the area's urban core and Tuscan countryside.

In a competitive market, visibility is key to filling room nights and connecting with more travelers. Our lodging media expert for northern Italy suggested they use TravelAds to leverage location bid enhancers and audience targeting to connect with US and UK travelers.

“

*Using different products enabled us to capture several market opportunities and connect with travelers through all stages of their journey.”*

**Edoardo Dal Negro**

CEO, Blinkup

## THE RESULTS

Nearly  
**2M**  
impressions

Nearly  
**600%**  
increase in room nights  
year over year

Over  
**2.5%**  
click-through rate

[Read the case study →](#)



## Reach travelers that spend more and stay longer

Expedia Group travelers are good  
for business.

Our travelers spend more, stay longer, and are more likely to be influenced by advertising than other travelers.<sup>10</sup> They're a valuable audience for hotel marketers to focus on, according to our [Uncovering Traveler Value](#) study, because Expedia Group travelers are:

- 41% more likely than other travelers to buy from brands they've seen advertised
- 123% more likely to upgrade their hotel room than other travelers <sup>11</sup>





All of this means more opportunities for your advertising efforts to make an even bigger impact across our websites and apps to influence and inform travelers' plans.

As they're browsing for travel inspiration, you can capture their attention with compelling imagery to spark their interest and help travelers picture themselves at your property. With our [display advertising](#) opportunities, you showcase your offerings and reach our travelers throughout their purchasing journey.

We know our travelers because of frequent research and ongoing analysis of our robust traveler data. That means we can help you effectively connect with them to boost room nights for your property.

### Expedia Group travelers:

- Are 43% more likely to book 5-star hotels than other OTA travelers
- Spend 70% more while on-property than direct bookers
- Spend 67% more on activities on-property than other travelers
- Spend 27% more on meals on-property than direct bookers<sup>12</sup>





# Discover best practices for inclusive advertising

Make travel more accessible for all.

Identity strongly influences accommodation choice for underserved travelers — 52% of Black and Latino travelers, 47% of LGBTQIA+ travelers, and 41% of travelers with disabilities<sup>13</sup> said their identity impacts the travel decisions they make.

Underserved travelers are individuals or groups who face significant barriers to products or services due to, but not limited to, race, ethnicity, gender identify, sexual orientation, disability or economic status. Here are some best practices from our







[Journeys for All](#) study to ensure underserved travelers are represented in your hotel advertising and promotions:

**Intentionally and authentically incorporate diversity into your hotel advertising**

**Action:** You can customize your TravelAds or display ad copy to highlight your property's inclusivity, like "Welcome all" or "Where everyone belongs."

**Understand that underserved travelers need more information and resources**

They spend an average of nine hours<sup>14</sup> researching to ensure their accommodations are safe, welcoming, and truly inclusive.

**Action:** Develop user-friendly resources that address key concerns of safety, belonging, and accessibility.

By understanding and speaking to the needs and perspectives of underserved travelers, you can open your doors to more guests.

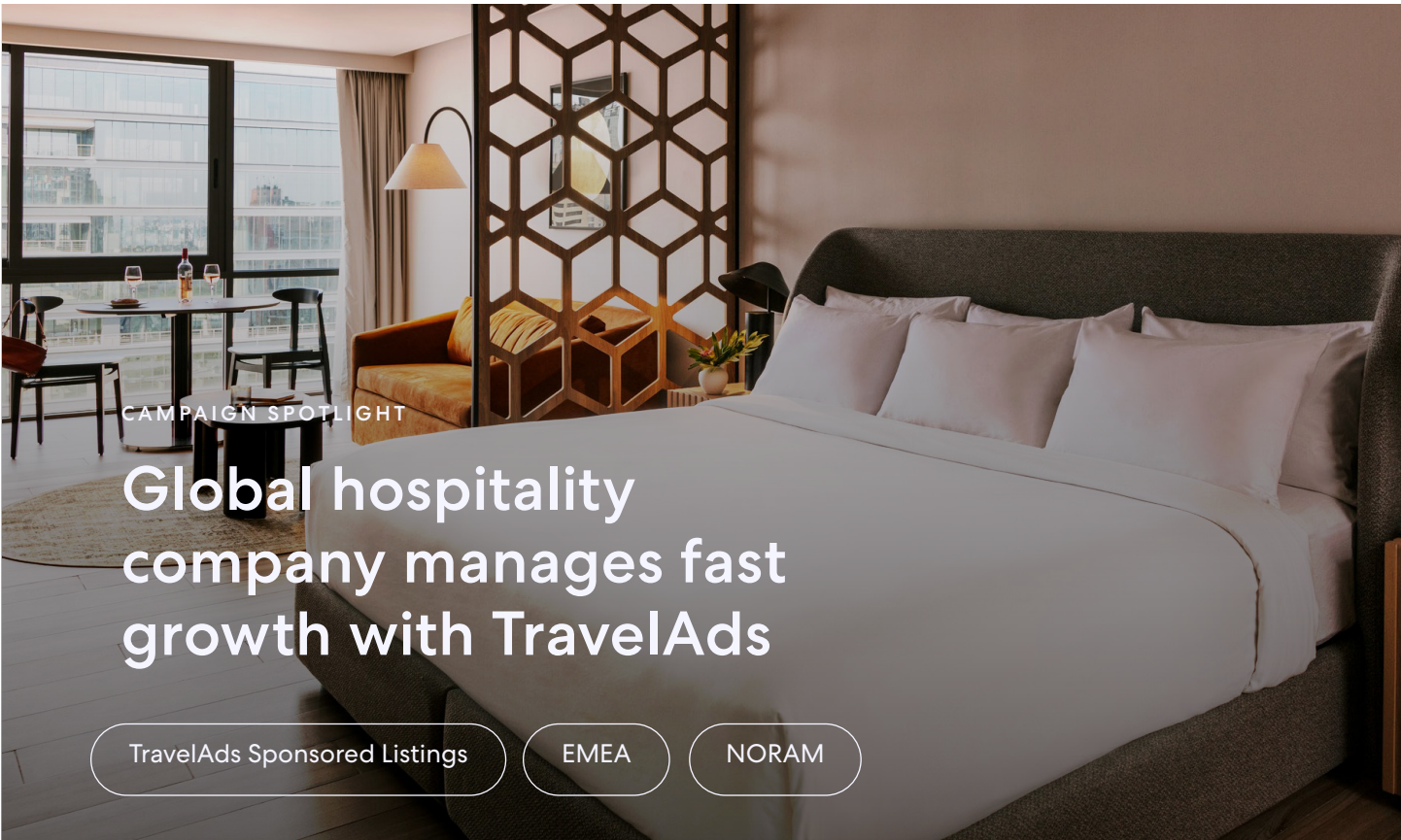
“

*Addressing these issues not only helps those directly affected; it benefits everyone by facilitating a better understanding among people across backgrounds and cultures. These challenges require a unified industry effort to ensure travel is enabled, encouraged, and championed for everyone, everywhere.”*

**Greg Schulze**

Chief Commercial Officer, Expedia Group





CAMPAIGN SPOTLIGHT

# Global hospitality company manages fast growth with TravelAds

TravelAds Sponsored Listings

EMEA

NORAM



Sonder is a next-gen hospitality company redefining guest experiences with technology and design. It offers a range of thoughtfully designed accommodations, from rooms and suites to apartments via an innovative app.

The reporting dashboard in the TravelAds portal allows Sonder and our lodging media expert to analyze multiple data points to optimize campaigns and maximize results. Our lodging expert recommended multiple opportunities throughout the campaign, like bid enhancers and the ability to pay later with our post bill feature.

## THE RESULTS

Nearly  
**16:1**  
ROAS

**95%**  
of Sonder properties  
onboarded in TravelAds

[Read the case study →](#)







## CHAPTER 3

# Turn insights into action

### End-to-end campaign support.

*"Expedia Group are the experts, so they know the tools very well and the market in general. They know the behavior of our guests, of the people watching our market and our hotel, so it's important to have their input."* — Joëlle Salles Ducraux, Digital Marketing Manager, Fairmont Monte Carlo

We've partnered with hotels around the globe to inspire, engage, and convert travelers. We believe in supporting our partners at every step to drive results and meet your goals. That's why we offer campaign planning, strategy development and consultation, unique creative







ads, and analysis and optimization throughout the course of your campaign.

We're here to help you move the needle and do more with every campaign as we explore the best ways for you to engage travelers.

***Are you ready to put our solutions into practice and partner with the leading travel media network?*** Our digital media experts are here to help you tell your hotel's unique story, drive demand, and increase bookings.

[Get started →](#)



<sup>1</sup>Expedia Group internal data, 2023

<sup>2</sup>Expedia Group internal data, 2023, identified and anonymous visitors

<sup>3</sup>Expedia Group internal data, July 2023-March 2024

<sup>4</sup> The Path to Purchase: Uncovering How Travelers Plan and Book Online, Luth Research and Expedia Group, 2023

<sup>5</sup>Expedia Group internal data, 2023, identified and anonymous visitors

<sup>6,7,8,9</sup>The Path to Purchase

<sup>10,11,12</sup>Uncovering Traveler Value, Expedia Group and GWI, 2024

<sup>13</sup> Journeys for All: Inclusion in Travel Study, Expedia Group, 2024

<sup>14</sup>Journeys for All



