

Choosing the right visibility tool

From shoulder season to peak demand, our suite of visibility boosters offers solutions that amplify your reach when it matters most.



Let's begin with a strong foundation

Your guest experience and offer-strength scores do more than reflect performance—they help strengthen your visibility across our brands and B2B distribution network. [Keep your scores optimised year-round](#) to gain visibility in organic search and maximise the impact of your promotions and advertising.

89%

of transactions occur in the top 20 sort positions in search results.¹

80%

of clicks go to properties ranked in the top 20 sort positions on brands.²

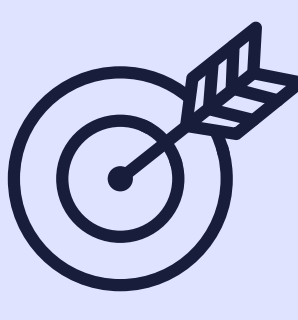
VIP Access™

VIP Access properties see **over 5x more average daily search views** and **over 8x more average daily property page views**.³



SCORES

Guest experience and offer strength scores of 85+ qualify for VIP Access.



Performance pays off

Hotels with **guest experience and offer-strength scores of 85+ qualify for VIP Access**, our exclusive, no-cost programme proven to attract our highest value guests. By joining our global partner programme, you'll gain access to premium benefits and a long-term strategy that keeps your property top-of-mind.



Different tools, different goals.

Depending on your strategy and goal, choose from one of our visibility-boosting tools to get maximum impact.

CONSISTENT DEMAND + TARGETED REACH

Promotions

Drive bookings and maximise revenue year-round by leveraging [hotel-funded promotions](#), strategically designed to reach your ideal guests when you need to generate more stays.

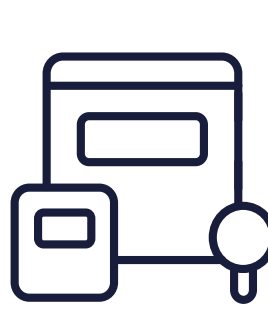


Hotels running member, mobile and package promotions at +10% saw **+30% room nights**.⁴

MARKETING EXPOSURE + INCREMENTAL REVENUE

Campaigns

Showcase your property during seasonal demand periods with Expedia Group-funded [marketing campaigns](#), gaining exposure across our brands and global B2B distribution network.



Participating in a campaign can **increase room nights by 12%** on average.⁵

ORGANIC SEARCH BOOST + YEAR-ROUND OCCUPANCY

Accelerator

Fill rooms faster when demand dips and outperform competitors during peak travel windows with our [pay-per-stay tool](#)—all with no upfront costs.



Hotels using Accelerator saw **20% higher net room nights** and **gross booking value**.⁶

PRECISE TARGETING + CUSTOM CAMPAIGNS

TravelAds Sponsored Listings

Stand out with customisable ads in premium placements at the top of search results and target the right travellers with our [pay-per-click advertising solution](#). It's ideal for maximising impact with targeted spend.



Hotels using TravelAds saw **20%+ higher visibility and room nights**.⁷

Which solution is best for your business?

Let's examine which of our tools work best for your goals and budget.

	Promotions	Campaigns	Accelerator	TravelAds
OVERVIEW	Increase your listing's organic visibility in search results with hotel-funded discounts.	Get noticed in marketing campaigns from Expedia Group and our global B2B partners.	Help boost your organic listing in search results across our brands during key stay dates.	Receive twice the exposure with a sponsored listing alongside your organic listing.
TARGETING	Offer targeted discounts to specific traveller segments to maintain booking momentum year-round.	Expand your reach during high-demand periods and seasonal sales.	Optimise sort order placement when demand dips and outperform competitors during peak travel windows.	Target specific travellers by stay dates, device type, country and more.
BADGING	Display a promotional badge on your listing.	Strike-through pricing shows the discount offered, and is paired with a promotional badge when available.	Listing looks like the original, with no badging.	Feature an "ad" badge on your sponsored listing, alongside custom copy and photos.
PAYMENT /PRICING	Offer discounted rates to qualifying travellers with no upfront cost.	Meet the minimum eligible discount for a limited window, amplified by complimentary marketing support.	Maintain rates with no discounts or upfront costs—pay only after a guest completes their stay.	Incorporate the pay-per-click payment model into your marketing plan, no discounts required.

¹Expedia Group, internal data, 2024
²Expedia Group, first-party data, 2024
³Expedia Group, first-party data, 2025
⁴Expedia Group, internal data, October 2022–September 2024
⁵Expedia Group, internal data, 2025
⁶Expedia Group, internal data, 2023
⁷Expedia Group, internal data, July 2023–March 2024