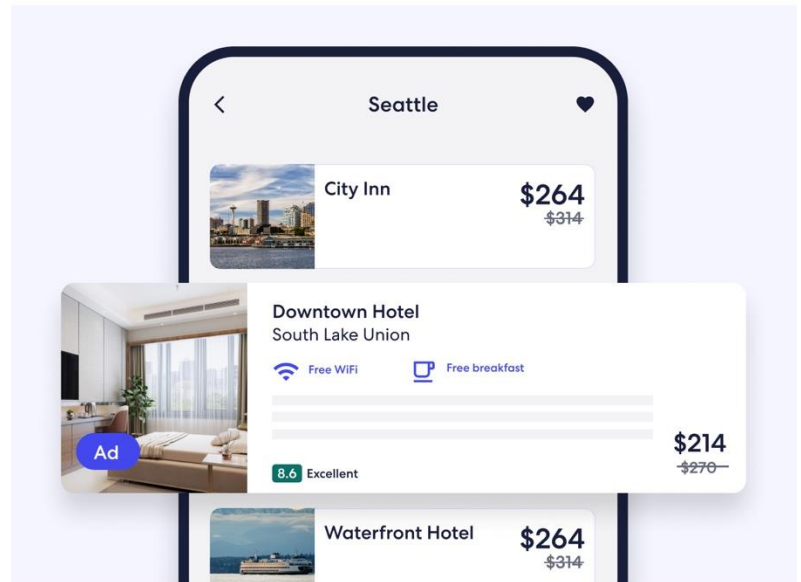


CO-OP CAMPAIGNS FOR HOTELS

Team up to attract more guests for less

Combine a co-op campaign with TravelAds Sponsored Listings



What is a co-op campaign?

[Co-op campaigns](#) are collaborative advertising efforts that pair your property with travel brands that have similar audiences and goals. The result? You shape booking decisions and spend less with a combined budget.

How do they work?

Our digital media experts select partners and develop messaging and creative for strategic ad placements, like banners and native ads, that engage travelers across our brands. These ads lead to a shoppable landing page that features your hotel and the campaign participants.

Why should I join a co-op campaign?

You already use TravelAds to stand out in search results and capture existing demand. By participating in a co-op campaign as part of your strategy, you can create demand for your area — and your hotel.



APPEAL TO MORE GUESTS

While many travelers enjoy exploring all their available options, our research found that nearly half of travelers surveyed prefer browsing a smaller, curated list of properties.*



DIFFERENTIATE YOUR OFFERING

Maximize your bookings by highlighting your hotel's unique selling points across different traveler touchpoints.



COLLABORATE YOUR WAY

Grow impressions at any budget with flexible campaign customization options and investment levels.

*Expedia Group, consumer survey with Dynata, July 2024

LEARN MORE →

Maximize your marketing with a co-op campaign

Understanding co-op campaign tiers

Customize your spend and your hotel's visibility

Every co-op campaign offers flexible options with three tiers: presenting, featured, and standard. These tiers decide where your messages and images appear on the curated, shoppable landing page that the campaign's display ads drive travelers to.



Presenting tier

- Eye-catching placement at the top of the page
- Custom copy to educate travelers about your brand and unique selling points
- Only 4 spots available



Featured tier

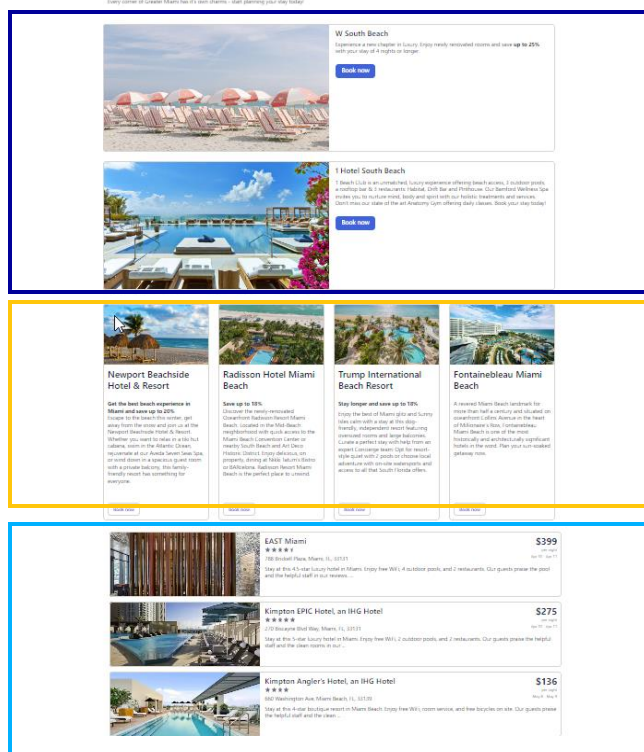
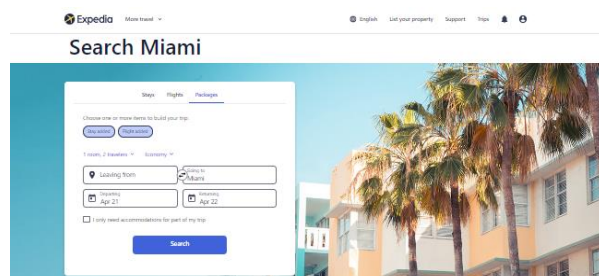
- Prominent placement just below presenting tier
- Custom copy to educate travelers about your brand and unique selling points
- Only 12 spots available



Standard tier

- Appears after presenting and featured tier participants
- Copy generated from property description page
- 30 spots and only available for lodging partners

Participation in a co-op campaign is limited, so don't wait to join one that fits your needs. Our digital experts can help you determine the right tier to reach your marketing goals.



GET STARTED →

