

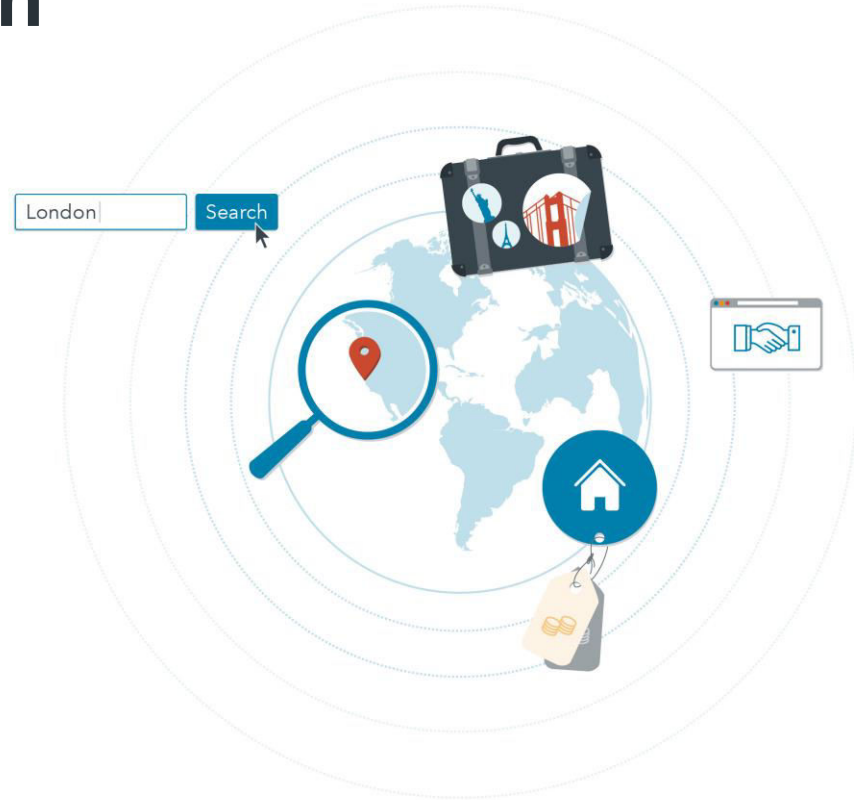
Travel Technology Europe 2017

# Ten things you should know about metasearch marketing



**What do we know so far?**

# Metasearch is used by 1 in 2 travellers in their hotel search



# Metasearch drives bookings to your hotel

High-quality profiles on trivago receive

**35%**

of their bookings  
from trivago  
users



# trivago is your connection to millions of travellers



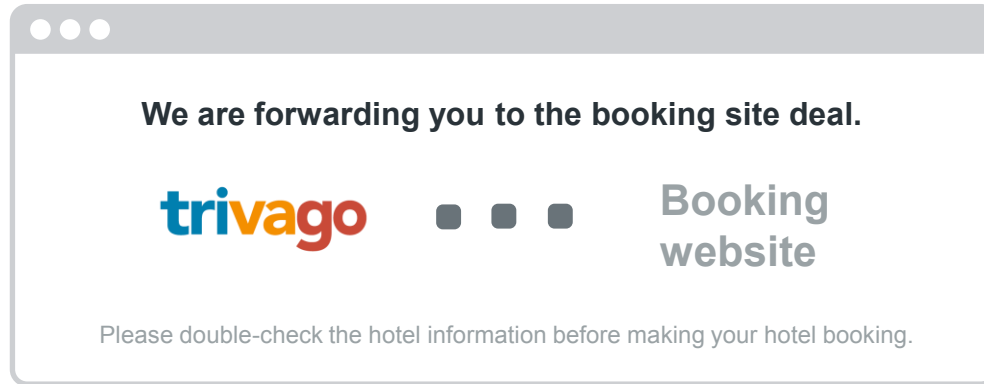
**1.4**  
**billion**  
visits per day

**1.3**  
**million**  
hotels

**55**  
localised  
hotels

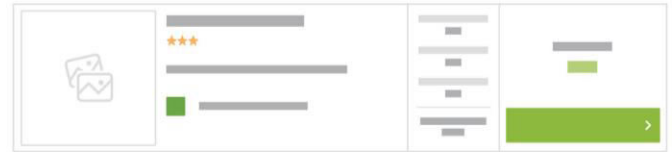
**33**  
languages

# Metasearch is not a distribution channel



# Your hotel's performance on trivago is in your hands

trivago Hotel Manager



# High-quality content improves your hotel's ranking in search results



**Images**



**Description**




**Amenities & services**



# trivago Hotel Manager PRO makes your hotel stand out against your competitors

Basic




**Your Hotel**  
★★★★★  
0.6 miles to Central Station  
76 / 100 (1080 reviews)

OTA £180	OTA <b>£200</b>
OTA £180	OTA <b>£180</b>
OTA £180	

More deals: 10 [View Deal >](#)

[Share](#) | [Hotel Details](#)

**Location**




Map data ©2017 Google | 8 MB

**About**

This hotel prides itself on its pet-friendly chambers. All of the 16 apartments are spacious and air conditioned. Guests will find modern conveniences such as a flat-screen television and free Wi-Fi. The kitchen area is equipped with a full-sized refrigerator/freezer.

PRO



**Your Hotel**  
★★★★★ [News](#)  
0.6 miles to Central Station  
76 / 100 (1080 reviews)

OTA £180	OTA <b>£200</b>
OTA £180	OTA <b>£180</b>
OTA £180	


More deals: 10 [View Deal >](#)

[Share](#) | [Hotel Details](#)


**Contact**

**City**  
★★★★★ **Your Hotel**  
123 Jane Street, City, WC2N 4HX, United Kingdom  
Telephone: +44(20)61205830 | Email: [yourhotel@gmail.com](mailto:yourhotel@gmail.com)  
[Official Homepage](#)

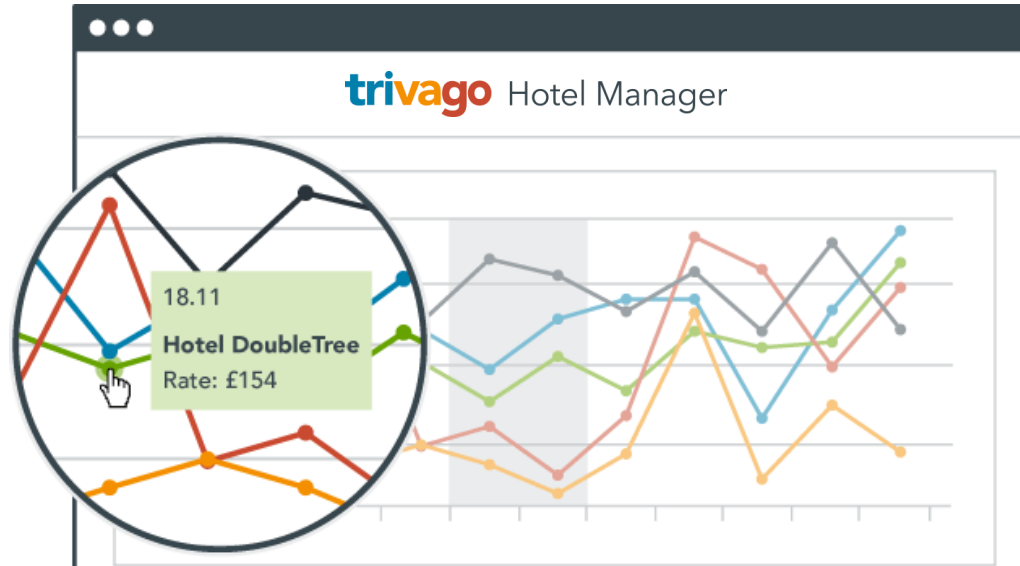
**Exclusive Hotel News**

 **Special Deal**  
"We've been busy renovating this season. Be the first to enjoy our new spa facilities and receive 15% off the regular price. Don't miss out on this special offer!"

**Location**



# Rate Insights are the key to setting a smart pricing strategy



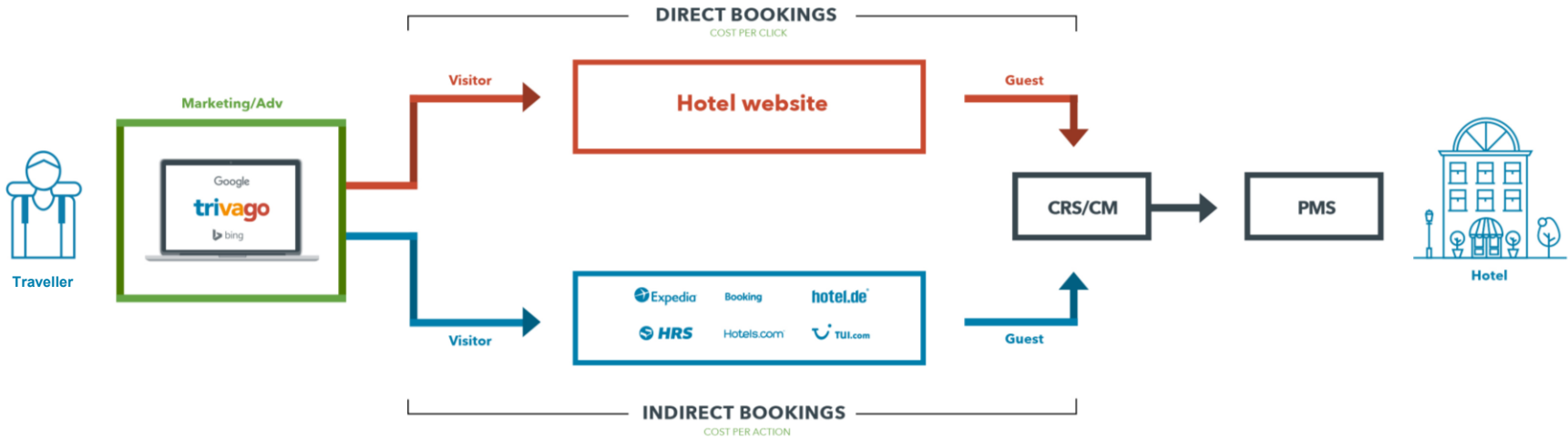
# Competitive rates drive results



**5%** discount can:

- ✓ attract 15% more guests
- ✓ boost ranking by 37%
- ✓ drive bookings up by 50%

# Take a share of direct bookings with trivago Direct Connect





## **Aly Thompson**

Industry Manager UK & Ireland  
trivago Advertiser Relations

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