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FREE EBOOK

5 Hotel Metasearch Red Flags

Signs it's time to take a closer look at your metasearch provider, and why it matters for your direct revenue.

50%+
of hotel digital spend goes to metasearch

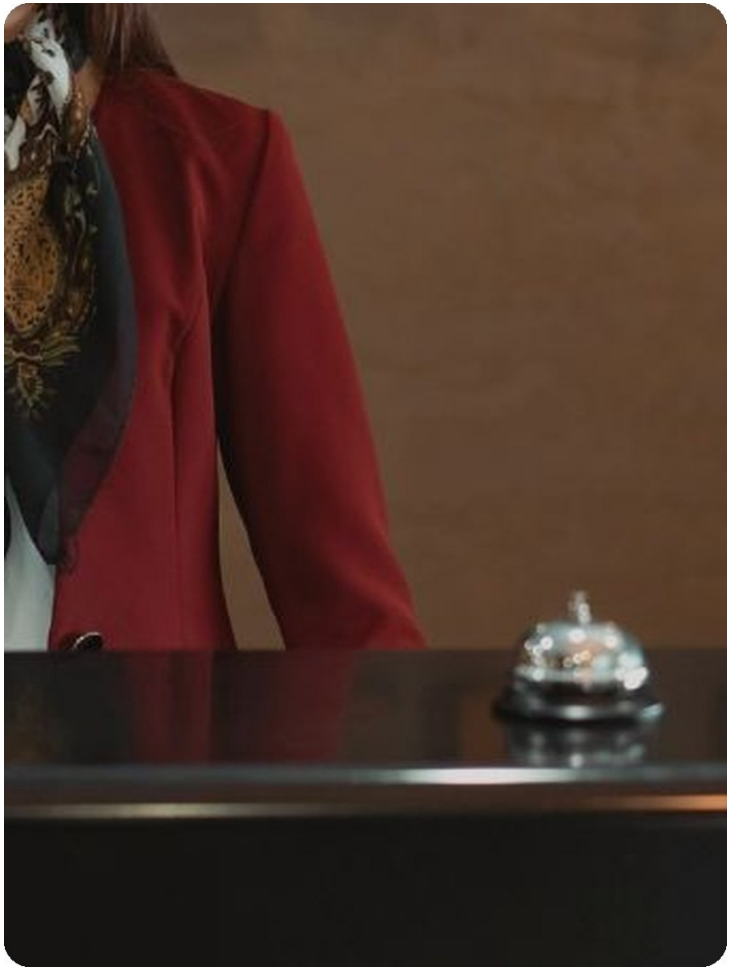


Why These Red Flags Deserve Your Attention

Hoteliers are famously busy and often live by the mantra, "If it ain't broke, don't fix it." That's the reality when every day has to be prioritized. But addressing these common metasearch red flags could generate ***outsized and unexpected results this year.***

Why? The sheer size of the market.

Several years ago, hospitality spending on metasearch surpassed spending on Google paid search. Metasearch channels represent the middle and bottom of the demand funnel, so the returns on investment are substantial.





Metasearch Decides Who Wins Your Comp Set

50%+

of total hotel digital spend now goes to metasearch channels

- ✓ Spending surpassed Google paid search years ago
- ✓ Captures travelers in the middle and bottom of the demand funnel
- ✓ In most cases, the **determining factor** between winning and losing

5 Red Flags It's Time to Re-Evaluate Your Provider

Many hoteliers still believe all metasearch providers are created equal. They adopt inertia as a strategy and stay with their current provider because they don't have a clear reason to switch. These are the reasons.

1 Small Self-Funded Media Budget

You're limiting demand capture

2 A Lack of Media-Centric Reporting

Metasearch run as a tech connection

3 OTAs Saturating Your Listing

They're fighting for your guests

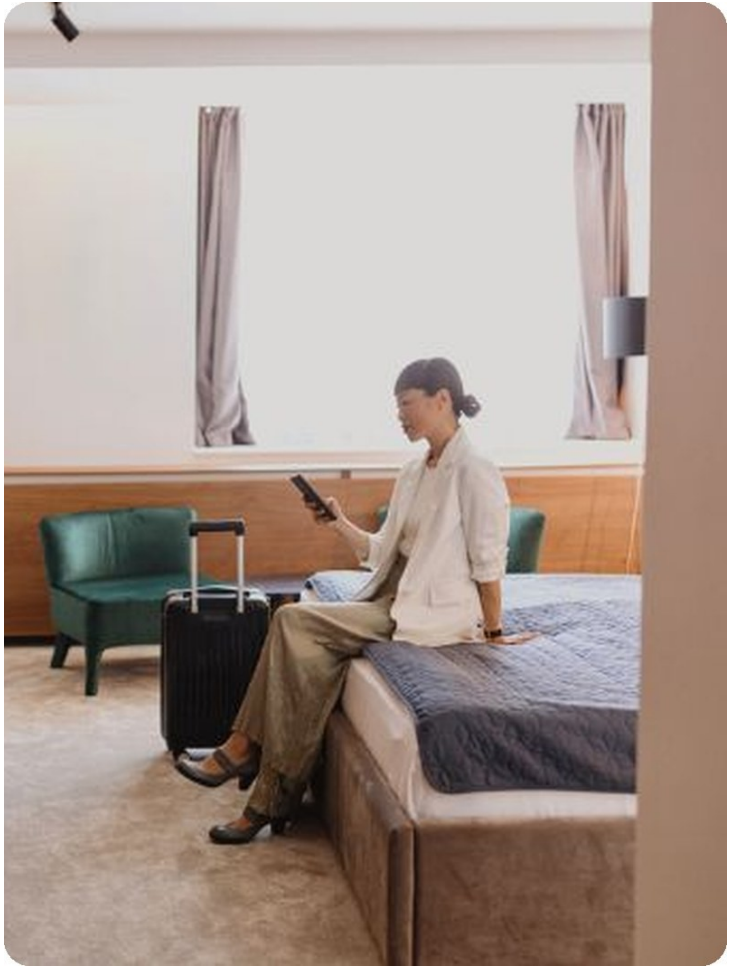
4 30%+ of Online Revenue From OTAs

Too much ground ceded to OTAs

5 Lack of New Features and Tools

Your strategy has fallen behind

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RED FLAG #1

Small Self-Funded Media Budget

Hotel metasearch is all about demand capture. When demand exists and your property isn't present, those reservations go to OTAs or, worse yet, your competitors. A small media allocation, by definition, limits your demand capture.

As we outlined in "Hacking Your Marketing Budget," a commission-based model, where your provider buys media on your behalf, maximizes revenue.

You may feel you've "checked the metasearch box" with an inexpensive connection, but chances are you're limiting your property's revenue potential.

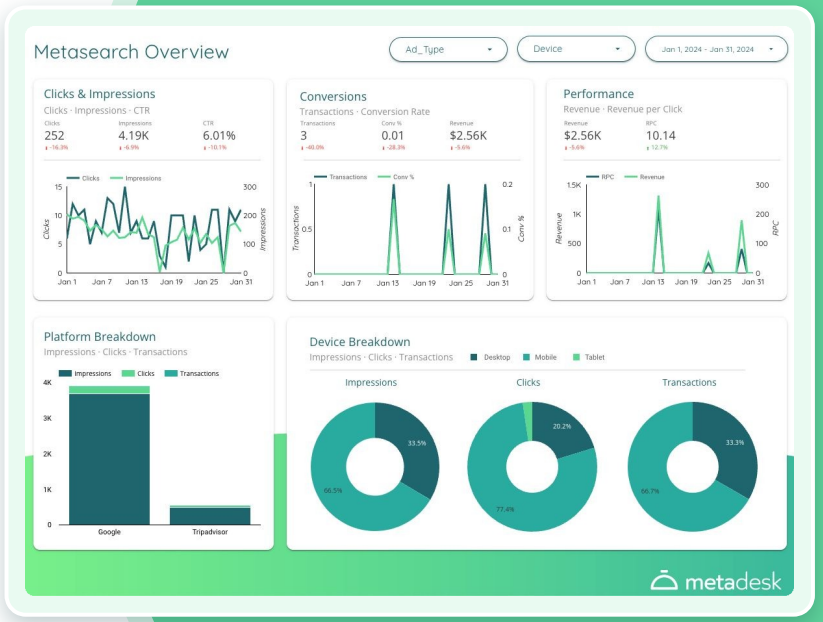
RED FLAG #2

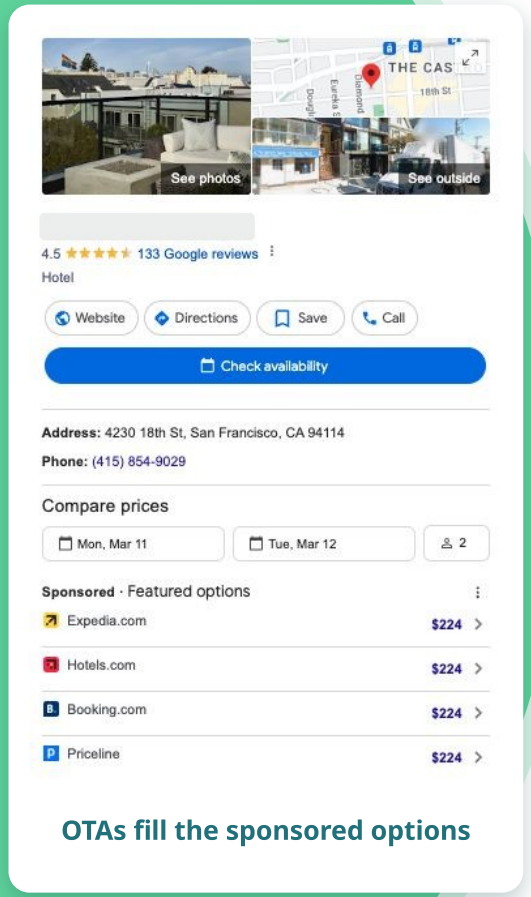
A Lack of Media-Centric Reporting

If your provider doesn't offer a reporting portal rich with performance data, like **impression share**, you're missing the chance to truly optimize your metasearch advertising.

Worse, a lack of reporting usually means your provider manages metasearch as a "technology connection," not as a true media channel.

That strips metasearch of its fundamental advantages and virtually ensures a property will underperform.





OTAs fill the sponsored options

RED FLAG #3

OTAs Are Saturating Your Metasearch Listing

Take a look at your property listing on Google Hotels and Tripadvisor.

The one constant is OTAs. Expedia, Booking and the like have increased their metasearch spend to make sure they're always in front of travelers as they research and book your hotel.

They're fighting for your customers. With a passive approach to metasearch, they're likely winning more often than not.

RED FLAG #4

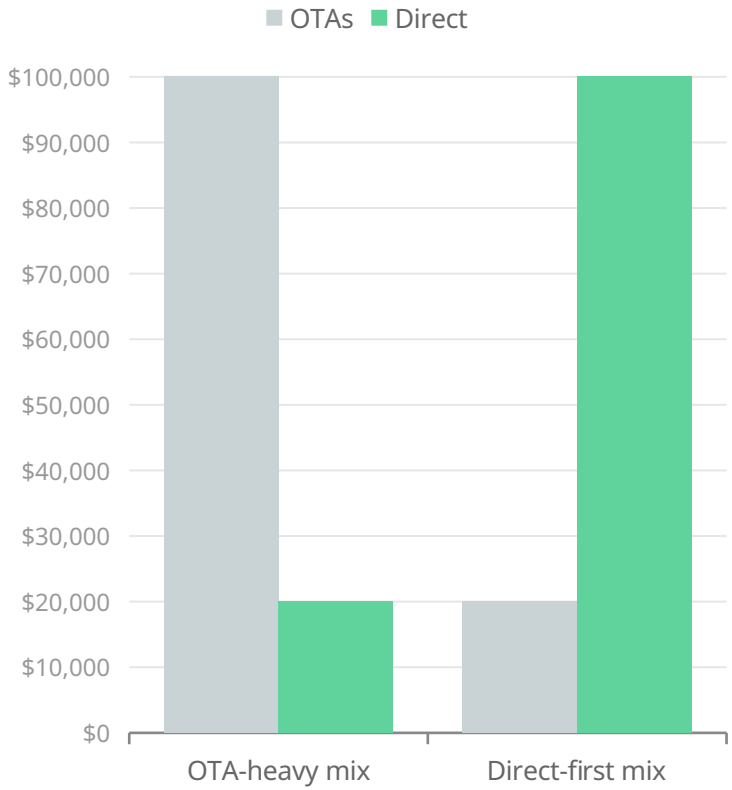
More Than 30% of Online Revenue Comes From OTAs

If you're ceding that much ground to OTAs, metasearch is the first place to look.

60%+

of revenue should come through direct channels in a modern channel mix

With first-party data now critical to success, you must invest in channels that drive new, direct revenue.



RED FLAG #5

Lack of New Features and Tools

In just the last year, major metasearch channels launched new elements to their offering, making metasearch one of the most dynamic channels available to hotels and resorts. **If you haven't reevaluated your strategy or provider in the last year, you've fallen behind.**

What these new tools give you:

- ✓ More refined targeting options
- ✓ New messaging opportunities
- ✓ Ways to feature your property at its best



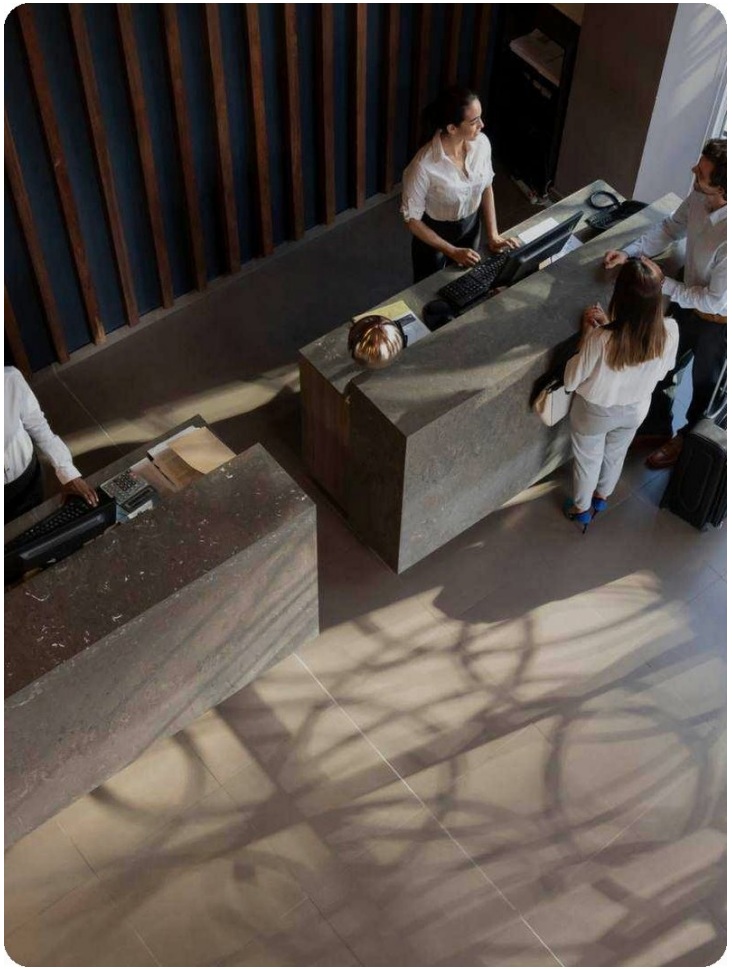
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Metasearch management that makes sense.

Why Metadesk?

Unlike stale technology connections or companies that deploy passive media management, Metadesk tackles these challenges and more.

- ✓ **Media managed** by hospitality media experts
- ✓ **Variable commission pricing:** as metasearch revenue goes up, your commission percentage goes down
- ✓ **Custom audiences:** intent-based, affinity and first-party audiences, the key to overall performance
- ✓ **On-demand access** to reports and campaign specialists
- ✓ **Real-time parity monitoring**



Looking for a Metasearch Partner That Understands Media Management?

Check out Metadesk.

Metadesk gives you the media expertise, reporting and tools you need to outperform OTAs and turn your property's search demand into direct revenue.

Visit Metadesk.pro →