

Drive more free bookings with Google

Guidebook & useful links



Hotel Insights

Hotel Insights

Bring more travellers to your doors

- Gain valuable insights into the travellers who are searching to stay in your area — and get tools, advice and tips for making your business stand out online.
- Explore changing search interest for your area. Knowing how searches for places to stay near you change over time can help you plan better for those busy or quieter periods.
- Find out where in the world search interest for places to stay in your area is highest, investigate country-based trends, and discover where your next guests might be arriving from.
- Get resources to help you achieve your business objectives. Whether you want to grow bookings and awareness or create a great first impression online, you'll find plenty of information to inspire and help you here.

Source hotelinsights.withgoogle.com

Hotel Insights with Google

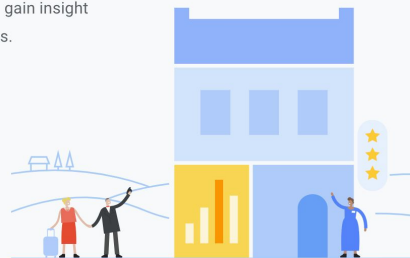
Let's look closer at United States

Learn more about interest in your area by exploring how search trends have changed over time and gain insight into both your domestic and global markets.

Between -10% and -25%

Year-over-year change in search interest for places to stay in your area

Google Search Data (latest 12 week period)



Google Business Profile

Three key steps for your Google Business Profile

1

Sign up for
Google Business Profile

[Verify and claim your business](#)

[How to claim a listing already on Maps](#)

[How to rebrand your hotel](#)

2

Engage with
customers

[Guidelines to engage
with customers](#)

[Report inappropriate reviews](#)

[Remove outdated photos](#)

[Add a site manager](#)

3

Manage your
hotel's details

[Hotel amenities](#)

[Edit your attributes](#)

[Hotel highlights](#)

[Class rating](#)

[Business hours](#)

[Add your Sustainability Attributes](#)

[Businesses inside your hotel](#)

[Set "located in" relations to your hotel](#)

For more details on setting up a hotel on Google Business Profile click [here](#)

What can you do **now** as a hotel?

Ensure the following information is the same on both your Partners and your Google Business Profile:

- **Property Name**
- **GPS Location**
- **Address**
- **Phone Number**

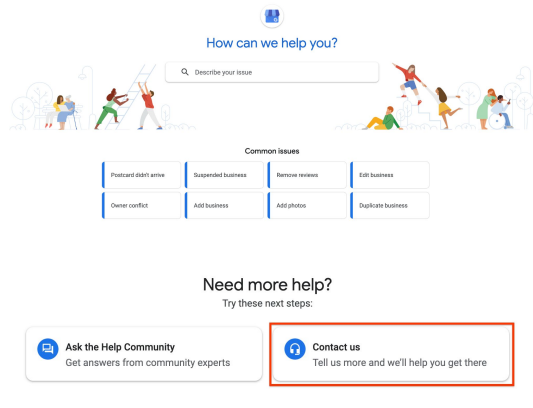
Set the Business Profile category to

Hotel:

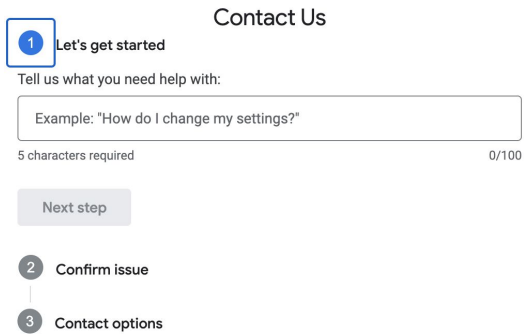
Find out more about the categories [here](#)

Accessing Business Profile **Support** via Help Centre

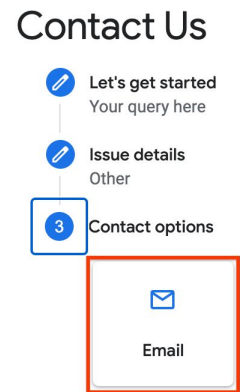
1



2



3



Visit the Google Business Profile [Help Centre](#) & click Contact Us

1. Describe your issue
2. Share issue details
3. Click next for Channel options

1. Choose your preferred channel
2. Complete form & submit

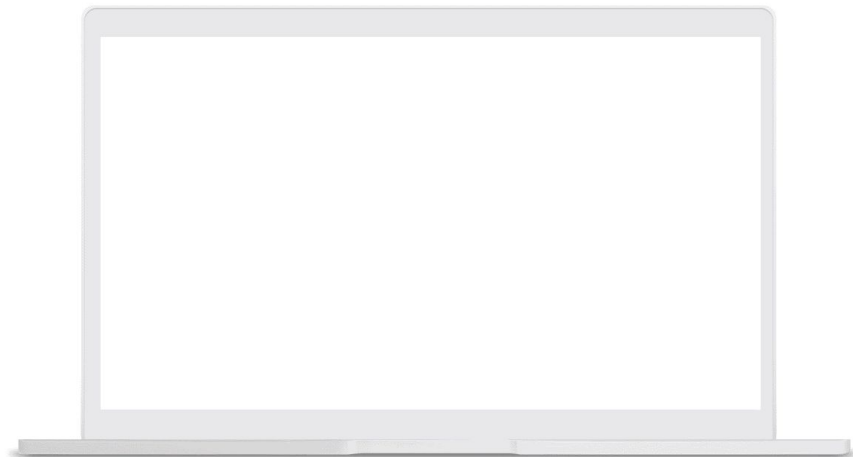
Free Booking Links

Free Booking Links

A new, free way to reach and connect with potential customers

- Starting on [March 9, 2021](#), Google began showing free booking links for hotels all over the world.
- Free booking links appear on the [hotel booking module](#) alongside paid hotel ads (indicated by the Ads badge) when Google users look at a given hotel.
- Booking partners won't pay a fee for free booking links, and Google won't collect any payment for placement or engagement with these links.
- Partners who already participate in the Hotel Prices API and Hotel Ads do not need to take any further action to appear in free booking links, and any hotel or travel company is eligible to participate via their Hotel Center account. No change to current connectivity requirements ([see here](#)).
- If you already have Google Hotel Ads enabled for your preferred properties then no further action is needed. You are automatically enabled for free booking links.

Source support.google.com/hotelprices/answer/10472394



Important Resources for Free Booking Links

1

Learn more about Free
Booking Links

[About Free Booking Links](#)

[What makes up a Free Booking Link](#)

[How travelers find Free Booking Links](#)

[Connect with more travelers using Free
Booking Links](#)

2

Work with your Partner to
follow best practices

[Best Practices for Free Booking Links](#)

3

Track & measure your
performance

[About performance reports for Free
Booking Links](#)

[About tracking for Free Booking Links](#)

What can you do **now** to help your Partner set you up for Free Booking Links and increase your direct bookings?



Do

Ensure you share accurate rates and availability for all rooms with your Partner, in order to show on Free Booking Links



Do

Ensure your website or landing page provides a user-friendly experience to users



Do

Use the right information (address, property name, phone number etc.) on your Business Profile Listing as the ones provided to your Partner