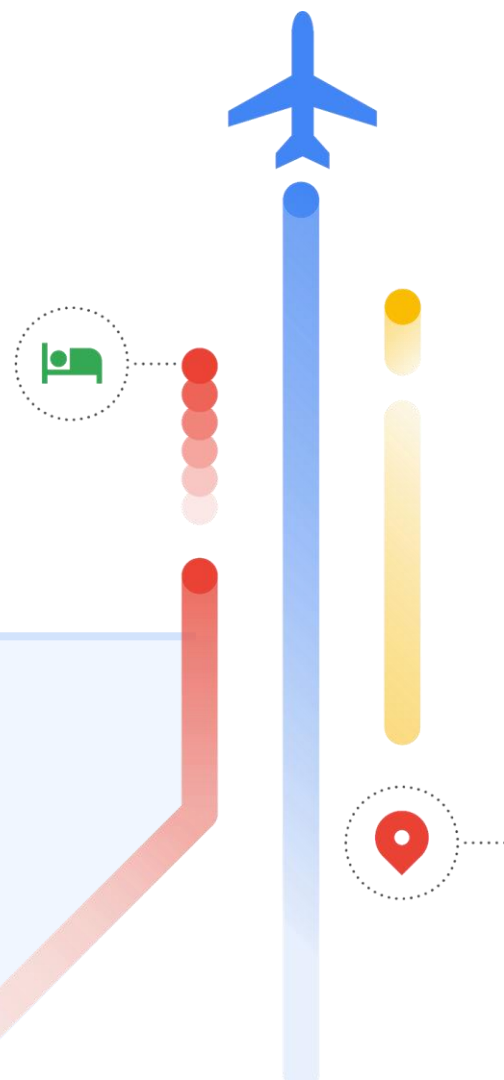


# The Search for Travel



**Lalit Gupta**

Sr. Industry Manager  
Travel, Google UK



# Reimagining the Search Experience

Advanced Search Preferences Search Tips

Google™ drake hotel, chicago Google Search I'm Feeling Lucky

Searched the web for drake hotel, chicago Results 1 - 10 of about 13,800. Search took 0.08 seconds.

**CHICAGO HOTELS - Book Your Room Online - LOWEST RATES Guaranteed!** Sponsored Link  
[www.hoteldiscounts.com](http://www.hoteldiscounts.com) Save Up to 65% and Reserve Your Room Instantly!

Category: Regional > North America > ... > Chicago > Travel and Tourism > Lodging > Hotels

**The Drake Hotel**  
 Category: Regional > North America > ... > Chicago > Travel and Tourism > Lodging > Hotels  
[www.hilton.com/hotels/CHIDHV/](http://www.hilton.com/hotels/CHIDHV/) · Similar pages

**Drake Hotel, Chicago, United States from HotelBook. Your ...**  
 ... Drake Hotel Address: 140 East Walton Place Chicago Illinois 60611  
 Phone: (1 312) 7872200. Fax: (1 312) 7871431. ...  
[condenast.hotelbook.com/static/welcome\\_02934.html](http://condenast.hotelbook.com/static/welcome_02934.html) - 9k - Cached - Similar pages

Sponsored Links  
**The Wheeler Mansion**  
 Historic Boutique Hotel-1block from McCormick-just blocks to downtown  
[www.wheelermansion.com](http://www.wheelermansion.com)  
 Interest

Yesterday

**The Surfrider Hotel**  
 4.8 ★★★★★ (132) · 4-star hotel  
 CALL DIRECTIONS SAVE WEBSITE  
 CHECK AVAILABILITY \$423

Overview Prices Reviews Location Photo

Stylish vibe Near city center

Nightly price ~ Free cancellation only

Check in Check out  
 Fri, Jun 26 Sat, Jun 27 2

Ads · Featured options  
 Booking.com \$425 >

**Location**  
 3.7 Great for visitors  
 Overlooking the Pacific Ocean, this plush boutique hotel along the Pacific Coast Highway is a 3-minute stroll from the shops and restaurants of Malibu Pier, and 6 minutes on foot from Malibu Lagoon State Beach.

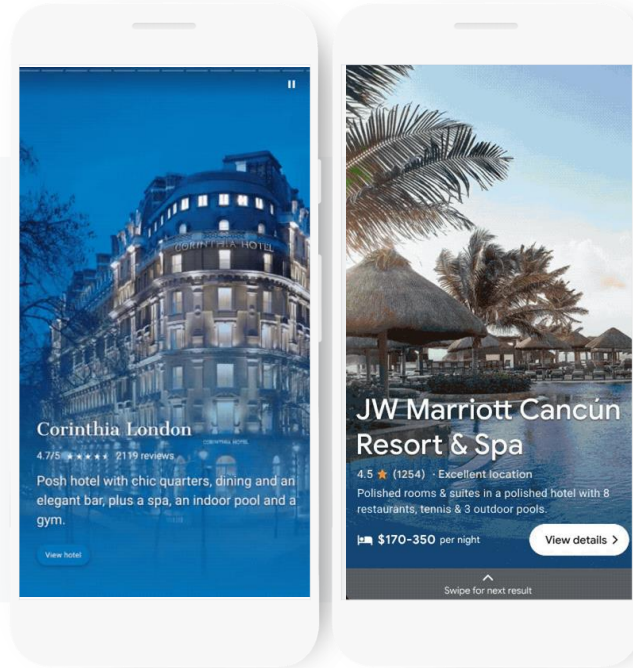
Map showing location near Malibu Lagoon State Beach, Eastern Malibu, and Tuna Canyon Park.

**About this hotel**  
 Overlooking the Pacific Ocean, this plush boutique hotel along the Pacific Coast Highway is a 3-minute stroll from the shops and restaurants of Malibu Pier, and 6 minutes on foot from Malibu

Today

# Inspire them on Search

New visually rich experience



Tomorrow

# Google Search is becoming more visual

## TV & Movies

**Stranger Things**  
2022 · Season 5

**About**  
Stranger Things is an American science fiction horror drama television series created by the Duffer Brothers, who also serve as showrunners...  
Wikipedia

**Why to watch**  
"Very solid movie. I enjoyed it very much, it was a little better than the previous installment."  
Voice from Reddit

## News

**Queen Elizabeth II has died**

**Queen Elizabeth II, Britain's longest serving monarch,...**  
6 hours ago · NPR

**Perspectives & opinions**

**Our Statement on the Passing of Her Majesty...**  
7.5k claps

This is our country's saddest day. In the hearts of every one of us there is an ache at the passing of our Queen, a...

289.8k likes

Barack... Medium · 3...  
Boris... Twitter · 1...

## People

Search: olivia rodrigo

**Olivia Rodrigo**  
American singer-songwriter

Olivia Isabel Rodrigo is an American singer-songwriter and actress. She gained recognition in the late 2010s with her lead roles on the Disney television programs *Bizaardvark* and *High School Musical: The Musical: The Series*.  
Wikipedia

Age: 20 years | Nationality: American

OliviaRodrigoVEVO  
Olivia Rodrigo - good 4 u (Official Video)  
May 14, 2021

## Travel

**Eiffel Tower**  
4.5 (22K) · Paris  
Gustave Eiffel's iconic, wrought-iron 1889 tower

**33 Best Things To Do in Paris**  
May 2022 · US News

**Liby\_C**  
1k Tok · 5d

## Shopping

Search: jean jacket

Shopping Images Videos News

Women's Men's Girls' Bc

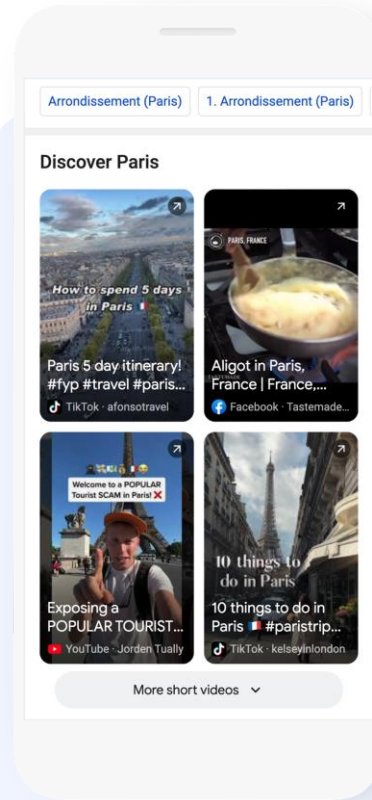
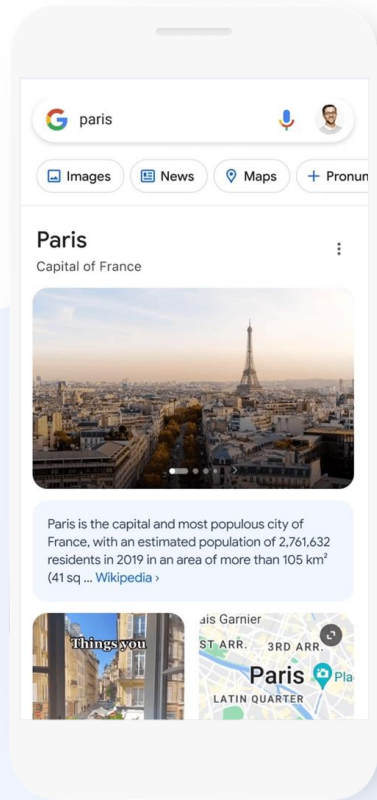
Results for Brooklyn, NY 11238 · Choose area

**Sponsored**  
**Shop jean jacket**

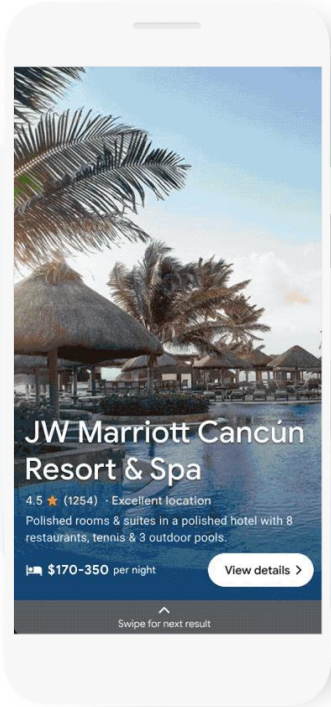
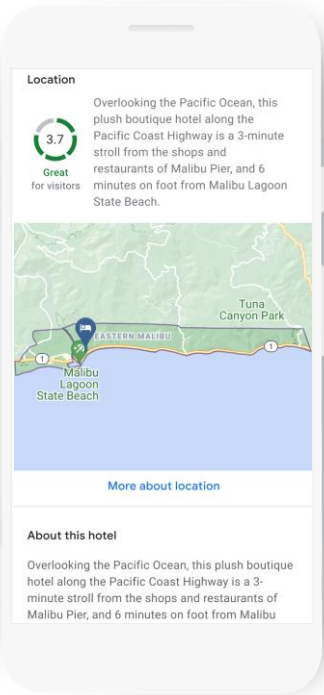
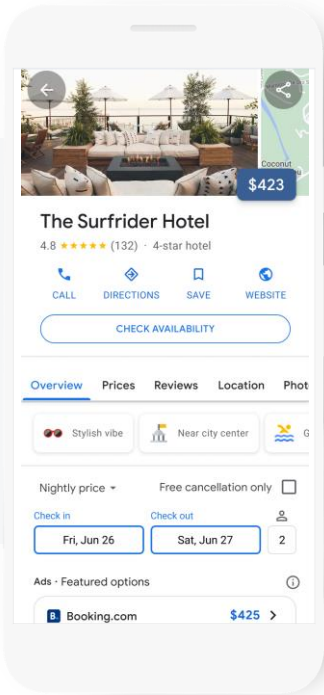
SALE AE Cropped Denim Jacket...  
SALE AE - Denim - 90s Boyfriend Westa...  
SALE AE Cla Vest W

AA Q jean jacket

# Driving **discovery** and **engagement** throughout the travel journey

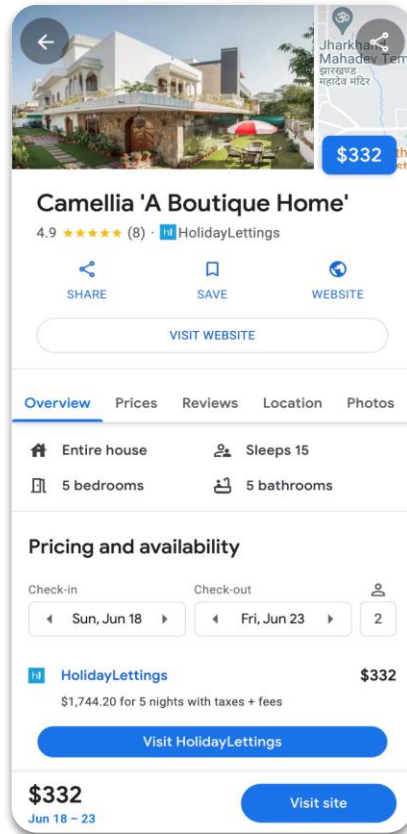
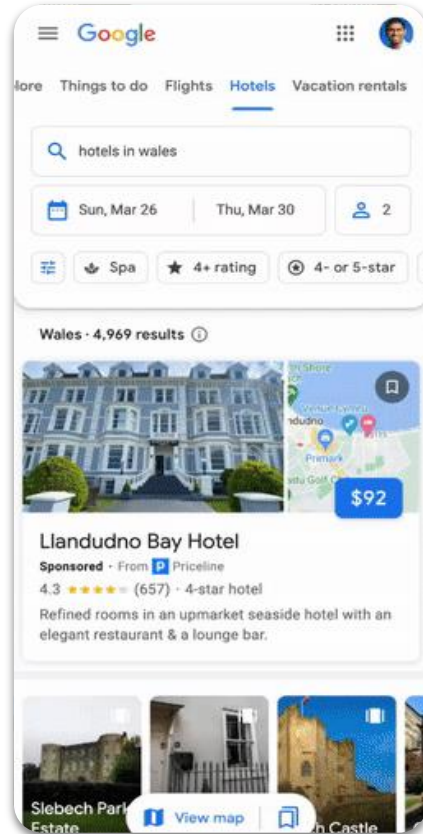


# Making it easier for users to browse and discover hotels

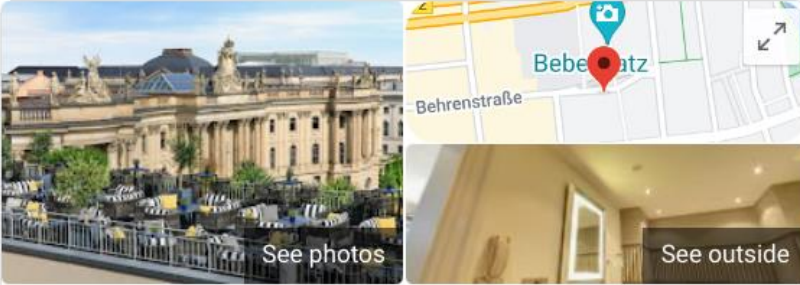




# Building a comprehensive Lodging Search Experience



Google is unique in providing **many** direct booking pathways



See photos

See outside

### Hotel de Rome, a Rocco Forte Hotel

[Website](#) [Directions](#) [Save](#) [Call](#)

4.5 ★★★★★ 1,427 Google reviews

5-star hotel

[CHECK AVAILABILITY](#)

**Address:** Behrenstraße 37, 10117 Berlin, Germany

**Phone:** +49 30 4606090

Compare prices

Sun, Apr 2

Mon, Apr 3

8 2



# ARI: An Industry-standard Prices API

*ARI is a pricing delivery feed that utilizes rate plans, availability, and hotel metadata to set predefined pricing strategies for your properties.*

## At a Glance

**7000x less bandwidth** than PULL

**Simpler communication** of rooms, promotions, rate plans and availability changes

## Industry standard

Developed with The Open Travel Alliance recommended standards and largely compatible with connectivity frameworks of major OTAs.



**A more efficient way for suppliers to connect and capture high value traffic.**

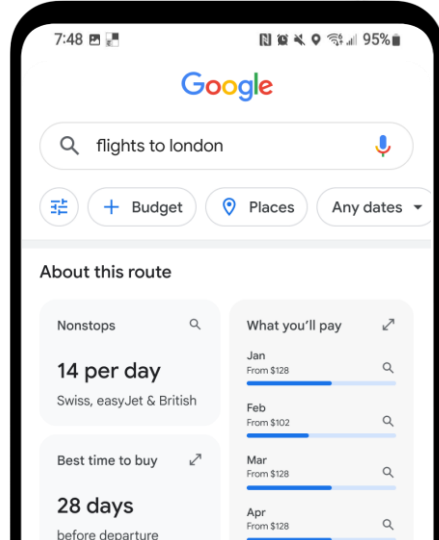
# Google Flights helps users easily **find, compare and choose** the best flight option for their trips

1

## Better match Search intent

Meet more users where they are

### Market Summaries

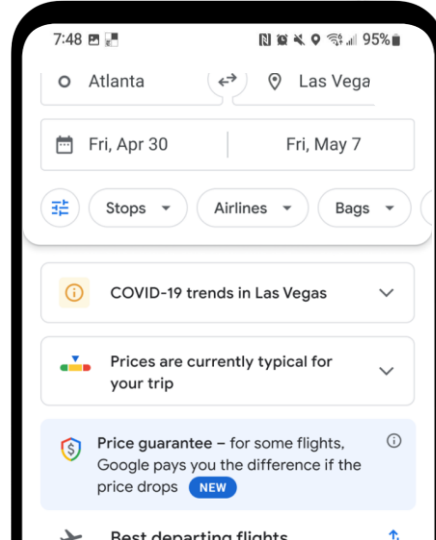


2

## Elevate Flights intelligence

Find lowest available fare before departure

### Price Guarantee

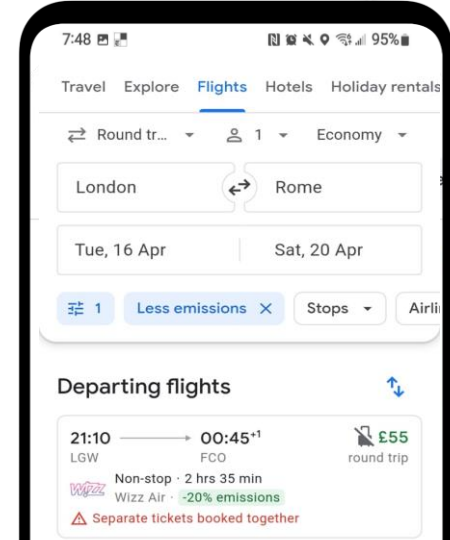


3

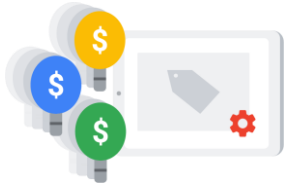
## Make Sustainable Choices

Climate impact of Flight Itineraries

### Mode Comparison



Google Flights offers **insights** to partners to optimize for better performance



**Competitiveness**



**Referrals**



**Conversions**



**Quality**

# Travel Ads Focus Areas

1



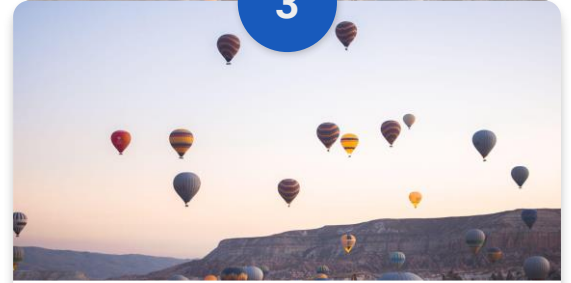
**Expand Your Reach**

2

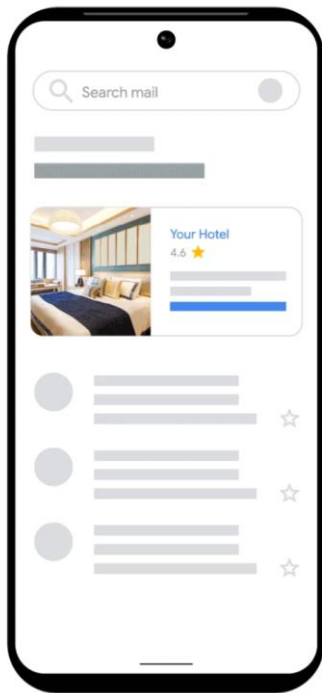


**Amplify your differentiated offerings**

3



**Unlock profitability**



Hotel Ads



**Performance Max for travel goals (PMTG):** this year we will continue to expand Performance Max for travel goals for existing and new Travel advertisers.

A woman and a man are walking away from the camera on a paved road in a desert landscape. The woman is wearing a white cap, a plaid shirt, and denim shorts, with a black backpack. The man is wearing a maroon shirt and khaki shorts, with a large black backpack. The background shows rolling sand dunes under a clear sky.


Google

# Expand Your Reach

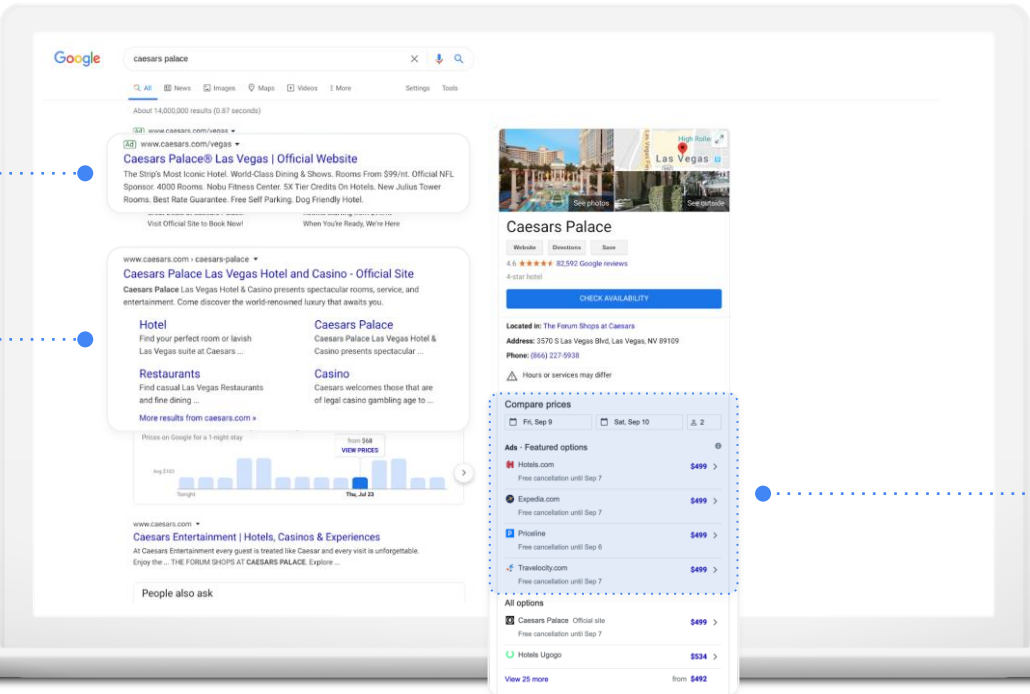




# Historically, Hotel Booking Links were the main type of Hotel Ad format to help serve users lower in the funnel

 Paid Search Ad

 Organic Search



The screenshot shows a Google search for "caesars palace". The search results are displayed on a laptop screen. The search bar shows "caesars palace" and the search results include organic search results and a paid search advertisement. A "Compare prices" section is highlighted with a dashed blue border, showing various booking options and prices.

**Organic Search Results:**

- Caesars Palace® Las Vegas | Official Website**  
The Strip's Most Iconic Hotel. World-Class Dining & Shows. Rooms From \$99/nt. Official NFL Sponsor. 4000 Rooms. New! Flamingo Center. Six Tier Credits On Hotels. New Julius Tower Rooms. Best Rate Guarantee. Free Self Parking. Dog Friendly Hotel.  
Visit Official Site to Book Now! When You're Ready, We're Here
- Caesars Palace Las Vegas Hotel and Casino - Official Site**  
Caesars Palace Las Vegas Hotel & Casino presents spectacular rooms, service, and entertainment. Come discover the world-renowned luxury that awaits you.  
**Hotel**  
Find your perfect room or lavish Las Vegas suite at Caesars ...  
**Restaurants**  
Find casual Las Vegas Restaurants and fine dining ...  
**Caesars Palace**  
Caesars Palace Las Vegas Hotel & Casino presents spectacular ...  
**Casino**  
Caesars welcomes those that are of legal casino gambling age to ...  
Prices on Google for a 1 night stay  
Avg \$100  
The Jul 23  
from \$88  
VIEW PRICES
- Caesars Entertainment | Hotels, Casinos & Experiences**  
At Caesars Entertainment every guest is treated like Caesar and every visit is unforgettable. Enjoy the ... THE FORUM SHOPS AT CAESARS PALACE. Explore ...  
People also ask

**Paid Search Ad:**

**Caesars Palace**  
4.6 ★★★★★ 82,592 Google reviews  
4-star hotel  
CHECK AVAILABILITY  
Located in: The Forum Shops at Caesars  
Address: 3570 S Las Vegas Blvd, Las Vegas, NV 89109  
Phone: (866) 227-9938  
Hours or services may differ


**Compare prices**

Provider	Price	Free cancellation until
Hotels.com	\$499	Free cancellation until Sep 7
Expedia.com	\$499	Free cancellation until Sep 7
Philine	\$499	Free cancellation until Sep 6
Travelocity.com	\$499	Free cancellation until Sep 7

**All options**

Provider	Price	Free cancellation until
Caesars Palace - Official site	\$499	Free cancellation until Sep 7
Hotels Utopia	\$534	

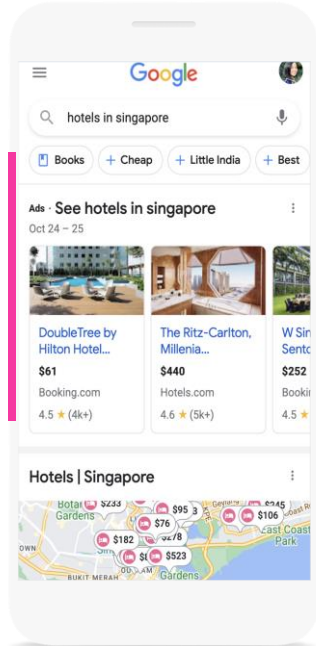
View 25 more from \$492

 Booking Links

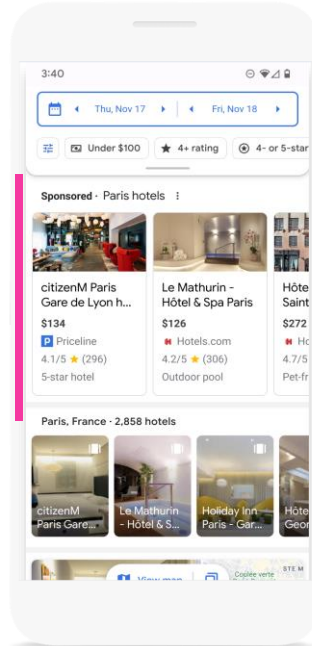
# Property Promotion Ads: Increasing advertiser value and reach

Engage with customers in more ways across Google through expanded visual experiences on Search for **destination/generic hotel queries**

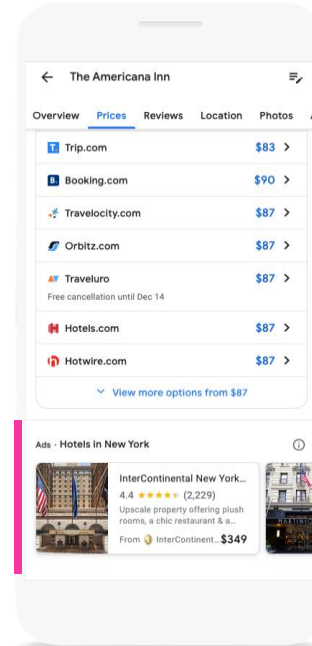
SRP



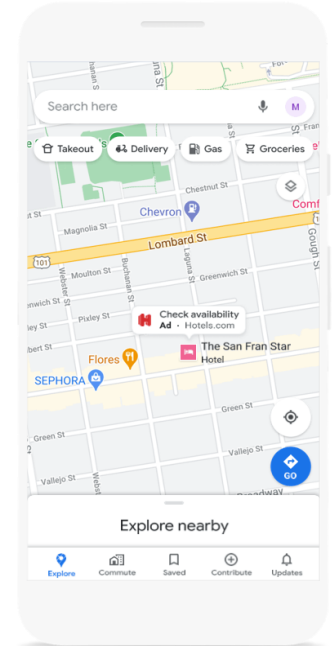
Hotel search



Placeseets

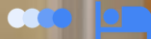


Maps





# Amplify your differentiated offerings



# Booking Module

New features, such as machine translated content, value-adds, loyalty features and expanded callouts

Help Advertisers Differentiate

## Value Adds

Draw users attention to special offers that come with a rate - ie “free taxi”

## Loyalty features

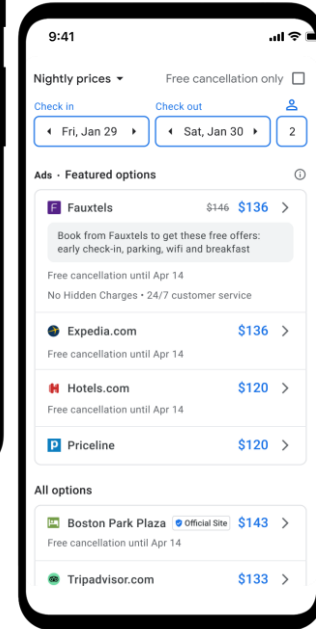
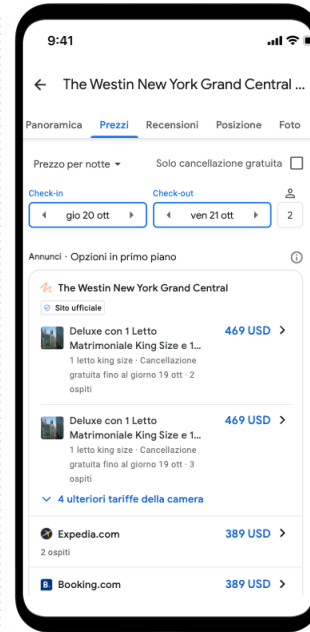
Encourage users to join or return to partner loyalty programs and get their benefits

## Expanded callouts

to reach new audiences

## Localize

Hotel Search for non English speaking / culturally different markets such as JP





Google

# Unlock profitability

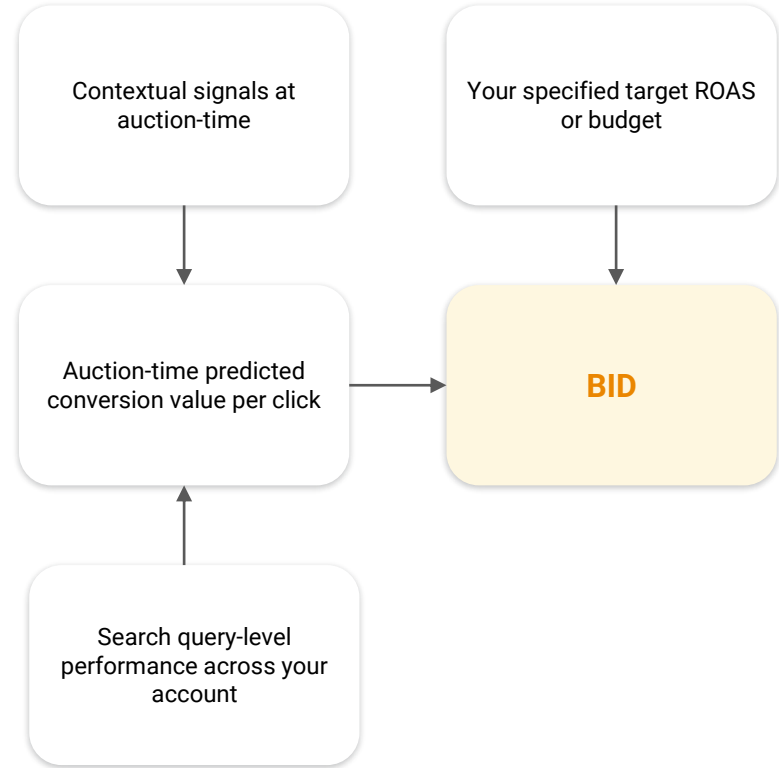


# Simplify cross-channel bidding with tROAS (Return on ad spend) for Hotel Campaigns

With tROAS Smart bidding solution for Hotel Campaigns\* you'll be able to

- Set a specific ROAS target
- Optimize against booking values
- Easily align your ROAS and Smart
- Bidding strategies across Google Ads Platforms

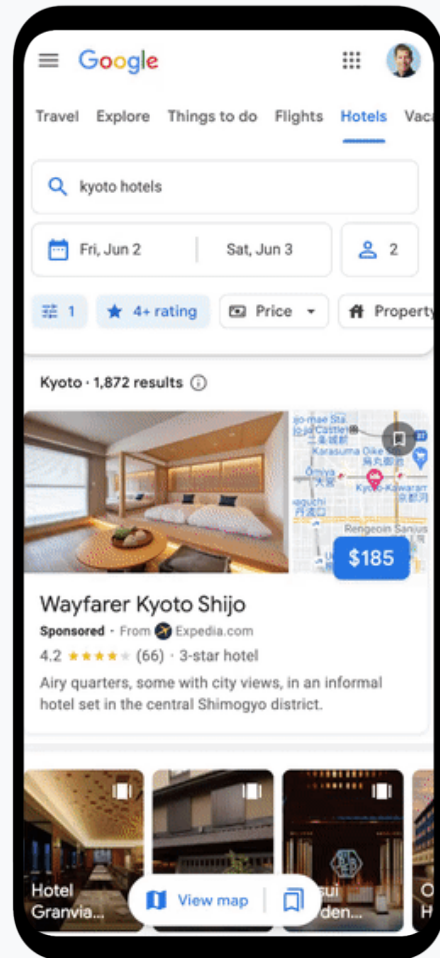
\*Initial offering will center around Hotel booking ROAS targets, additional targets such as lifetime value or margin are already considered and will arrive on a later stage of this product.





# Browsy for GloYo users

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**Thank You!**