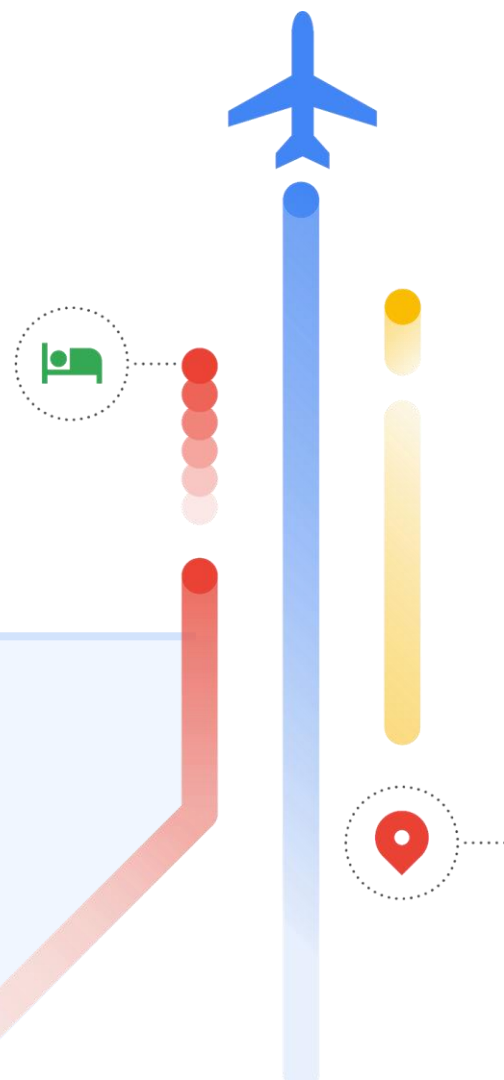# The Search for Travel

Lalit Gupta

Sr. Industry Manager
Travel, Google UK

Reimagining the Search Experience

Yesterday

Today

Inspire them on Search

New visually rich experience

Corinthia London
4.7/5 ★★★★ 2119 reviews
Posh hotel with chic quarters, dining and an elegant bar, plus a spa, an indoor pool and a gym.

View hotel

JW Marriott Cancún Resort & Spa
4.5 ★ (1254) · Excellent location
Polished rooms & suites in a polished hotel with 8 restaurants, tennis & 3 outdoor pools.

🛏 $170-350 per night   View details ›

Swipe for next result
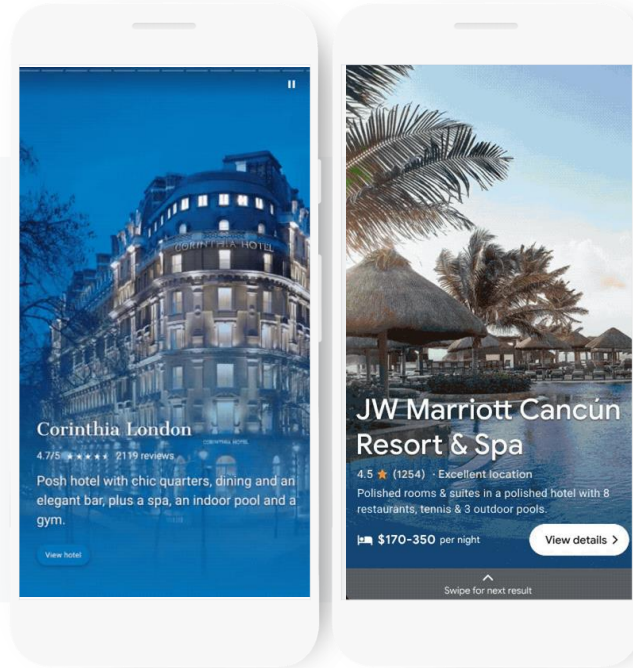
Tomorrow

Google Search is becoming more visual

TV & Movies

News

People

Travel

Shopping

Google

Driving discovery and engagement throughout the travel journey
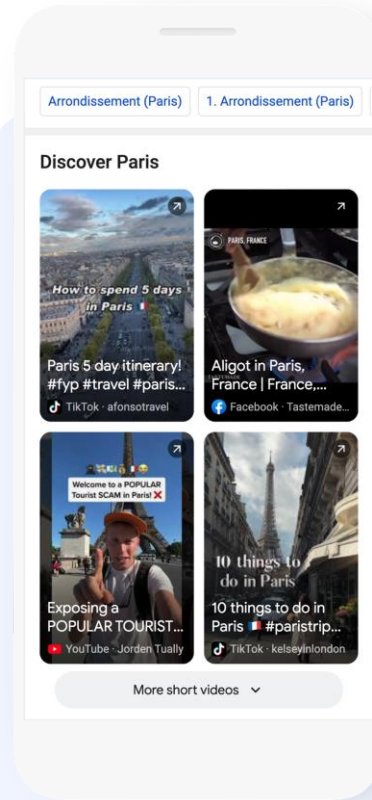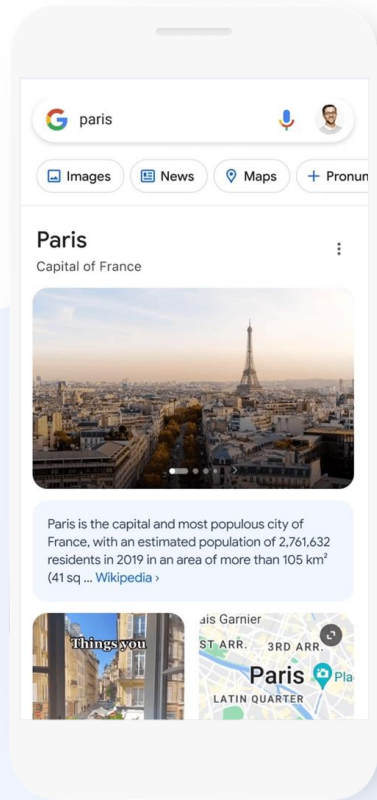
Making it easier for users to browse and discover hotels
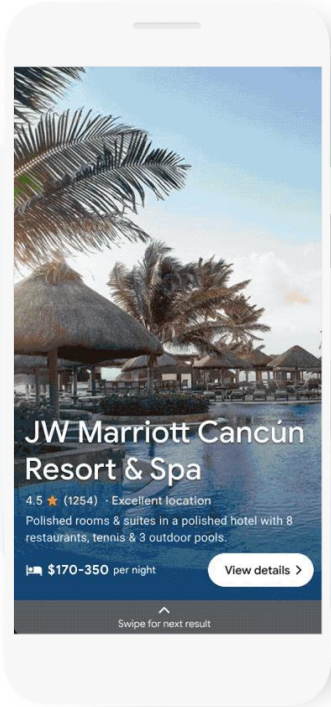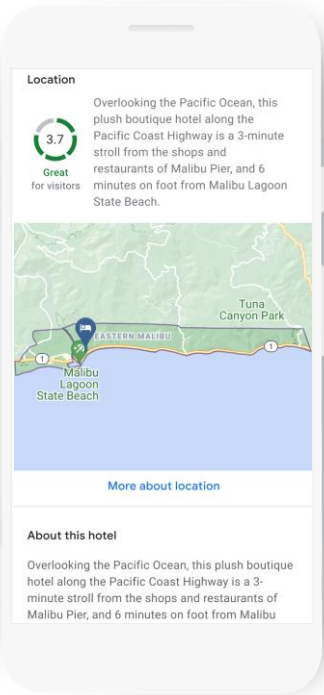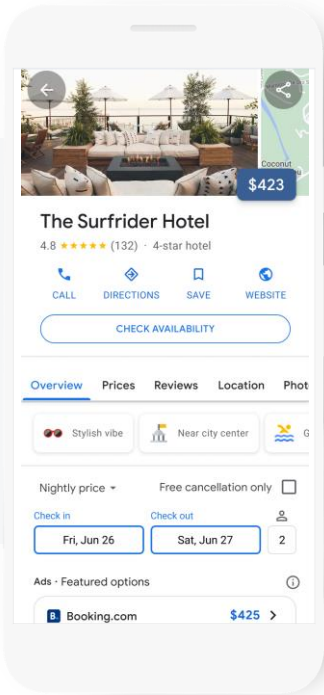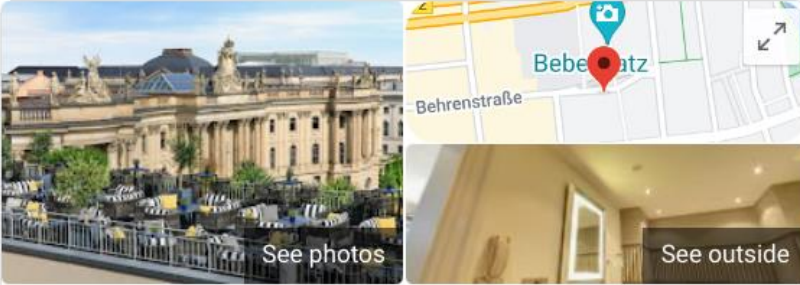
Building a comprehensive Lodging Search Experience
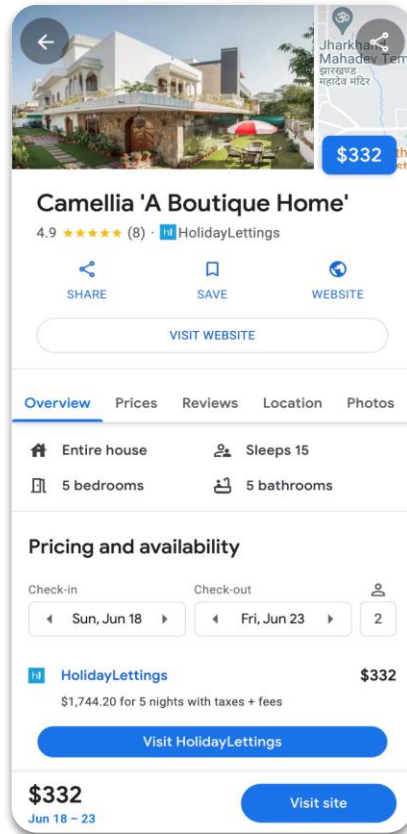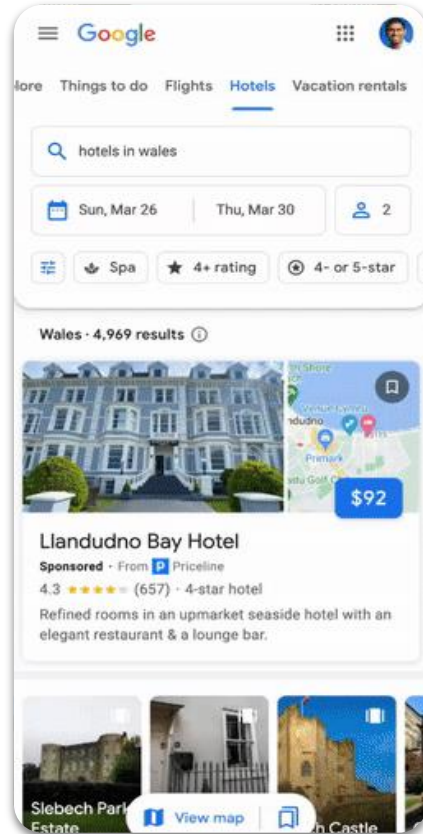
Google is unique in providing **many** direct booking pathways

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.

opentravel

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

2

Elevate Flights intelligence
Find lowest available fare before departure

3

Make Sustainable Choices
Climate impact of Flight Itineraries

Market Summaries

Price Guarantee

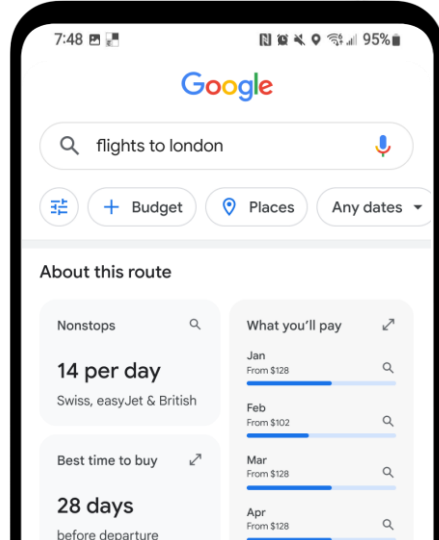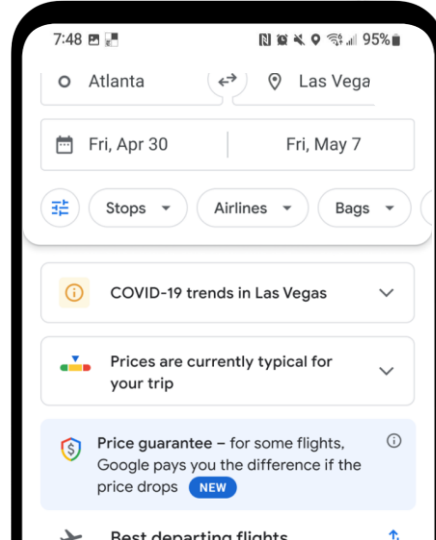**Mode Comparison**

7:48 · 95%
Google

flights to london

Budget · Places · Any dates

About this route

Nonstops
14 per day
Swiss, easyJet & British

What you'll pay

Jan
From $128

Feb
From $102

Best time to buy
28 days
before departure

Mar
From $128

Apr
From $128

7:48 · 95%
Atlanta ⇄ Las Vega

Fri, Apr 30 | Fri, May 7

Stops · Airlines · Bags

COVID-19 trends in Las Vegas

Prices are currently typical for your trip

Price guarantee – for some flights, Google pays you the difference if the price drops **NEW**

Best departing flights

7:48 · 95%
Travel · Explore · **Flights** · Hotels · Holiday rentals

Round tr... · 1 · Economy

London ⇄ Rome

Tue, 16 Apr | Sat, 20 Apr

1 · Less emissions ✕ · Stops · Airli

Departing flights

21:10 → 00:45⁺¹   £55
LGW   FCO   round trip
Non-stop · 2 hrs 35 min
Wizz Air · -20% emissions
⚠ Separate tickets booked together

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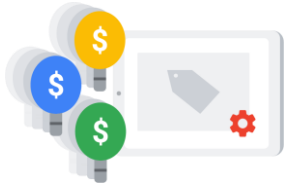
Competitiveness

Referrals

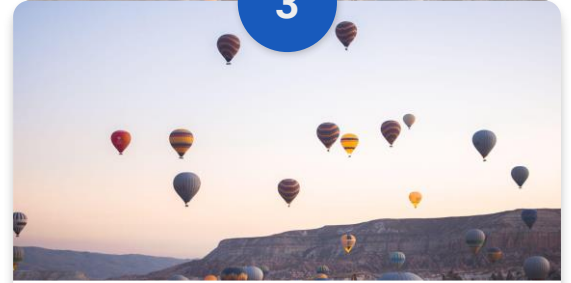**Conversions**

Quality

Travel Ads Focus Areas

1

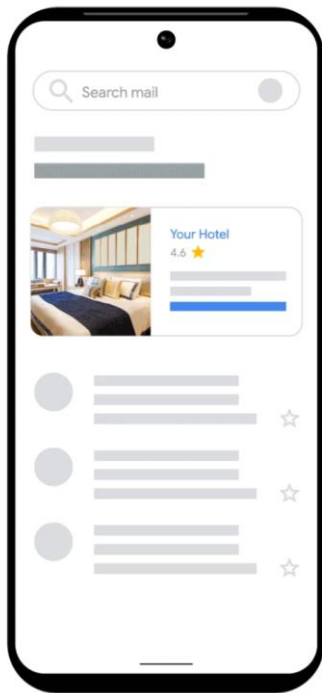**Expand Your Reach**

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.

Google

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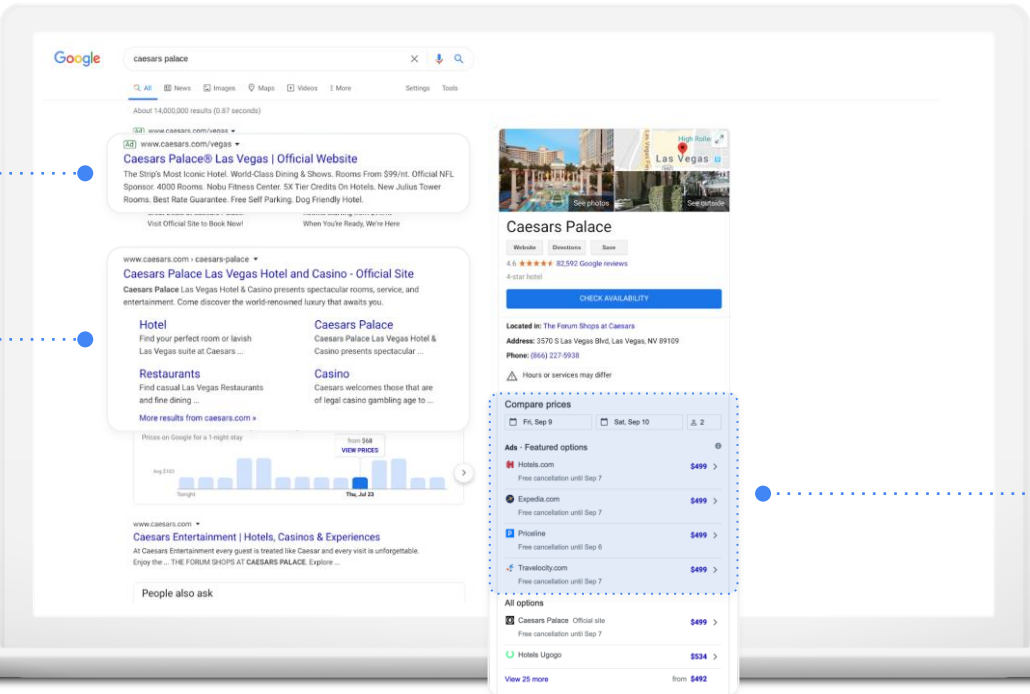
Historically, Hotel Booking Links were the main type of Hotel Ad format to help serve users lower in the funnel

Paid Search Ad

Organic Search

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

Placesheets

Maps

Google
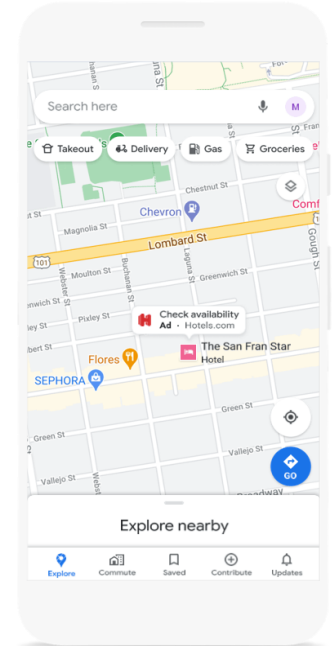
Amplify your differentiated offerings
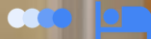
Booking Module

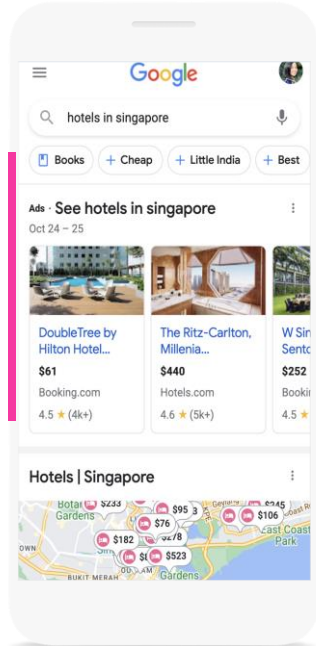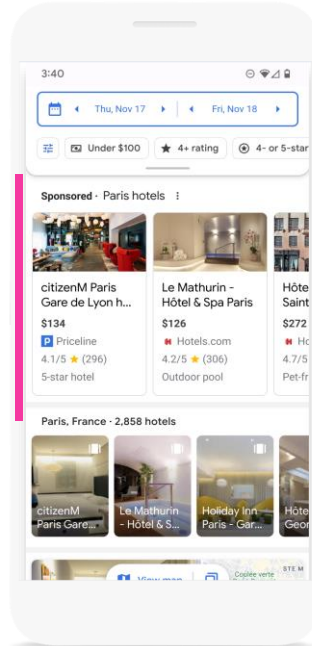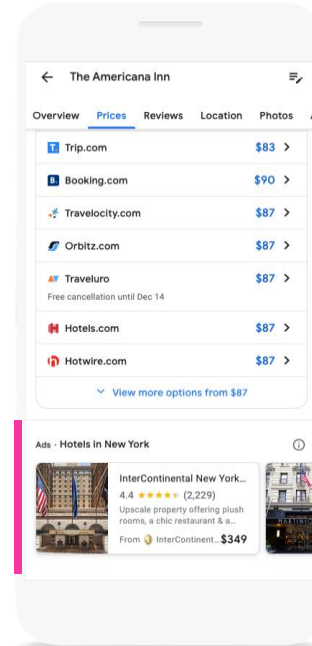New features, such as machine translated content, value-adds, loyalty features and expanded callouts

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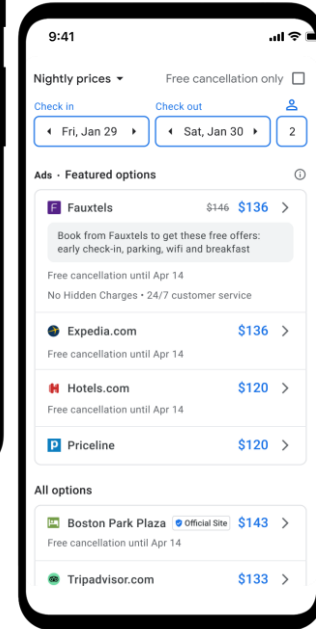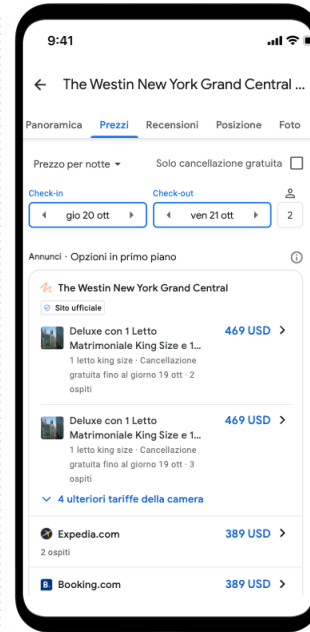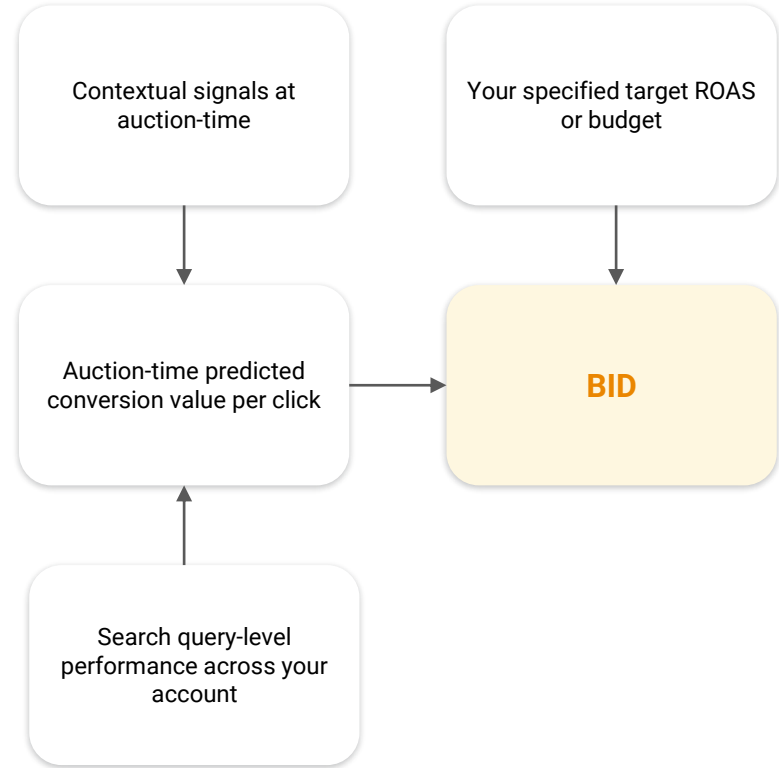
With tROAS Smart bidding solution for Hotel Campaigns* you'll be able to

➔ Set a specific ROAS target

➔ Optimize against booking values

➔ Easily align your ROAS and Smart
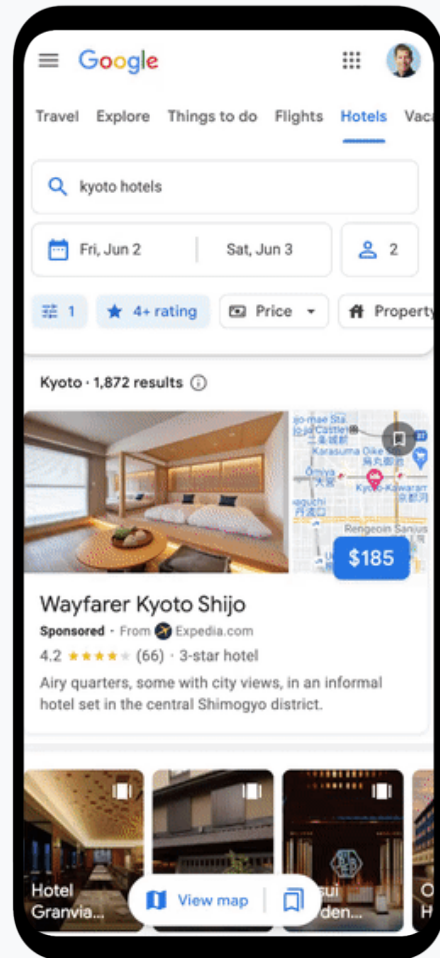
➔ Bidding strategies across Google Ads Platforms

*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.

Contextual signals at auction-time

Your specified target ROAS or budget

Auction-time predicted conversion value per click

BID

Search query-level performance across your account

Browsy for GloYo users

Thank You!