



# Using Metasearch to Rebuild Occupancy

How Metasearch can help you build a recovery strategy that positions you for success

Metasearch is a key strategy for iHotelier® customers to utilize to help enable recovery and rebuild occupancy. Metasearch increases visibility to potential guests and can help a hotel capture a greater share of demand as consumer confidence slowly returns. Our Metasearch solution, Demand Services, is fully integrated in iHotelier® and makes it easy to capture direct bookings. We offer a risk-free Cost Per Acquisition program where you pay fees only on your consumed bookings in iHotelier®.

The current crisis situation is impacting consumer behaviors. Our team of experts is monitoring these changes and identifying ways to optimize Metasearch strategies. Recent trends are showing:

- Domestic bookings are increasing and expected to continue exceeding international bookings in the short and medium term.
- Booking windows have shifted, with an emphasis on 0-3 days out and 90+ days out.
- Mobile bookings are increasing, thus becoming more important.
- To book with confidence, consumers are requesting cancellation flexibility.

Our Account Management team can help you capture more bookings by building an effective Metasearch strategy. Our recommended best practices include:

- Guest-centric, flexible cancellation policies that enable guests to confidently book.
- Appealing promotions that offer private rates to strategic markets.
- Meta-only promotions to capture more direct bookings.
- Direct-only discounts to increase conversion rates.
- Value-add promotions to give guests more benefits without negatively affecting your average daily rate (ADR).
- Social tags about new cleaning procedures to make guests feel secure about their stay.
- Maintain rate competitiveness with proprietary data from Google, Trivago, and Tripadvisor provided by your Account Manager.

Contact your Account Manager to learn how to use Metasearch as a tool to help attract guests to your property and rebuild your occupancy.

Let's  
shape the future  
of hospitality

Find out more

For further information, visit [amadeus-hospitality.com](https://amadeus-hospitality.com) or speak to your Amadeus Account Manager today.

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