

Expand your global distribution with Navarino Services and Google Maps

Google's keyword search, maps and analytics have become some of the most important tools the modern day traveller – your potential hotel guest – uses to research and book their travel arrangements.

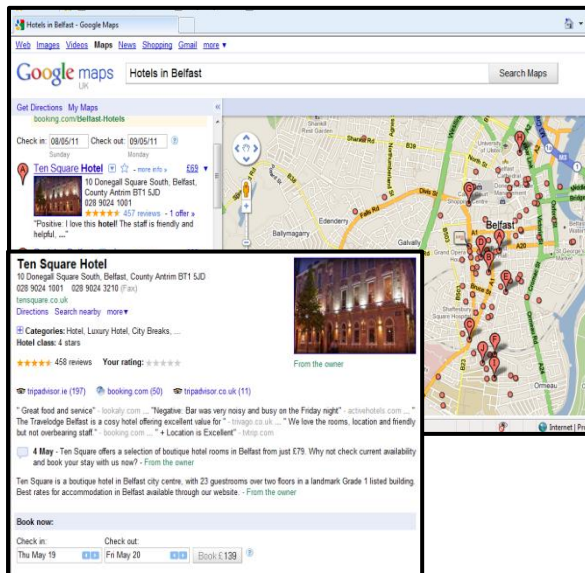
What is the Google Hotel Price Ad Programme?

You have probably heard about this new programme which shows hotel prices next to organic search results on Google Maps and Google Places.

How does it work?

As an example travellers would enter 'Hotels in Belfast' in their search on Google Maps. They will now be able to enter the dates of their trip and see real prices of your hotel.

Here's an image of the Ten Square Hotel in Belfast:



In addition to a star rating and user reviews, the listing also displays the £69 room rate and deep links to OTAs ads – Booking.com are displayed along with rate. The hotel's own website is also listed, however currently without showing any rates. Signing up to Google Price Ads will allow the consumer to view rates available at the hotel (Public Retail Rates) and 'click through' directly to the Navarino booking page on www.tensquare.co.uk

With Google Hotel Price Ads you can push direct bookings to your own website instead of losing consumer bookings to your hotel via the OTAs.

Availability and rates are driven from what you load into the Navarino CRS and reservations are sent back through the system just as for any other booking.

Your benefits?

Stay ahead of your competition and appear in a prominent "pool position"

Increase your revenue with additional reservations through this new marketing opportunity that taps into Google's vast user base and marketing power. Google is currently launching this service on Google domains in the US and subsequently across international markets.

Detailed reporting is also available from Navarino Services to help you analyze the booking sources and revenue of these bookings.

Navarino Services (with its technology partner Sabre Hospitality Solutions) has worked with Google on this pay-per-click advertising module to help your hotels make the most out of this new, and much discussed, Google product.

To find out how to take advantage of Google Hotel Price Ads contact your Navarino Account Manager or:

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Note – This is currently, EXCLUSIVELY available via global central reservations systems such as Navarino Services (CRS) and NOT through local vendors of channel management, booking engine or PMS solutions. As this is a brand new booking channel for consumers do not expect huge volumes in the beginning, however as Google will drive this channel in the years to come, it is advisable for your hotel to open up this channel to your potential customers sooner rather than later.