

The 2025 direct booking playbook: Winning at digital marketing & metasearch



Charlie Osmond
Co-founder

TRIPTEASE



Pedro Calvo Roldán
Marketing Director

PARATY
- T E C H -

Your bespoke hotel management software partner

WHAT DO WE OFFER?



Booking
Engine



Website
Design



Revenue
Tools



Online
Marketing



Loyalty
Programs



Metasearch
Sites



Contact
Center

Over **10 years** boosting **direct sales**

PARATY
- T E C H -



Today's agenda

1 2025 hotel marketing trends

2 Winning at metasearch in 2025

3 Marketing action plan

4 Q&A



1 2025 hotel marketing trends

2 Winning at metasearch in 2025

3 Marketing action plan

4 Q&A

2025 Hotel marketing trends

Experiential travel

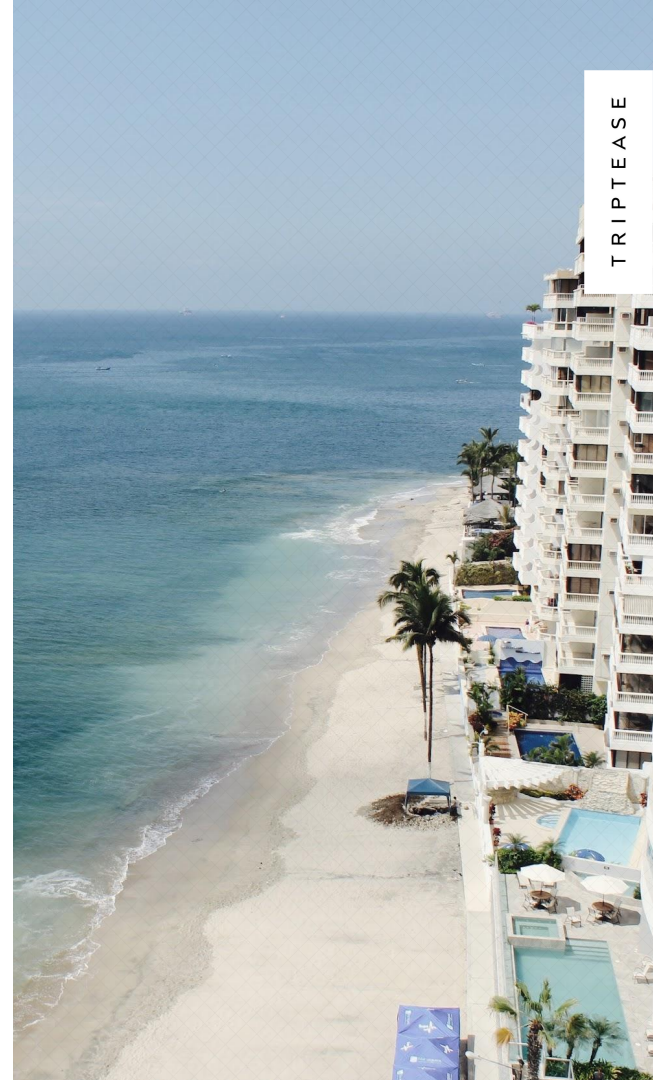
Experience-based
loyalty programs

AI in Marketing

AI-powered content
strategies

Revenue beyond
the room

Marketing
optimization



Experience-based loyalty programs

- From member rates & points, to instant rewards
- Focus on experiences or local partnerships
- Create a unique, memorable experience for guests

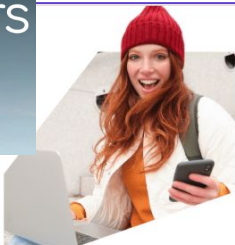
71%

of consumers expect
personalized interactions from
companies
- McKinsey

PORTshapers

Your passport to a world of privilege and exclusive benefits

JOIN NOW!



Exclusive discounts for club members

Book at the best price from your Port Shapers account.

Exclusive discounts for club members

Advance communication of offers and discounts.



feel unique

Welcome gift upon arrival to your room.

feel unique

Extra gift for your birthday.



VIRGIN HOTELS LOYALTY PROGRAMME

When You're In The Know, You Know. We'll Cheers To That

The Know is our personalized loyalty program. Think free room upgrades, the best rates, special offers. The more you let us know, the more we can cater to your every desire. & you can join for free! So, let's get to know each other...

MY FUN STUFF: GUESTS

2 / 4

DO YOU TRAVEL WITH A BEDSIDE PARTNER?

YES NO

DO YOU TRAVEL WITH KIDS?

YES NO

Name *

Nickname

Birthday

Month

Day

Year

Gender

Boy

Girl

Favourite Food

ADD A CHILD

DO YOU TRAVEL WITH A PET?

YES NO

Size



Name *

Favourite Treat

Birthday

Month

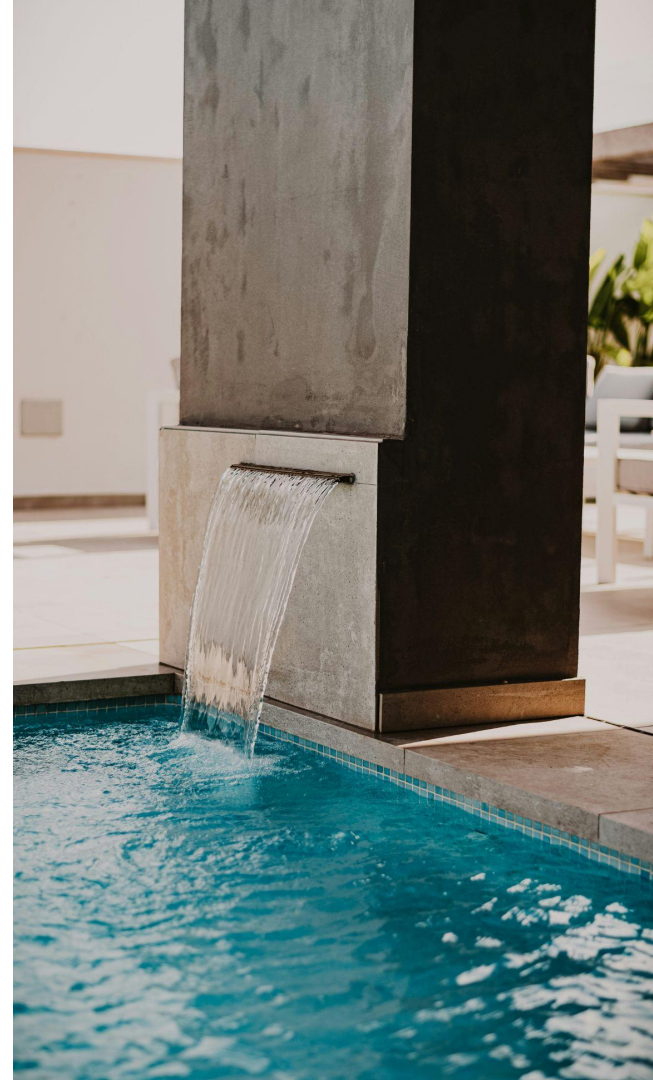
Day

Year

ADD A PET

Revenue – beyond the room

- Hotels aren't just a place to sleep
- Increasing profit through upsells
- Ancillaries and amenities for non-guests
- Seamless add-ons via check-in experiences



Best rate guaranteed
€ EUR | EN

Select Hotel

Grand Oasis Cancun

Check-In

04/02/2025

Check-Out

05/02/2025

Occupancy

2 Adults + 0 Children

Enter your promo code

[Repeat Search](#)

1 Room Choice
2 Additional Services
3 Personal details

TOTAL ADDITIONAL SERVICES

EUR0.00

[CONTINUE WITH MY BOOKING](#)

Do you want to improve your reservation?

[ADDITIONAL SERVICES](#)

Do you want to improve your reservation?

"Grand Sunset View" to "Grand Ocean View" and save 50%

[More information](#)

4.63 EUR

ADDITIONAL SERVICES

20-minute relaxing massage

Eliminates toxins from the body by activating blood circulation and relaxing muscles.

[More information](#)

PRICE/MAX FROM **48.55 EUR**

Hydrotherapy circuit

Description: Helps relax muscles by stimulating the elimination of toxins and fluids in the body through temperature changes from hot to cold, activating the body's

[More information](#)

PRICE/MAX FROM **48.55 EUR**

Rosewood Miramar Beach

★★★★★ 4.7 | 314 Reviews

5 star property



[Save](#)

Experience luxury beyond your expectations at Rosewood Miramar Beach, an idyllic beachfront estate in Montecito, California. Between the expansive grounds and unparalleled views of the Pacific Ocean, you'll have more than enough to marvel at during your day at this stunning resort. Take a dip in The Cabana Pool while you indulge in poolside food and drink service. Try your hand at bocce ball. No matter what you do, your day is sure to be extraordinary.

Select a date

Feb 4, 2025

Select a product



Day Pass

ADULT	CHILD	INFANT
£84	£40	FREE
<small>Includes fees</small>	<small>Includes fees</small>	

[Select](#)

24-hour advanced booking required.

- Family-friendly Manor Pool
- Adults-only Cabana Pool
- Hot tub
- Poolside food and drink service from Cabana Bar
- Bocce Ball (subject to availability)
- Complimentary Wi-Fi

Does not include access to the spa. For spa access, book a Spa Pass.
Does not include beach lounge access. Beach lounges are limited to hotel guests only.

[Show less](#)

Spa Pass

ADULT
£84
Includes fees

[Select](#)

24-hour advanced booking required.

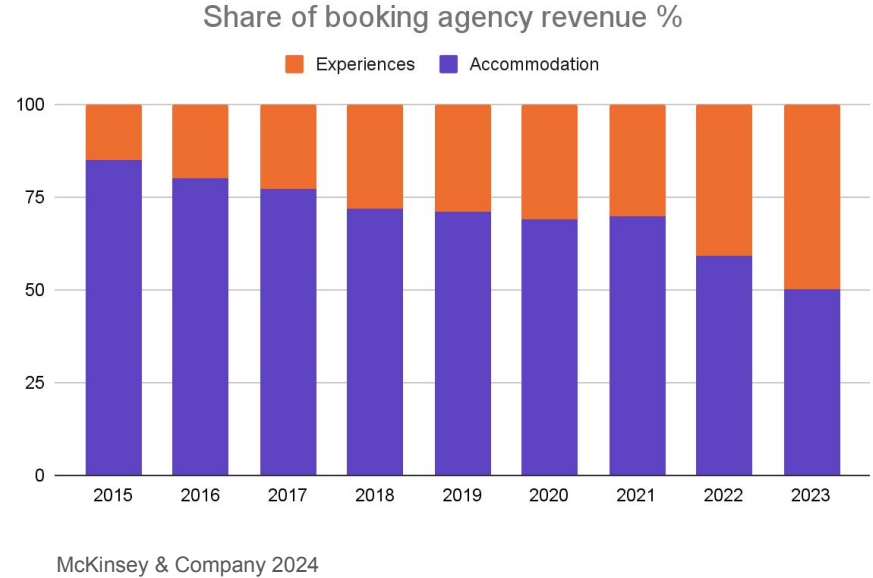
- Access to spa deck
- Dry sauna
- Steam sauna
- Cold plunge
- His/her locker rooms with showers
- Relaxation lounge
- Fitness center
- Complimentary light snacks

Adults 18+ only. Does not include access to the pools.
For pool access, book a Day Pass or Cabana in addition to the Spa Pass. Refer to your reservation confirmation email for spa policies.

[Show less](#)

Experiential travel

- Growth in experience-led travel
- Guests are often working backwards from the experience.



Using AI in marketing

- **Data Collection:** AI gathers data from various sources
- **Audience Segmentation:** AI groups potential guests based on patterns
- **Offer Personalization:** AI uses insights to tailor offer
- **Automated Engagement:** AI can trigger automated actions based on customer behavior



⌘ Dorchester *Collection*

- Inhouse AI tool
- **Analyzed data** from mystery shoppers, online reviews, social media, blogs, and ratings agencies
- **Key findings:**
 - Need for flexibility in breakfast - not experimentation
 - Guests loved outdoor spaces - but no images on hotel websites



AI-powered content strategies

- Use **keyword research** and **generative AI tools** to create content
- **Authority on blog** leads to **authority on website**
- Reduce **workload**, increase **local expertise**

The logo for Gumloop, featuring a stylized 'G' icon followed by the word 'Gumloop' in a bold, sans-serif font.The logo for ChatGPT, consisting of a green square icon with a white interlocking knot design, followed by the text 'ChatGPT' in a bold, sans-serif font.The logo for 'make', featuring a stylized 'M' icon composed of three vertical bars in shades of purple and pink, followed by the word 'make' in a bold, lowercase, sans-serif font.



Westgate Resorts Travel Blog



The 5 Best Magic Shows Gatlinburg Locals Love [2025 Picks by Locals]
Jan 25, 2025

Prepare to be amazed in Gatlinburg! Dive into the world of magic with our top 10 picks for the most beloved magic shows of 2024,...

[READ MORE](#)



10 Top Smoky Mountain Ziplines Worth the Thrill [2025 Favorites]
Jan 18, 2025

Soar through the stunning Smoky Mountains! Get ready for an exhilarating journey as we unveil the 10 Top Smoky...

[READ MORE](#)



6 Top Gatlinburg Ghost Tours That Promise The Best Scares [2025 List]
Jan 16, 2025

Get ready for a chilling adventure in Gatlinburg! Discover the 6 Top Ghost Tours of 2024, revealing the city's haunted history an...

[READ MORE](#)



15 Top Romantic Things to Do in Gatlinburg
Jan 14, 2025

Nestled in the heart of the Great Smoky Mountains, Gatlinburg, Tennessee, is the ultimate destination for couples seeking...

[READ MORE](#)

Google search for "resorts in gatlinburg" showing search results for Westgate Resorts. The search bar is highlighted in orange. The results page shows various resort listings with details like price, rating, and amenities. A red box highlights the Westgate Smoky Mountain Resort & Water Park listing.

resorts in gatlinburg

All Maps Images Videos News Web Books More Tools

For couples All-inclusive With indoor pool With water Park For families Luxury Top-rated Call

Sponsored · See resorts in gatlinburg

Gatlinburg, United States · 6-7 Feb

 Margaritaville Resort... E108 Booking.com 4.7 (2.6K)	 Gatlinburg Town Square E95 Expedia.co.uk 4.1 (1.6K)	 Westgate Smoky... E117 Tripadvisor.co.uk 4.0 (9.3K)	 Hilton Vacation Clu... E122 Hotels.com 4.4 (972)	 Riverstone Res... & Spa E147 Booking.com 4.5 (2.1K)
---	--	--	---	--

Sponsored

Westgate Resorts
https://www.westgateresorts.com/

#1 Gatlinburg Resort | Biggest Indoor Waterpark

Use Hidden Member Rate Using Promo Code 'member' For 50% Off Resort Fees + 15% Off Stay. Choose From Luxurious Villas Ranging From a Studio to...

Sponsored

Little Valley Mountain Resort
http://www.littlevalleymountainresort.com/cabin-rentals-ped-fan.../

All-Inclusive Cabin Resort | in Gatlinburg, TN

Cabin rental agency · 2229 Little Valley Road · Open · Closes 5pm

Sponsored

Booking.com
http://www.booking.com/

Top Resorts In Gatlinburg | Best Resorts In Gatlinburg

Choose from a wide range of properties which Booking.com offers. Search now! Book a...

Resorts | Gatlinburg, TN, USA

Thu 6 Feb Fri 7 Feb 2 Top-rated Budget options Luxury stays Free cancellation For tonight

 Westgate Smoky Mountain Resort & Water Park E97 4.0 (9.3K) 4-star hotel Mountainside villas plus pools & a spa Pool Hot tub	 Margaritaville Resort Gatlinburg E99 4.7 (2.6K) 4-star hotel Casual resort with restaurants & a spa Pool Hot tub	 Dollywood's DreamMore Resort & Spa E149 4.7 (4.7K) 4-star hotel Casual property with dining & a spa Pool Hot tub
---	--	--

See more

Westgate Resorts
https://www.westgateresorts.com/.../Gatlinburg/Hotels/

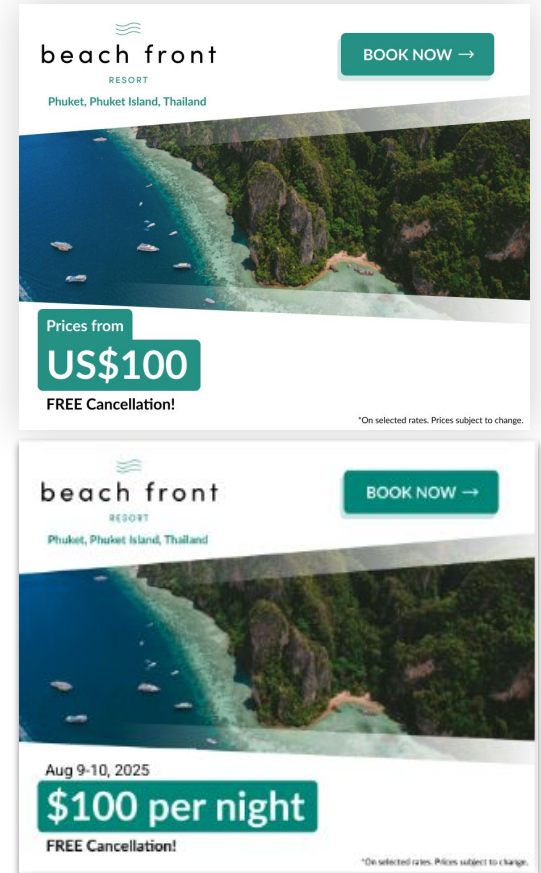
Westgate Smoky Mountain Resort & Water Park

Award Winning Accommodations & Spa - Gatlinburg's #1 Indoor Water Park.
Discover a Gatlinburg resort that goes beyond sunset views and fuses.
Endless Fun at Wild Bear Falls... Overview Gatlinburg Resorts Accommodations

TRIPTEASE

Marketing optimization

- Applying new technologies and booking trends to tried-and-tested channels
- **Display retargeting:** Personalized ads
- **Paid search:** Need date targeting
- **Metasearch:** Live Price Matching





1 Key 2025 trends in hotel marketing

2 Winning at metasearch in 2025

3 Marketing action plan

4 Q&A

What's happening in Meta?

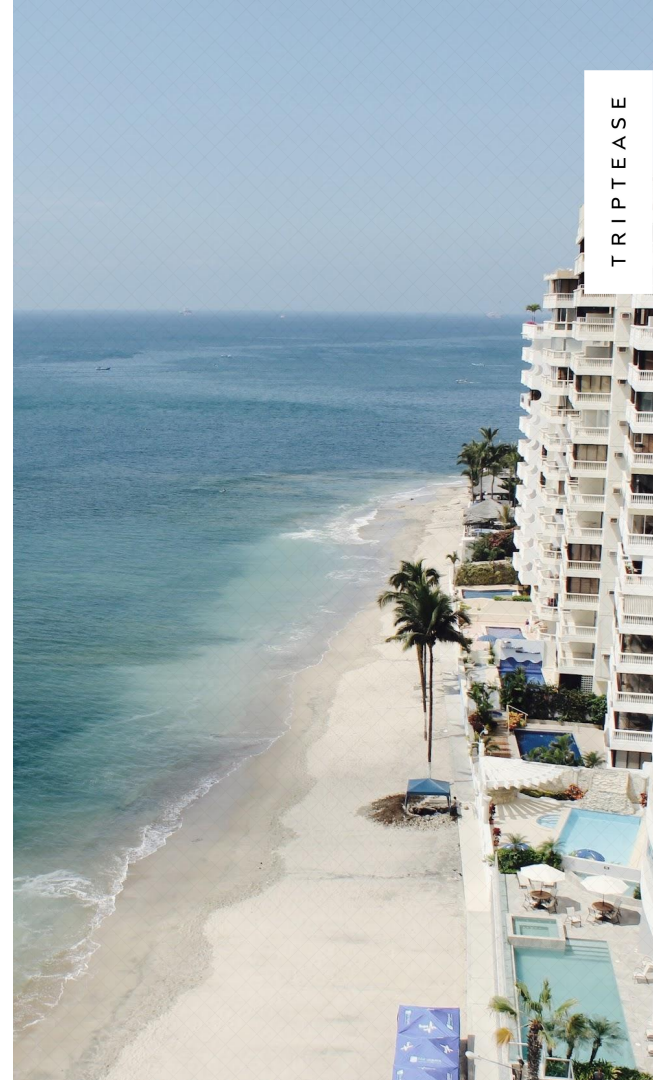
Decreased January
search volumes

Google tests

Achieving parity
through automation

Intelligent bidding

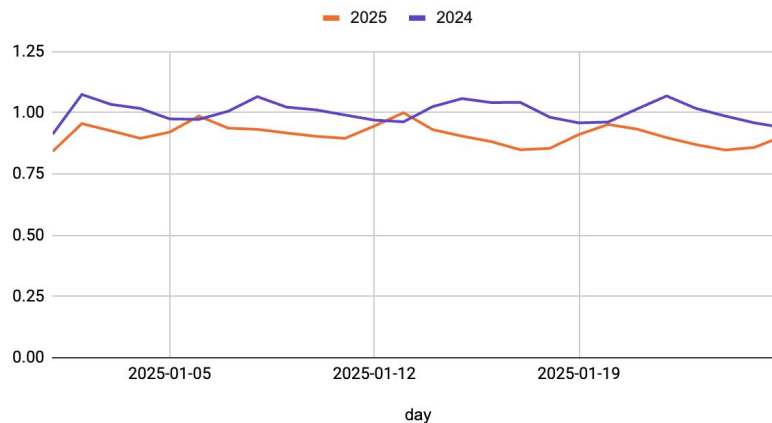
The end of Google
commission bidding



Decreased January search volumes

- 10% drop YoY in January searches
- A few factors:
 - Christmas/New Year timing
 - Return to the norm from increased searches last year
- How will this affect metasearch bidding across the year?


2025 and 2024



Google tests - a new look for metasearch?

Golden Nugget Lake Charles Hotel & Casino

4.3 ★★★★★ 21,330 Google reviews · 4-star hotel 1



Golden Nugget Lake Charles Hotel & Casino

Food House

Contrails Golf Club

2550 Golden Nugget Blvd
Lake Charles, LA 70601

Compare prices

Thu, Jan 23 - Fri, Jan 24 2

Sponsored 1

- Hotels.com \$149 >
- Expedia.com \$149 >
- TripAdvisor.com \$119 >
- KAYAK.com \$121 >
- More options
- TripAdvisor.com \$119 >
- goseek.com \$128 >

Reviews

4.3 ★★★★★

21K reviews

Golden Nugget
<https://www.goldennugget.com>

Golden Nugget

Stay in our world renowned hotel, located within the heart of Fremont Street in vibrant downtown. Visit Las Vegas Lake Charles Enjoy scenic beach views.
Lake Charles · Las Vegas · Biloxi · Atlantic City

Golden Nugget
<https://www.goldennugget.com/lake-charles/>

Hotel & Casino | Golden Nugget Lake Charles

Refine your search below · Arrival · Departure · Guest · Register Your 24K Account · Golden Nugget Nationwide Comps · 24K Select Club · DraftKings Sportsbook ...

Entertainment
Aaron Lewis · Nightlife · Little River Band · Mark Chesnut ...

Hotel
Comfort and Luxury in Every Detail ... Perched on a picturesque ...

Restaurants
Landy's Seafood House · Claim Jumper · Saltgrass Steak House

Casino

Website · Directions · Save

Call


Check availability

Address: 2550 Golden Nugget Blvd, Lake Charles, LA 70601
Phone: (844) 777-4653
Hours: Open 24 hours

Popular times

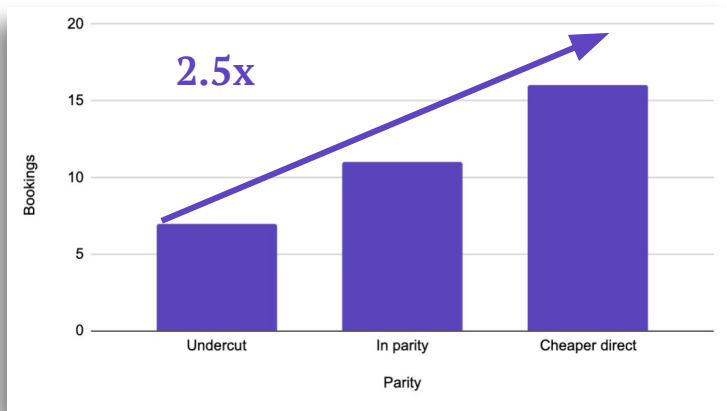
MON TUE WED THU FRI SAT SUN

10 PM Usually not too busy

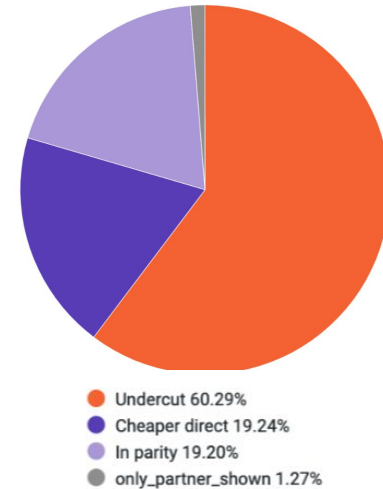


Parity is all-important – and OTAs are constantly undercutting

Parity vs Bookings

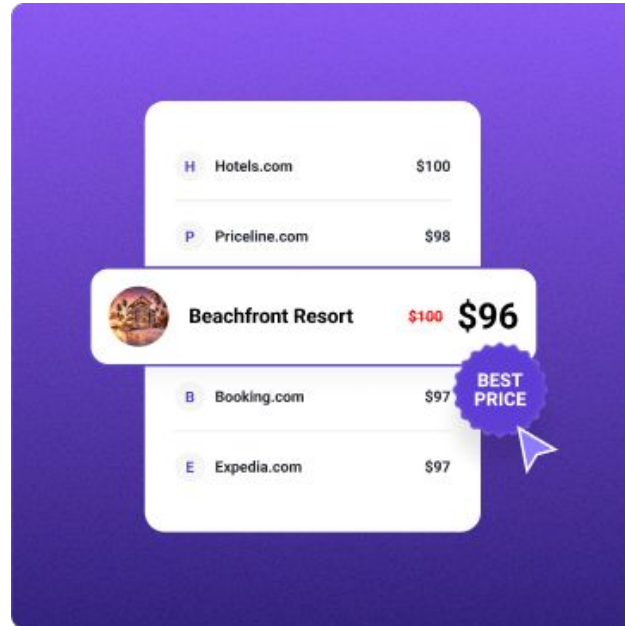


Current Global Undercut Rate



Based on >100M price checks a month (Triptease)

Achieving parity through automation – Triptease's **Price Match** on Metasearch



Boutique hotel group

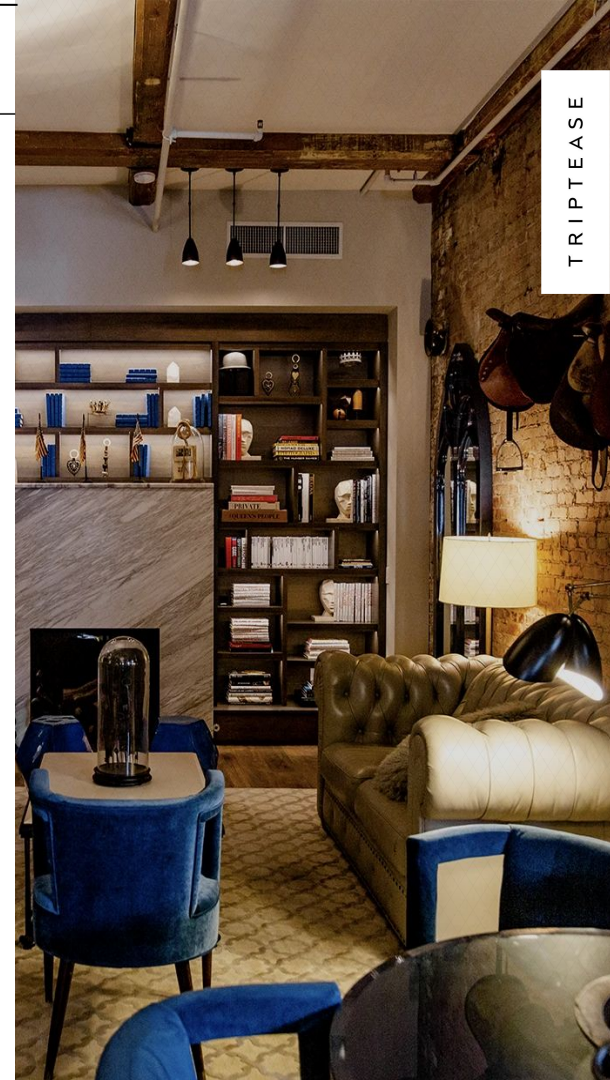
of rooms: 100-150

Location: USA

Outsmarting the OTAs with automated price match

- *“Before using Triptease, we were in parity with OTAs 30% of the time. **That has now increased to 86%**”*
- *“**The 1% promo performs the best.** It taught us that you don’t need blanket discounts of 10%—just a couple of dollars off can make a difference”*

Caleb Anderson, Director of Marketing & Brand,
The Restoration Hotel Collection



Intelligent bidding

Traditional metasearch

Human agency-led approach

Bids are adjusted manually
daily/weekly/monthly

Not responsive to live changes in
booking behavior

Solely focused on lower-funnel
conversion

Data-led, automated metasearch

Technology-led approach

1000s of targeted bid adjustments daily

Segmenting and adapting based on
real-time booking behavior

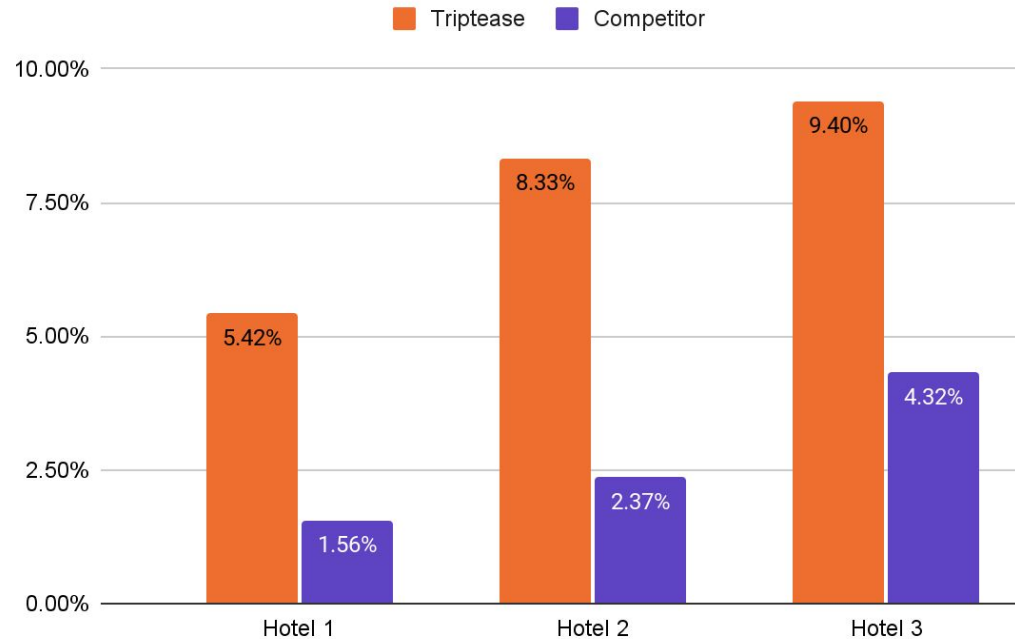
A tool for optimization and strategic
growth

Boutique hotel group

Number of rooms: >5000

Location: U.S.A

The impact of chasing impression share



-72%

YoY decrease in
Q2 conversion
rate

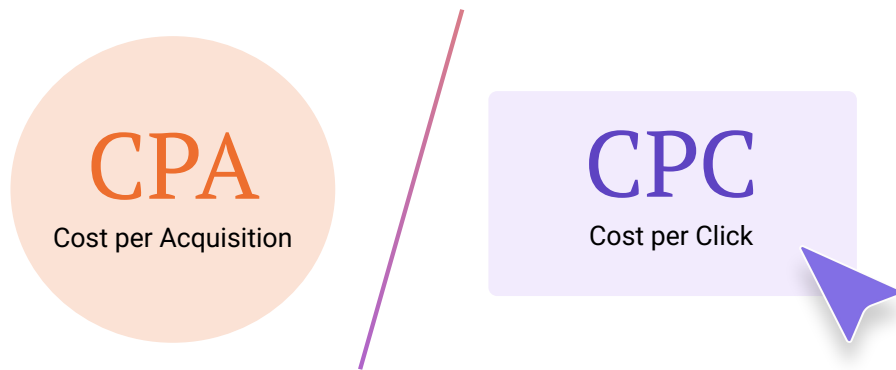
The end of Google's commission bidding

When?

- **February 20, 2025**
-

Why?

- We're through the pandemic
- Alignment with other Google ad channels
- Encourage adoption of Performance Max





1 Key 2025 trends in hotel marketing

2 Winning at metasearch in 2025

3 Marketing action plan

4 Q&A

Your 2025 marketing action plan

1

Treat your data as a resource

- Start with outcomes: identify data-driven playbooks and then the data required
- Audit data quality
- Make a data capture plan

2

Implement AI and automation

- Identify repetitive tasks
- Start simple - choose a basic workflow
- Try out some free AI tools to see what works best for you

Your 2025 marketing action plan

3

Lean into experiences

- Research what's bringing customers to your area
- Incorporate these experiences into your marketing mix
- Reach out to local providers for partnership opportunities
- Identify ways to reward your customers that tie into these

4

Power your metasearch

- Get a hold on your parity
- Ask your metasearch provider some key questions
- Think about your payment model
- Consider automated solutions with more precise targeting



1 Key 2025 trends in hotel marketing

2 Winning at metasearch in 2025

3 Marketing action plan

4 Q&A

DIRECT
BOOKING
SUMMIT

DALLAS

13-14 MAY 2025

**Hundreds of hoteliers,
one mission: Increase
your direct bookings**

REGISTER NOW

directbookingsummit.com

A photograph of a rooftop pool at night. The pool is illuminated with blue lights, and there are lounge chairs around it. In the background, several skyscrapers are lit up, including the AT&T Tower. The sky is a deep blue, and the overall scene is a vibrant cityscape at dusk.

Any questions?



**Triptease helps hotels
increase their direct bookings**

Get in touch: info@triptease.com

