

SEARCH MARKETING STRATEGY

DECREASING BOOKINGS  
CONTRIBUTED FROM OTA'S  
BY 39% VIA A UNIQUE  
APPROACH TO UTILIZING  
METASEARCH ADS



*Tropicana*  
Inn & Suites

# GOALS

Tropicana Inn & Suites is a family-oriented hotel with a focus on serving Disneyland® Resort vacationers in Anaheim, California. Being just a 5-minute walk from the main entrance of both Disneyland parks makes this property a convenient choice for Disneyland goers, but also a very popular property amongst OTAs looking to capture lucrative bookings of their own.

For independent hotels operating in today's hyper-competitive market, winning versus the OTAs has become more challenging than ever. In fact, recent research from Hospitalitynet suggests a significant percentage of consumers — 41% of all travelers and nearly half of regular travelers — prefer to book their travel with OTAs. But capturing more of those direct bookings is paramount to both the short and long term success of any independent hotel property.

Toward that end, one of Tropicana Inn & Suites' main objectives in 2022 was to effectively decrease the percentage of bookings contributed from OTAs and tasked the agency with lowering OTA room night contribution by 5% on a year-over-year basis.

The agency chose to invest heavily in metasearch, leveraging our innovative use of that digital channel to take back those crucial direct bookings in 2022.



# RESULTS

As stated, Tropicana Inn & Suites' 2022 objective was to decrease OTA room night contribution by 5% year-over-year. But the agency blew away that goal!

Because of California's COVID restrictions, Disneyland — and many of the hotels reliant on its guests — were closed for a good portion of 2020 and very early 2021 (in fact, Disneyland did not reopen until April 30, 2021). Therefore, a straight same period/year-over-year comparison of performance would not be accurate. To gain a cleaner snapshot we looked at the period from September 1, 2018 through August 31, 2019 — considered a period of “normal” demand versus a period with demand limited by COVID restrictions and closures, during which OTA contribution would be naturally depressed — as our baseline period for comparison.

We compared the “live” period of our metasearch campaign for Tropicana Inn & Suites — September 1, 2021 through August 31, 2022, a period of fierce demand never seen in the category — to that 2018-2019 baseline and found that our campaign drove an impressive **39% reduction in OTA room night contribution period-over-period, besting our goal by eightfold!**

We accomplished these results by successfully optimizing the property's metasearch ads on a going basis. By applying our years of paid search experience and industry knowledge, the agency consistently out maneuvered the OTAs to beat them where they normally had the advantage — a lower average daily rate.

We actively monitored price parity, and made logical and meaningful bid adjustments that consistently kept our ads present at the most relevant times. By doing so, we were able to successfully combat the online travel agencies to drive more direct bookings — and, importantly, more revenue — for Tropicana Inn & Suites.

