



EPISODE 11

# Expedia TravelAds

BRITTANY BIDDLE

AUGUST 2024

# Agenda

- What is Expedia TravelAds?
- Who can participate?
- How much does it cost?
- 2023 by the numbers
- Q&A

# About TravelAds



Expedia TravelAds is a pay-per-click (PPC) advertising tool that helps hotels increase their visibility on Expedia and other Expedia Group platforms. The tool is designed to help hotels reach travelers who are ready to book a stay and maximize bookings and revenue.

# Ad sample



Ad

### Springhill Suites By Marriott Jacksonville Beach Oceanfront

Jacksonville Beach

**Brand New Beachfront Hotel**  
Enjoy our new all-suites hotel, complete with complimentary breakfast, an ocean-view pool, & an oceanfront restaurant & bar.

~~\$~~ ~~199~~ ~~per night~~



Ad

### Element Jacksonville Beach

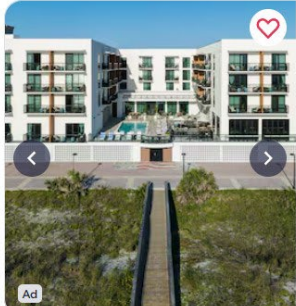
Jacksonville Beach

 Breakfast included  Pool

Earn \$6.78 in OneKeyCash

**9.6** Exceptional  
409 reviews



**We have 2 left at**  
**\$170**  
\$385 total  
includes taxes & fees



Ad

### Springhill Suites By Marriott Jacksonville Beach Oceanfront

Jacksonville Beach

 Breakfast included  Pool

**Brand New Beachfront Hotel**  
Enjoy our new all-suites hotel, complete with complimentary breakfast, an ocean-view pool, & an oceanfront restaurant & bar.

Earn \$6.76 in OneKeyCash

**9.0** Wonderful  
291 reviews

**We have 1 left at**  
**\$169**  
\$384 total  
includes taxes & fees



Ad

### Cozy 2 Bedroom Home Minutes from Beach & Bars

Entire home  
Sleeps 6, 2 bedrooms, 1 bathroom  
Jacksonville Beach

 Kitchen

Earn \$5.02 in OneKeyCash

**9.6** Exceptional  
13 reviews

**\$126**  
\$420 total  
includes taxes & fees

# Who can participate?

---

IHG<sup>®</sup>  
HOTELS &  
RESORTS

  
**Hilton**

  
MARRIOTT

  
CHOICE  
HOTELS

 SHANER<sup>SM</sup>

\*In certain cases, we will run your TravelAds through our brand opportunities, such as Marriott PLUS.

**Bids and Budget** [Feedback](#)

Manage your budget, bidding strategy, bid enhancers, and base bids for your ad campaign.

---

**Budget and bidding strategy**

Property Balance (USD)  
**1,163.83**

[Add funds](#)

Remaining monthly credit limit (USD)  
**5,000.00**

August 2024 limit: USD 5,000.00

[Activate Post Bill](#)

---

Hotel & Package Daily Budget (USD)  
**15.18** spent

80.00

Bidding strategy: **Manual** ⓘ **New**

[Manage budget or strategy](#)

---

**Bid enhancers** ⓘ

Automatically target specific traveler searches to help increase bookings.

✔ Length of stay ✔ Check-in window ✔ Traveler

[Edit](#)

---

Date range

Last 30 complete days ▾

---

**Competitive insights** ⓘ

Average CPC (USD) ⓘ  
**1.08** 📉 1.76

Market leaders: 2.84

Clicked ROAS ⓘ  
**25:1** 📈 18

Market leaders: 7:1

Daily Spend (USD) ⓘ  
**51.36** 📉 11.33

Market leaders: 62.68

# How much does it cost?

- Budget is flexible based on your hotel's needs.
- Cost –per-click program means you only pay when people click on your ad, not when they see it.
- Minimum of \$500 is typically recommended, but not required.
  - Average of \$16 per day (which runs out very quickly!)

# What if I am sold out for the next 2 weeks?

- Since it's PPC we can either leave the running to pick up anything if it were to open up
- OR we can turn off the short-term ads and leave them on for 22+ days

	Status	CPC (USD) ⓘ	Bid strength ⓘ	Avg Rank ⓘ	Imps ⓘ	CTR ⓘ	Clicks ⓘ	Avg CPC (USD) ⓘ	Spend (USD) ⓘ
Travel window: 0-21 days									
Hotel	<input checked="" type="checkbox"/>	1.20	3.7	5.0	2,367	4.27%	101	1.31	132.80
Package	<input type="checkbox"/>	0.50	0.0	0.0	0	0.00%	0	0.00	0.00
Travel window: 22+ days									
Hotel	<input checked="" type="checkbox"/>	1.00	3.6	5.0	763	4.85%	37	1.10	40.64
Package	<input type="checkbox"/>	0.50	0.0	0.0	0	0.00%	0	0.00	0.00
Weekend base bids ⓘ									
	Status	CPC (USD) ⓘ	Bid strength ⓘ	Avg Rank ⓘ	Imps ⓘ	CTR ⓘ	Clicks ⓘ	Avg CPC (USD) ⓘ	Spend (USD) ⓘ
Travel window: 0-21 days									
Hotel	<input checked="" type="checkbox"/>	1.18	3.7	4.8	1,484	5.80%	86	1.33	114.73
Package	<input type="checkbox"/>	0.50	0.0	0.0	0	0.00%	0	0.00	0.00
Travel window: 22+ days									
Hotel	<input checked="" type="checkbox"/>	1.00	3.6	4.1	775	5.68%	44	1.05	46.37
Package	<input type="checkbox"/>	0.50	0.0	0.0	0	0.00%	0	0.00	0.00
Dateless base bids ⓘ									
	Status	CPC (USD) ⓘ	Bid strength ⓘ	Avg Rank ⓘ	Imps ⓘ	CTR ⓘ	Clicks ⓘ	Avg CPC (USD) ⓘ	Spend (USD) ⓘ
Hotel	<input type="checkbox"/>	0.50	0.0	0.0	0	0.00%	0	0.00	0.00
Package	<input type="checkbox"/>	0.50	0.0	0.0	0	0.00%	0	0.00	0.00

# Ad customization

Additional spend that stacks on top of your existing bids to target more specific needs.

## Bid enhancers

[How it works](#)

### Length of stay

3 to 5 days

The traveler is booking a stay for 3 to 5 days.

☒

Increment (USD)

6 or more days

The traveler is booking a stay for 6 or more days.

☐

### Check-in window

[Edit](#)

✓ 0 to 48 hours

✓ 0 to 2 weeks

### Traveler

[Edit](#)

✓ Business traveler

✓ Groups (more than 1 room)

✓ International traveler

✓ Mobile traveler

✓ Traveler within 100mi / 161km


✓ Loyalty member

✓ Audience



# Scheduled Ads

Target specific need dates with unique verbiage/customization.

Created on	Travel dates in UTC	Booking dates in UTC	Average Bid Boost (USD)
Jun 26, 2024	06/27/2024 - 07/07/2024	Any	0.50
Performance			
Impressions	CTR	CPC	Spend
1,982	5.85%	1.88	218.46
Exposed room nights	Clicked room nights	Avg Rank	Clicked revenue
13	12	6.29	3,043.10
Clicks			
116			
Ad preview			
Desktop			
<div><div><div>Ad</div><div></div></div><div><div><div>AC Hotel by Marriott Columbus Dublin</div><div>Dublin</div><div>Celebrate the 4th at our Rooftop</div><div>Experience Bridge Park from our walkable hotel near restaurants &amp; Downtown Dublin w/ free parking and VASO rooftop lounge.</div></div><div><div>\$<del>100</del> \$100</div><div>per night</div></div></div></div>			

# 2023 by the Numbers

---



**SPEND**

\$500,097.57



**ROOM NIGHTS**

60,170



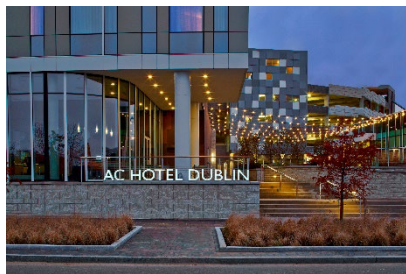
**REVENUE**

\$14,054,999.27



**ROI**

28:1



# Top Performers (2023)

By ROI

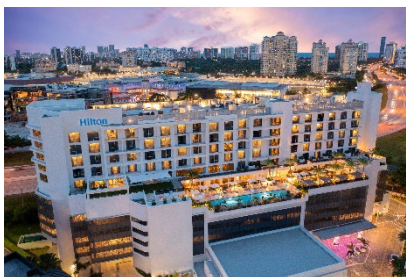
Seven Sebring – 155:1

Courtyard Newark Univ. of Delaware – 82:1

AC Hotel Columbus Dublin – 59:1

Fairfield Delray Beach – 57:1

Sleep Inn Port Charlotte – 51:1



# Top Performers (2023)

By Revenue

Playa Largo - \$1,192,957.13 (41:1 ROI)

Faro Blanco - \$1,019,534.50 (47:1)

Courtyard Faro Blanco - \$703,671.66 (26:1)

Hilton Aventura Miami – \$700,705.39 (47:1)

HIE State College - \$581,202.88 (44:1)

\*Top 5 in revenue are within the top 13 in spend out of 69 properties in our portfolio.



Questions?