

META CONNECT

Management and Reporting on Direct Revenue Generating Metasearches

Metasearch has become an essential component to every hotelier's distribution mix. Metasearch websites are lead generation platforms that provide consumers the ability to comparison shop across multiple OTAs and the supplier's own internet booking engine. With Meta Connect your rates will prominently display alongside popular 3rd party commissionable channels and attract qualified leads to your property's booking engine for direct commission-free bookings.

Our experience has shown that metasearch users are in the final stages of their travel planning process and ready to book. With Meta Connect, Sabre Hospitality Solutions end-to-end metasearch management and reporting service, we will manage the budget and relationship with the metasearch partner to ensure your property or chain will achieve optimal visibility on the top metasearch sites boosting your booking engine activity, revenue generated, and share of commission-free bookings.

BENEFITS OF META CONNECT:

- Visibility on TripAdvisor, Google Hotel Price Ads, Trivago and Kayak
- Cost analysis reporting directly integrated into your Google Analytics
- Ongoing bid management and spend monitoring
- Monthly budget cap
- Integration with SynXis CRS to pull rates directly into metasearch

