

# Partner with p3 Hotels and Increase your Direct Bookings with Metasearch

P3 can increase bookings for your hotel by connecting your website to the world's largest Metasearch channels: Google Hotel Ads, Trip Advisor and Trivago.



## What is Metasearch?

Metasearch channels are like price comparison websites for hotels. Customers love them because they do the hard work, by searching across different websites and displaying prices for your hotel, from several different sources. By using the p3 metasearch connector, your hotel website can also appear on these popular sites, encouraging customers to book direct, rather than via an OTA.

## Why should you sign up to Metasearch?

### ➔ *More Direct Bookings*

Customers who book direct are the kind of customer that all hotels like best! That's because they are the most profitable. P3 can deliver more of these kind of customers to your hotel, via metasearch.

### ➔ *Don't lose to the OTA's*

If your website is not showing up on the top 3 metasearch sites, then you're missing out on a new source of direct customers, because anyone who searches for your hotel on Trip Advisor, Google or Trivago will have to book via an OTA!

### ➔ *Decrease Your OTA Commissions!*

Bookings that come directly via your website are the least costly and the most profitable- we can help you lower that commission bill!

## Why partner with P3?

P3 can provide your rates and availability to Google, Trivago and Trip Advisor. As an authorized Integration Partner, we will do all the hard work for you, by displaying the most up-to-date inventory and prices to your potential guests. Our goal is help you to increase direct sales, and maximize the performance of your website.

## The results speak for themselves - Strong ROI and Conversions rates of up to 15%!

We are already seeing success in driving bookings to our hotel clients' websites via the three largest metasearch sites, Google Hotel Ads, Trivago and Trip Advisor, with our clients achieving conversion rates of up to 15%!

Google Hotel Ads has become a MUST HAVE metasearch partner with strong return-on-investment.



**Ready to Increase Direct Bookings  
on your Website?**

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