

METASEARCH **CUSTOMER JOURNEY**

INFOGRAPHIC

Google search results in the order they appear below:

Top sections generally dominated by OTAs OBJECTIVE IS TO RANK TOP PAID AND ORGANIC SEARCH Google shows their map with hotels. Linking to their own meta search engine Google Hotel Ads. Hotels and OTA's will be on this section depending on the search query and Google's constantly

evolving algorithm.

SEARCH







High Quality Presentation

Conversion



Ratings &

Guest Data

Loyalty



Reviews

Amount of Choice

Time of purchase, either through the website, Hotel Website or MetaSite such as a KAYAK, Trivago, Tripadvisor or Google.

OTA WEBSITES

High Conversion

High Quality Presentation

% MARKET SHARE = 80+%

HOTEL WEBSITES/ BOOKING **ENGINE**

Program

Guest Data

Retention

Comparison

% MARKET SHARE = <10%

→ DIRECT BOOKING

→ CPA MODEL

OTA WEBSITE

ORGANIC

SEARCH

RESULTS

Users loyal to OTA will predominantly go directly to OTA

5 HOTEL

Loyal customer might go directly to hotel website.

WEBSITE

MOBILE APP

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6

HOTEL

OTA

Many users start search directly in their preferred app. METASEARCH ENGINES



Ratings & **Reviews**







% MARKET SHARE = 85%

CPC MODEL

OTA BOOKING PAGE

HOTEL BOOKING ENGINE

→ CPA MODEL

METASEARCH MONETISATION MODELS

Find out more via the supporting *podcast* and *video*.