

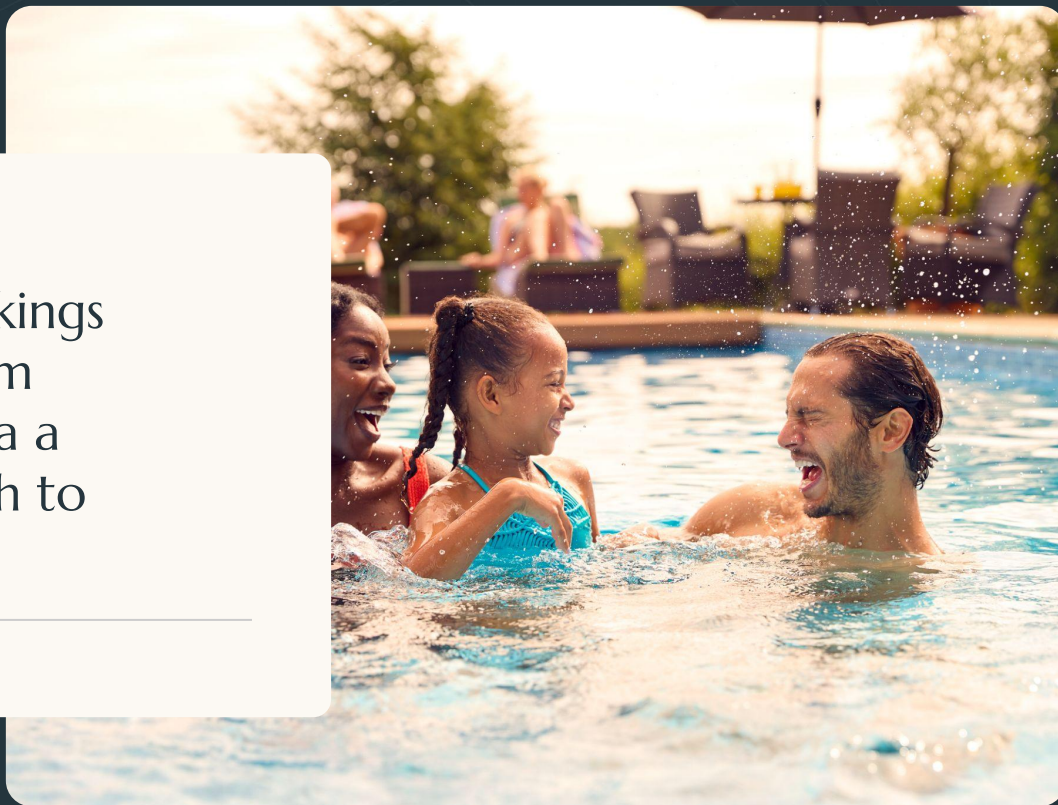


TROPICANA INN & SUITES

Decreasing bookings  
contributed from  
OTA's by 39% via a  
unique approach to  
metasearch ads

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PAID SEARCH MARKETING



ADRIAN AWARD SUBMISSION 2022

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# Goals

Tropicana Inn & Suites, a family-oriented hotel, caters primarily to Disneyland® Resort vacationers in Anaheim, California. Its prime location, just a 5-minute walk from Disneyland's main entrance, makes it a favorite among both visitors and OTAs aiming to secure lucrative bookings.

In today's fiercely competitive market, independent hotels face increasing challenges from OTAs. According to Hospitalitynet, 41% of all travelers and nearly half of regular travelers prefer booking through OTAs. However, capturing direct bookings is crucial for the sustained success of independent hotels.

In 2022, Tropicana Inn & Suites set a key objective to reduce OTA booking contributions by 5% year-over-year. To achieve this, we invested heavily in metasearch, leveraging this digital channel to reclaim essential direct bookings. Our innovative approach aimed to enhance both the short-term and long-term success of the hotel.

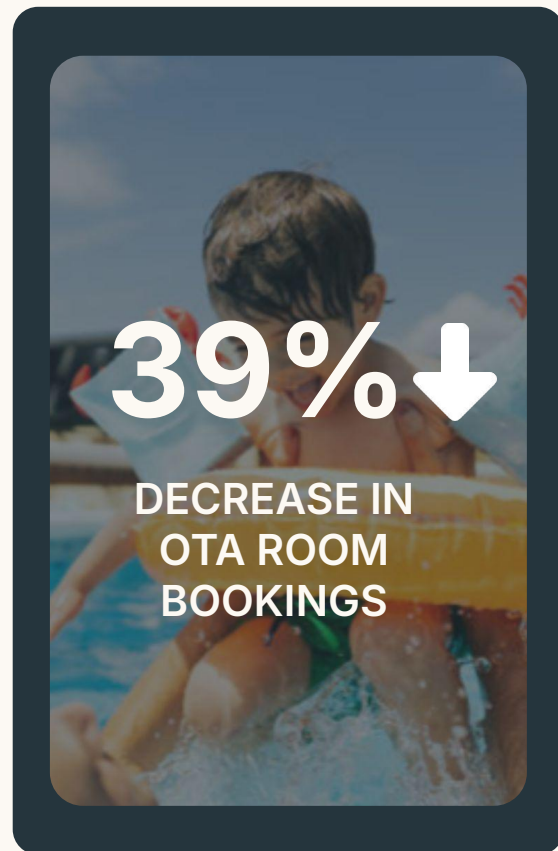


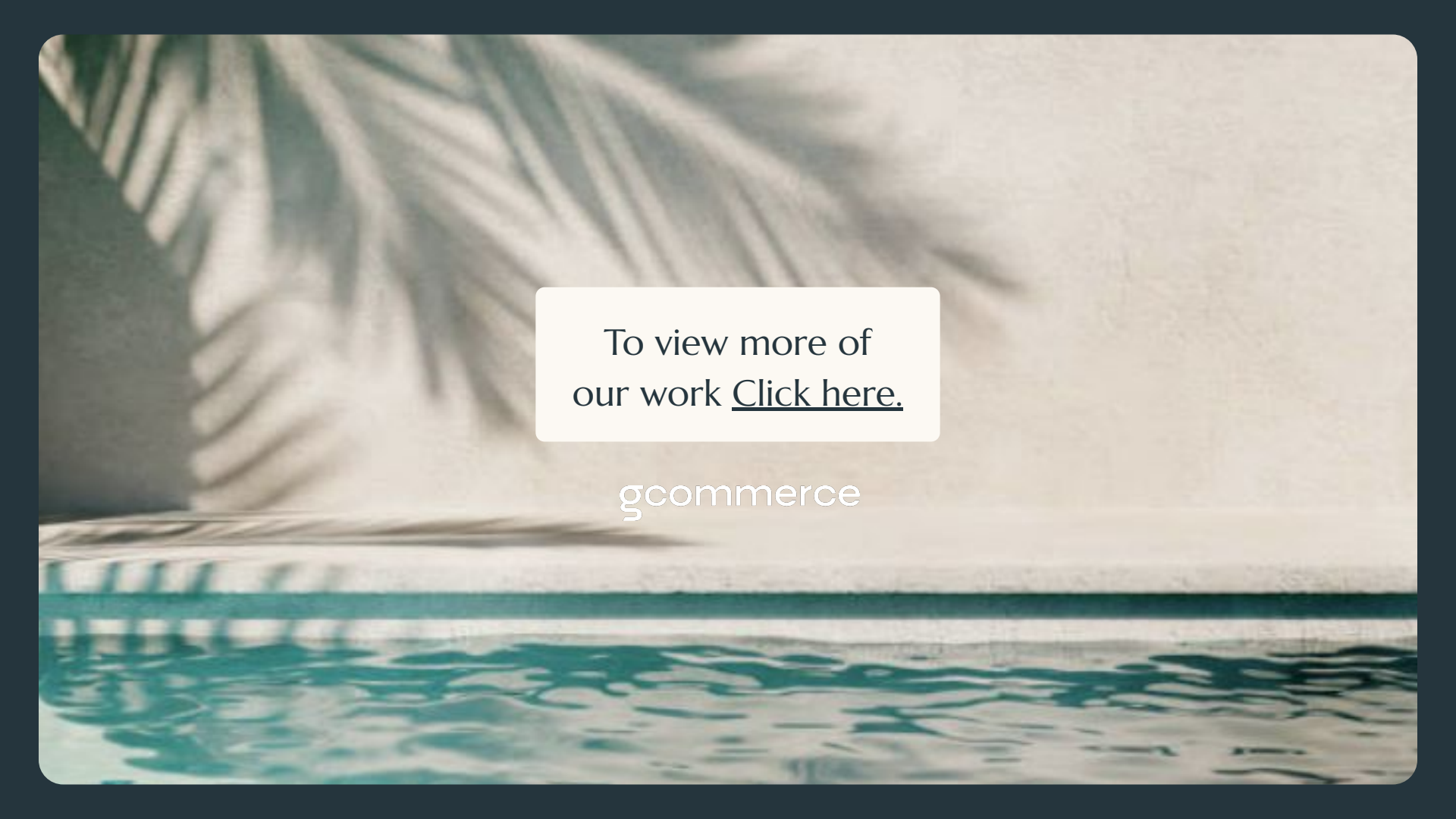
# Results

In 2022, Tropicana Inn & Suites aimed to reduce OTA room night contributions by 5% year-over-year. Despite challenges posed by California's COVID restrictions affecting Disneyland closures until April 2021, our strategy adapted for an accurate comparison. We chose September 2018 to August 2019 as a baseline, reflecting "normal" demand.

From September 2021 to August 2022, amidst unprecedented demand, our metasearch campaign achieved exceptional results. Comparing to the 2018-2019 baseline, **we successfully decreased OTA room night contributions by an impressive 39%, surpassing our goal by eightfold.**

Our success stemmed from continuous optimization of metasearch ads, leveraging extensive paid search expertise. We strategically outmaneuvered OTAs, traditionally advantaged in lower average daily rates. Active monitoring of price parity and precise bid adjustments ensured our ads maintained optimal visibility, driving increased direct bookings and revenue for Tropicana Inn & Suites.



The background of the slide is a photograph of a swimming pool. In the foreground, the blue water of the pool is visible with gentle ripples. A concrete edge of the pool runs horizontally across the middle of the frame. Above the pool, a light-colored wall or fence is visible, and the shadows of palm fronds are cast onto it in a diagonal pattern from the top left. A white rectangular box with rounded corners is centered on the wall, containing text.

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