



# Playbook





# International Travel is back

From domestic to international,  
travellers are willing to book a trip

Common trends globally:



**STAYCATION**



**SUSTAINABLE TRAVEL**



**WORKATION**

# How can you be **ready**?



## **Hotel Insights**



Use Hotel Insights to understand how demand is developing and where it is coming from

[Hotelinsights.withgoogle.com](https://hotelinsights.withgoogle.com)



## **Google Business Profile**



Update your Google Business profile and ensure your hotel information is up-to-date

[Google.com/business](https://google.com/business)



## **Free Booking Links**



Push your rates and availability in real-time on Google Search, drive greater visibility and maximize your revenue with commission-free direct bookings.

[STAAH Get Google](#)

# Hotel Prices appear on several Platforms

The image displays three mobile devices and a laptop, all showing search results for 'The James Chicago' hotel. The leftmost device shows a Google Search results page with a list of hotels and their prices. The middle device shows a Google Maps interface with a map of Chicago and a pop-up card for 'The James Chicago' hotel. The rightmost device shows a Google Assistant interface with a voice search query and a list of hotel options.

**Google Search**

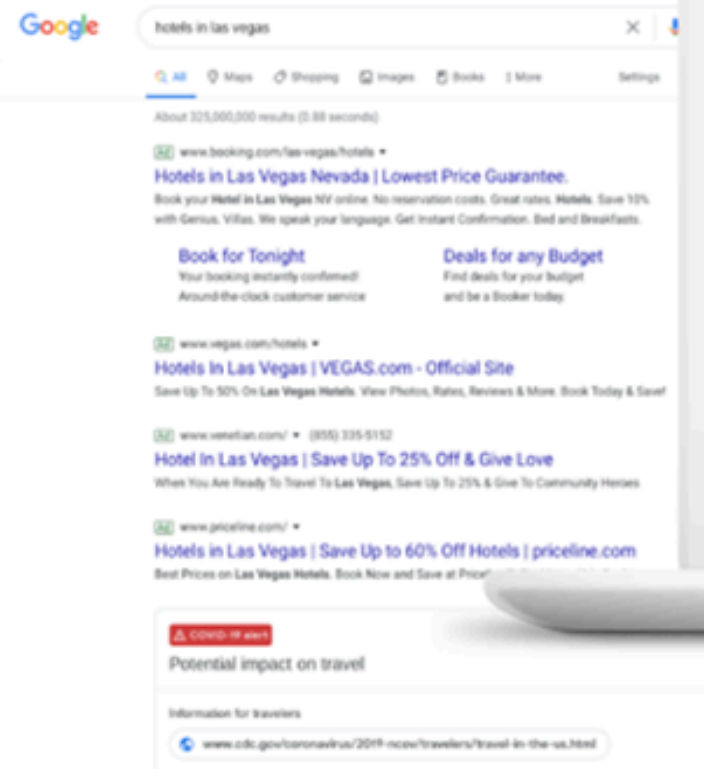
**Google Maps**

**Google Assistant**

# Hotel Search Overview



Organic Search & Search Ads Results



Google caesars palace

All News Images Maps Videos More Settings Tools

About 14,000,000 results (0.87 seconds)

[www.caesars.com/vegas](http://www.caesars.com/vegas)  
**Caesars Palace® Las Vegas | Official Website**  
The Strip's Most Iconic Hotel. World-Class Dining & Shows. Rooms From \$99/nt. Official NFL Sponsor. 4000 Rooms. Nobu Fitness Center. SX Tier Credits On Hotels. New Julius Tower Rooms. Best Rate Guarantee. Free Self Parking. Dog Friendly Hotel.

**Book a Room**

Great Deals at Caesars Palace. Visit Official Site to Book Now!

**Welcome Back to Escape**

Rooms Starting from \$99/nt When You're Ready, We're Here

[www.caesars.com](http://www.caesars.com) - caesars-palace  
**Caesars Palace Las Vegas Hotel and Casino - Official Site**

Caesars Palace Las Vegas Hotel & Casino presents spectacular rooms, service, and entertainment. Come discover the world-renowned luxury that awaits you.

**Hotel**

Find your perfect room or lavish Las Vegas suite at Caesars ...

**Caesars Palace**

Caesars Palace Las Vegas Hotel & Casino presents spectacular ...

**Restaurants**

Find casual Las Vegas Restaurants and fine dining ...

**Casino**

Caesars welcomes those that are of legal casino gambling age to ...

[More results from caesars.com](#)

**Caesars Palace | Check prices for your dates**

Prices on Google for a 1-night stay



[www.caesars.com](http://www.caesars.com)  
**Caesars Entertainment | Hotels, Casinos & Experiences**

At Caesars Entertainment every guest is treated like Caesar and every visit is unforgettable. Enjoy the ... THE FORUM SHOPS AT CAESARS PALACE. Explore ...



**Caesars Palace**

Website Directions Save

4.6 82,592 Google reviews

4-star hotel

[CHECK AVAILABILITY](#)

**Located in:** The Forum Shops at Caesars

**Address:** 3570 S Las Vegas Blvd, Las Vegas, NV 89109

**Phone:** (866) 227-5938

Hours or services may differ

**Compare prices**

Wed, Jul 15 Thu, Jul 16 2

**Caesars Palace** Official site **\$94** >

Best Rate Guarantee - 24 Hour Daily Deal

Priceline **\$94** >

Hotels.com **\$135** >

Hotels.com **\$94** >

[View more rates](#) from **\$68**

[Hotel details](#)



Google Business Profile



Hotel Ads



Free Booking Links  
(Get Google)



**Get Google** helps you appear in Google hotel search just below paid ads, maximizing your visibility and helping you drive direct bookings.



Ensure you **share accurate rates** and availability for all rooms with STAAH, in order to show on Free Booking Links



Ensure your website or landing page provides a **user-friendly experience** to users



Use the **right information** (address, property name, phone number etc.) on your Business Profile Listing



## FAQ

### **How to enable Get Google on STAAH Channel Manager?**

You can sign up & request to activate from the STAAH extranet

### **Is there a Fee to use the Get Google feature?**

We don't charge a commission, we charge a monthly fee.

### **Is there a minimum term for this service?**

No

### **What rate is displayed on Google?**

Your Lowest Rate set up in the Channel Manager

### **How to check if the booking is via Google?**

Reports > Channel Insights > Point of Sale



**Interested in  
STAAH Get Google?**

**Sign Up**



*“ There has been a substantial increase in revenue from Feb-2022 to July-2022. Bookings have gone up by 420% ever since we started using Google and out of the total direct bookings, 31% have come from **Get Google**. ”*

**PV Manoraj, Executive Director  
of Hotel Pandian, India**

## Drive Direct Bookings with **STAAH Get Google**

[Find Out More](#)



**20000+**  
Happy Customers

**90+**  
Countries

**500+**  
Integration Partners

[www.staah.com](http://www.staah.com)