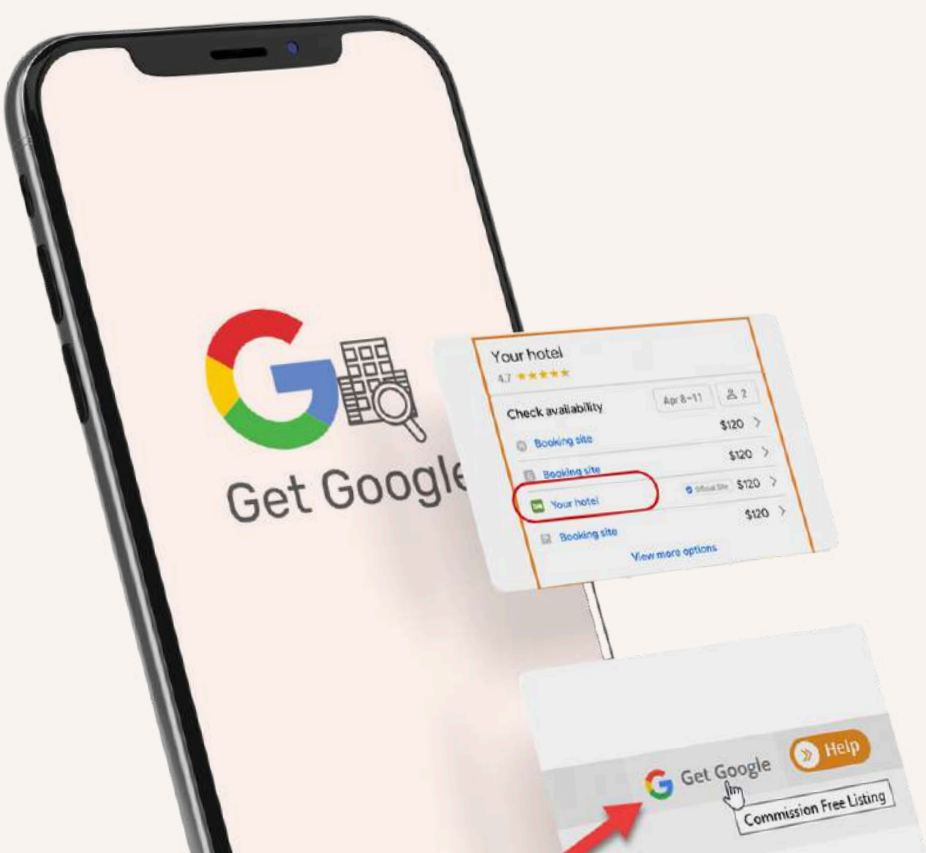




# Playbook





# Global Travel Trends for 2025

Travelers are embracing the world again, moving seamlessly between domestic and international trips.

Key trends shaping the travel landscape:



**EXTENDED STAYS**



**ECO-CONSCIOUS ESCAPES**



**BLEISURE TRAVEL**

# 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)



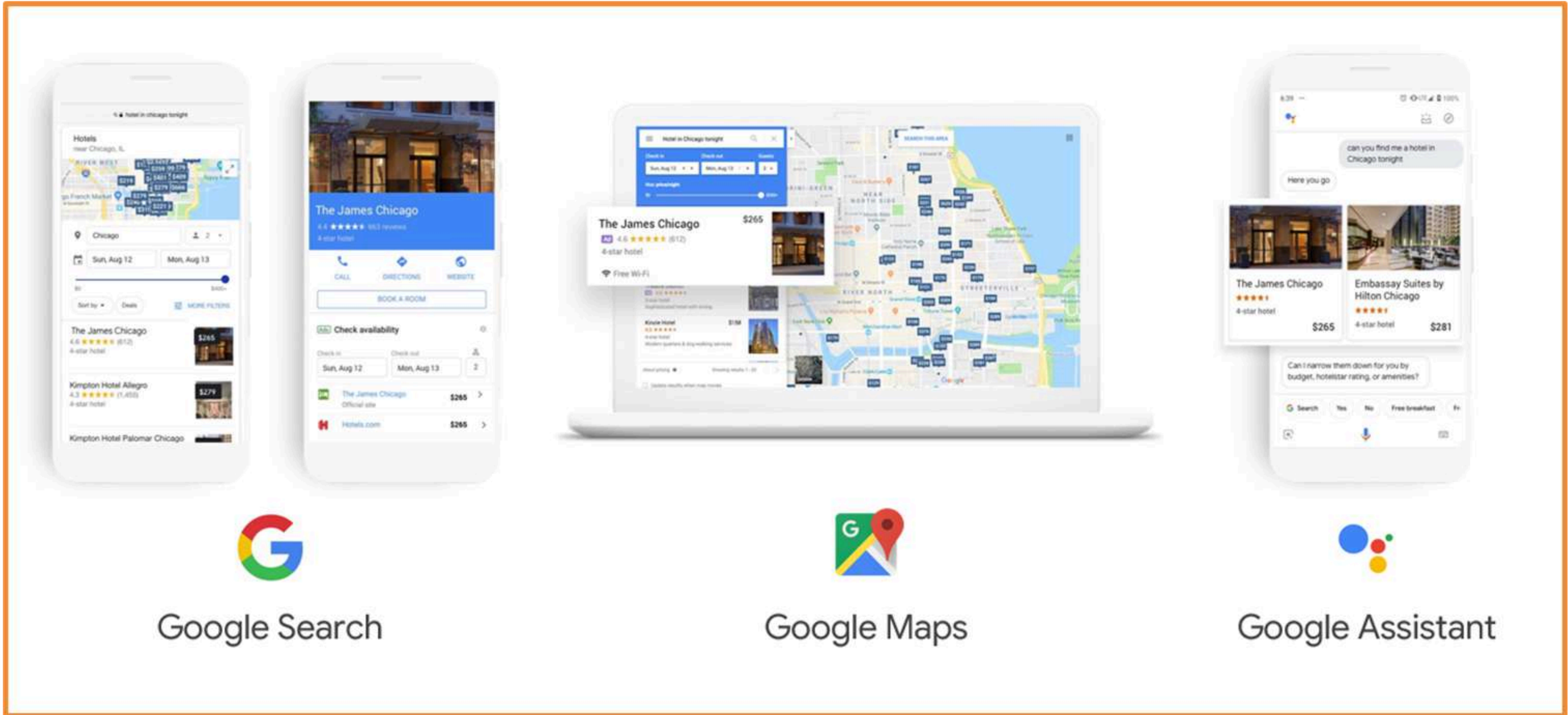
## **Free Booking Links**



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 illustrates how hotel prices are displayed across different Google platforms. It features three mobile phones and a laptop, all showing search results for 'The James Chicago' hotel in Chicago. The first phone shows Google Search results with a list of hotels and their prices. The second phone shows a detailed view of 'The James Chicago' with a price of \$265. The laptop shows a map view with a pop-up for 'The James Chicago' at \$265. The third phone shows Google Assistant results with a price of \$265 for 'The James Chicago' and \$281 for 'Embassy Suites by Hilton Chicago'.



Google Search



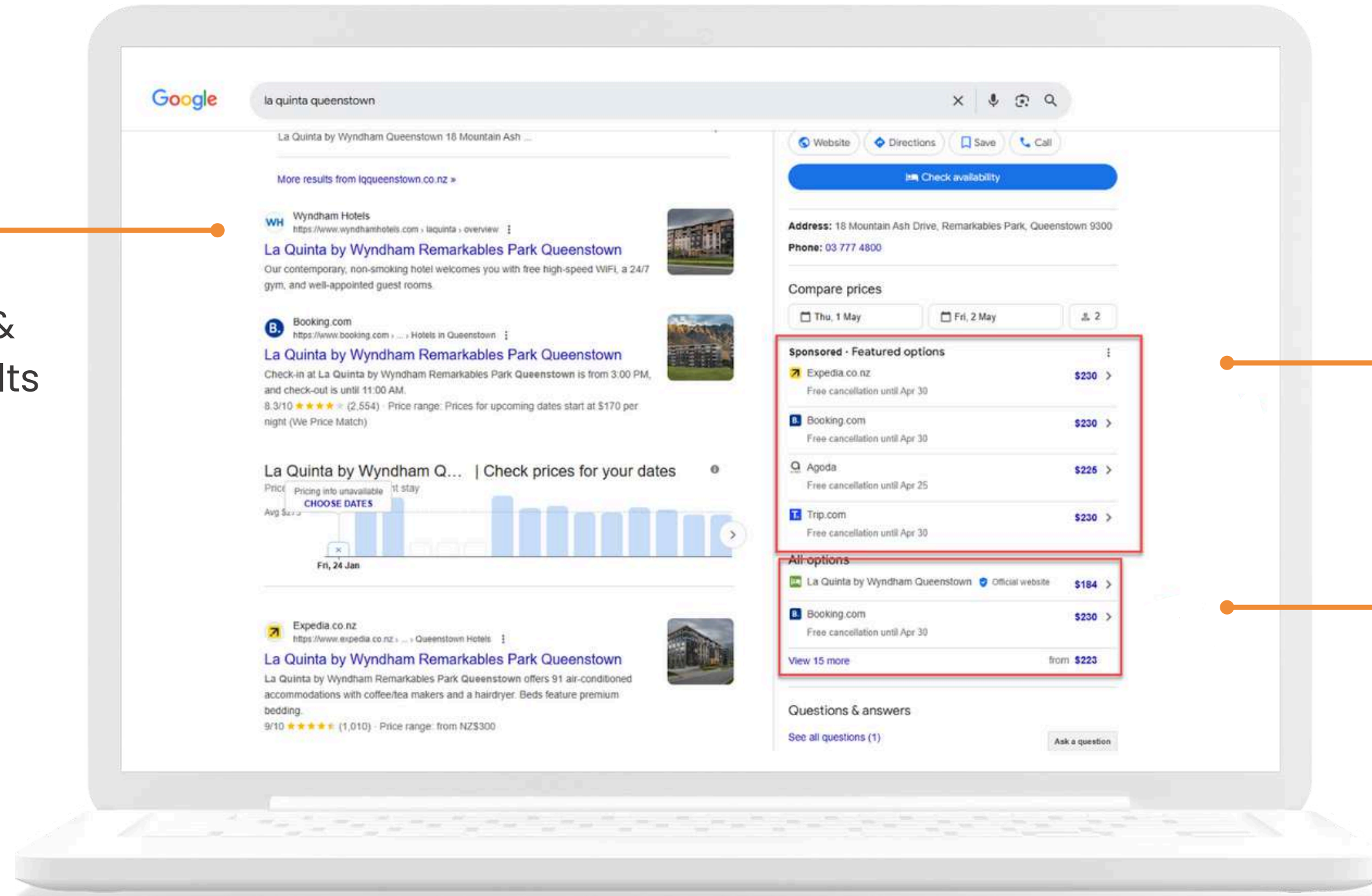
Google Maps



Google Assistant

# Hotel Search Overview

Organic Search & Search Ads Results



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)