

# Business Studio+: Brand Promotion and Market Insights for Independent Hoteliers

Stand out from the competition on trivago with greater visibility and smart data on your side.



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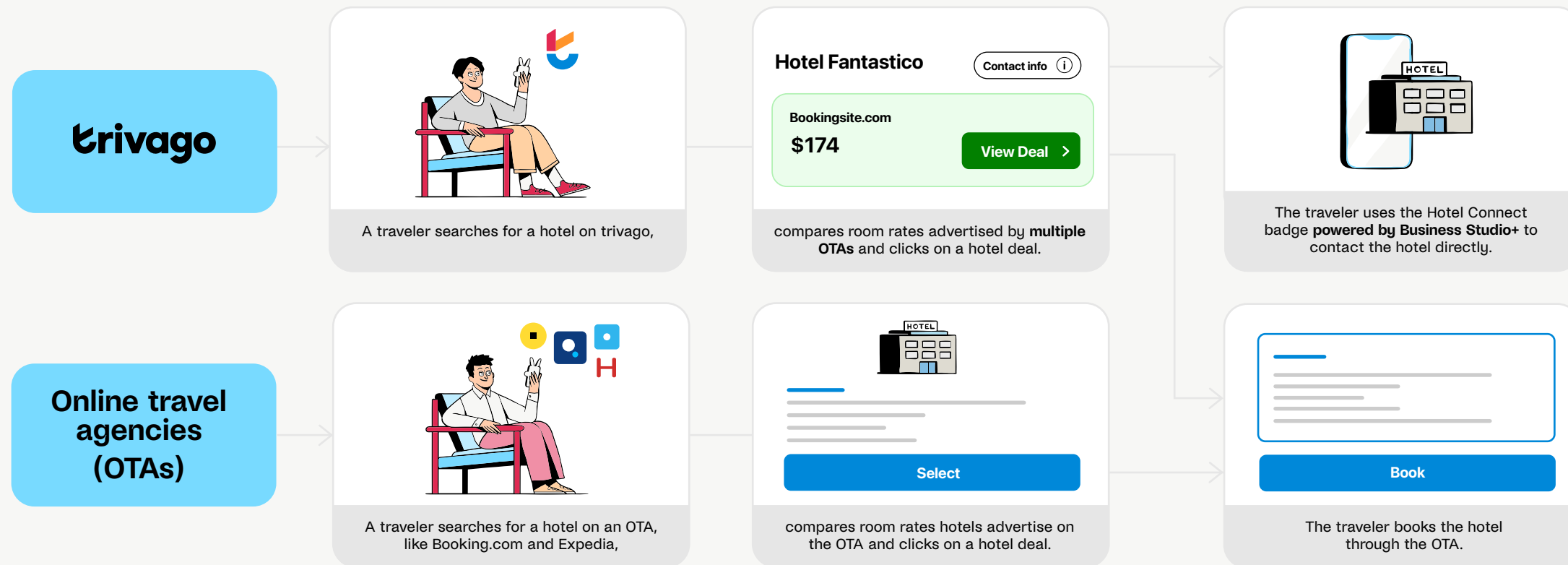


**1**

**trivago**

# trivago vs. OTAs

Many hoteliers assume that trivago is an OTA where travelers can book various travel services, like rental cars, hotels, and flights. trivago, however, is a **hotel metasearch** that helps travelers search and compare hotel prices advertised by hundreds of booking sites. Here's a look at how they work together and differently for travelers and hoteliers alike.



# Add trivago in your portfolio

As a **leading global hotel metasearch**, trivago attracts millions of price-savvy travelers worldwide, helping them find the accommodations that tick all the right boxes.

To empower **independent hoteliers** to compete in trivago's marketplace, we offer tailored solutions that help to **boost visibility** and **drive direct bookings** at a competitive cost.



**2B+**  
Daily price comparisons



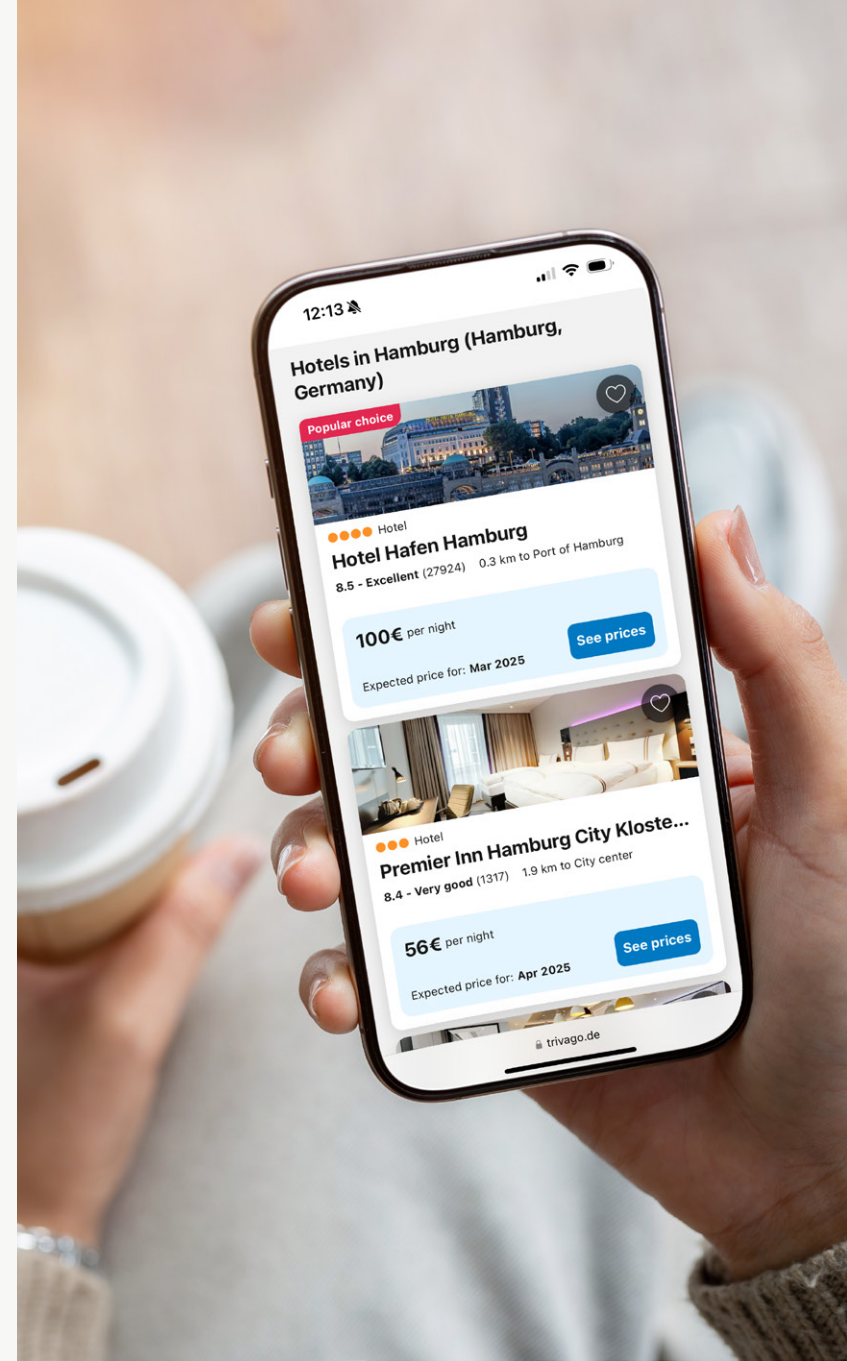
**7M+**  
Daily searches



**5M**  
Hotels and alternative accommodations



**53**  
Localized websites and apps



A minimalist line-art illustration of a laptop. The screen is white and contains the text '2' and 'Business Studio+'. The number '2' is centered and has a short orange horizontal line underneath it. The text 'Business Studio+' is centered below the number. The laptop's bezel and base are outlined in black. The background is a light gray gradient, and the bottom of the image has a solid orange horizontal band.

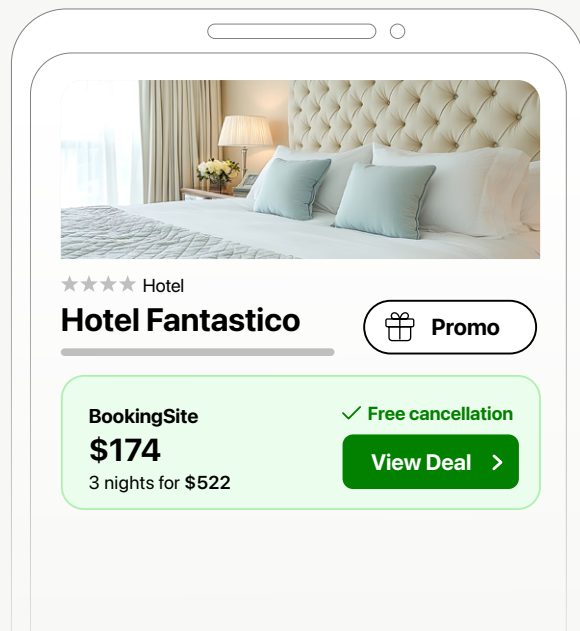
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**Business Studio+**

# Market intelligence meets guest reach

Success in today's competitive hospitality landscape depends on understanding the market and reaching the right guests.

By combining data-driven insights with targeted promotions, **Business Studio+** empowers independent hoteliers to **stand out** on trivago and **gain an edge** over the competition.



## Enhanced visibility

Increase your brand exposure on one of the industry's leading travel platforms that connects you with travelers searching for accommodations like yours.



## Data-driven decisions

Know your competitors' pricing strategies online and search trends of your potential guests on trivago to stay competitive in the market.



## Strategic marketing

Promote your brand with promotional offers that give your target audience on trivago one more reason to choose you.

# Hotel Offers

## Attract more guests with exclusive promotions

Since you're competing against a multitude of hotels on trivago, it's essential to catch travelers' attention when you appear in their search results.

With Hotel Offers, you have the dedicated space on trivago to **promote great deals** with your contact details to capture travelers' interest and encourage bookings.

- ✓ Stand out on trivago with the clickable **Promo badge** on your profile—visible on **all devices** and the **trivago app**.
- ✓ Enhance the **guest experience** with hotel packages travelers will love.
- ✓ Customize offers for **free** or at a **discount**, set an expiration date or keep it open.
- ✓ All **ready-made offers** are translated for travelers in the markets trivago supports.



### Fun fact

trivago helps **50M+ travelers** every month find great hotel deals with just a few clicks.

# Rate Insights

## Sharpen your rate strategy

Small rate differences on trivago can have a big impact on your property's performance.

To help you stay competitive, Rate Insights provides you with all the details you need to **track competitor room rates online all year round**. That way you can turn insights into action and plan effectively.

- ✓ Monitor your **top competitors' rates** across multiple OTAs.
- ✓ Compare rates for room types **with and without breakfast**.
- ✓ Identify the **lowest and highest rates** in the marketplace.
- ✓ Have up to a **180-day overview** of rate development and trends



### Fun fact

Our platform processes **2B+ price comparisons every day**. Make sure your rates stand out in search results and seal deal.

# Visitors' Profile

## Meet your target audience on trivago

When you know which travelers are interested in your property on trivago and understand what they're looking for, you can curate marketing initiatives that appeal directly to them.

To support you with your target audience on trivago, Visitors' Profile offers **a clear overview of who these potential guests are.**

- ✓ Check the **length of stay** travelers are interested in booking.
- ✓ Know the **time periods** travelers want to stay (e.g., weekend or weekdays).
- ✓ Identify the **countries** where travelers are clicking from.
- ✓ Compare travelers' interest in your property to the **competition.**



### Fun fact

We record **7M+ searches every day.** Leverage your trivago profile to capture travelers' interest and influence their booking decision.

# Hotel Connect

## Be more accessible to travelers

Even in today's digital world, travelers have their preferred ways of communication. To make it a win-win for them and for you, **Hotel Connect** gives your contact details higher placement on your profile with the clickable **Contact badge**.

A traveler's click on that badge shows your **contact information**, so that they can reach out to you directly.

- ✓ Give potential guests quick access to your **telephone number, email address, and website link**.
- ✓ Be within travelers' reach on their **laptop, smartphone, and the trivago app**.
- ✓ Open the door for **offline bookings**.



### Fun fact

With **53 localized websites and apps** serving travelers worldwide, your next guest is just a click away.



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**Subscription**

# How to start your subscription

## 1. Log in to trivago Business Studio.

Your email address



## 2. Go to Business Studio+ and click on Upgrade now.



## 3. Indicate your payment method.

[+ Add a new payment method](#)

Credit card / debit card    
  SEPA

We accept credit and debit cards, as well as payment in euros from the 36 countries within the SEPA zone.

## 4. Select the currency you want to use for payment.

€ - Euro ▼

Note: A change of currencies won't be possible after the first billing of your campaign.

## 5. Enter your billing address, including your tax ID number if applicable.

Billing address

\_\_\_\_\_

\_\_\_\_\_ - \_\_\_\_\_

\_\_\_\_\_

## 6. Tick the box to confirm you accept the terms and conditions and then start your subscription.

I accept the following [Terms and Conditions](#).



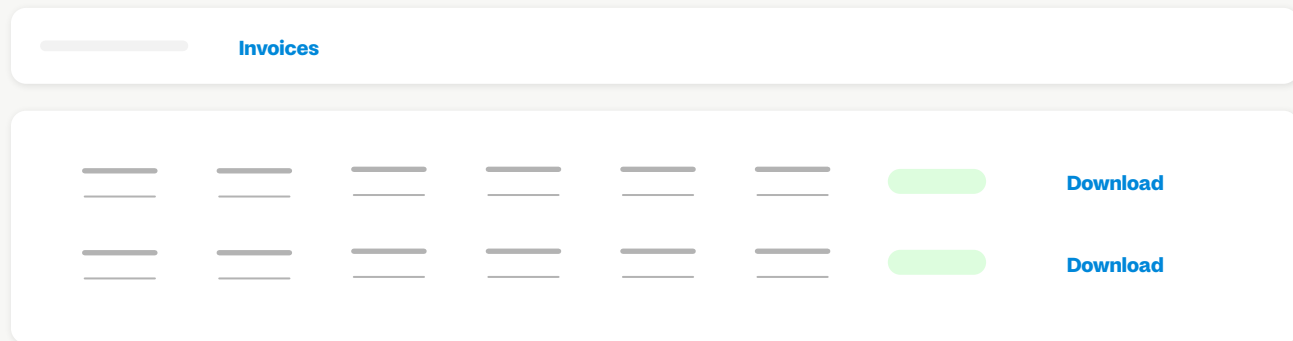
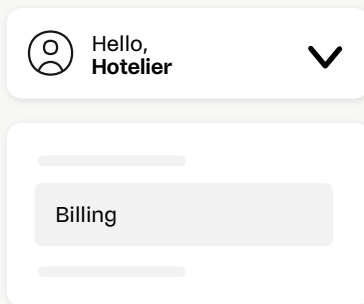
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**Billing**

# How billing works

Business Studio+ runs as an **annual subscription** with market-based pricing.

The subscription renews automatically, but you can cancel at any time in trivago Business Studio before the auto-renewal date.



Invoices are sent by email and are also downloadable under **Billing** in your Business Studio account.





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**Support**

## Have questions?

Get the answers from our [Hotelier Support articles](#).

[Book an appointment](#) with our Customer Success team!



A minimalist line-art illustration of a laptop. The screen is white and contains the text '6' and 'Glossary'. The number '6' is centered and has a short orange horizontal line underneath it. The word 'Glossary' is centered below the number. The laptop's body is white with a thin black outline, and it sits on a solid orange surface.

**6**

# **Glossary**

# Industry terms—from hotel tech to metasearch

## Agencies

Companies that support hotels with marketing strategy.

## Booking Engine

Tool that enables direct bookings on a hotel's website.

## Channel Manager

Software that automates rate and inventory updates across multiple booking platforms to prevent overbookings.

## Click-Through Rate (CTR)

The percentage of people who click a link in a marketing message to visit a web page.

## Connectivity Provider

A company offering software that helps hotels distribute inventory and manage operations.

## Conversion Rate

The percentage of website visitors who complete a desired action, such as making a booking.

## Cost-Per-Acquisition (CPA)

A commission-based model where charges apply only when a booking is made.

## Cost-Per-Click (CPC)

A payment model where charges apply each time someone clicks on a listing or ad.

## Central Reservation System (CRS)

Software used to manage availability, rates, and bookings across distribution channels.

## Customer Relationship Management (CRM)

System for managing interactions with guests and prospects to improve service, sales, and retention.

## Distribution Channels

Platforms where rooms are sold directly (e.g., hotel website) or indirectly (e.g., OTAs, metasearch).

## Hotel Metasearch

Platforms, like trivago, that compare hotel deals from various booking sites and redirect users to book.

## Impressions

The number of times a hotel listing appears in search results, regardless of clicks.

## OTA (Online Travel Agency)

Third-party sites, like Booking.com and Expedia, that sell hotel rooms and other travel services.

## Property Management System (PMS)

Software for handling hotel operations such as bookings, front desk, and reporting.

## Rate Competitiveness

Strategy of setting prices that are attractive to the target audience while maintaining profitability.

## Rate Parity

Rates for rooms are the same across all distribution channels.

## Rate Shopper

Tool that collects market data, including:

- Competitor rates
- Rates across distribution channels
- Local demand and occupancy
- Area events and holidays

## Rate Unavailability

The percentage of times a property's rate doesn't appear in search results.

## Wholesaler

A third-party that buys hotel rooms in bulk and resells them to OTAs and travel agents.