

TripAdvisor rolls out unique advertising solution for hotel owners to drive quality guests during summer holidays

TripAdvisor has announced the global roll out of Sponsored Placements, making the site's advertising solution available to any accommodation business who shares live rates and availability with TripAdvisor, just in time for owners to target travellers booking their summer trips.

The ads, as per TripAdvisor, enable accommodation businesses to capture the attention of traveller and drive quality, targeted traffic to their property by advertising in high visibility placements on TripAdvisor. Sponsored Placements launched last year exclusively to accommodations with a Business Advantage subscription, and the global rollout now gives properties worldwide the opportunity to target the 490 million visitors browsing the world's largest travel site every month.

The ads puts a property right in front of potential guests looking for places to stay in any given area when there is availability and the property matches the guest's search. Sponsored Placements appear in high-profile pages across TripAdvisor, including above search results and on nearby listings.

With the upcoming summer travel season just around the corner, TripAdvisor data shows that travellers are already beginning to search places to stay this summer. On average, 70% of searches for travel for this busy season happen in the next three months, and with 74% of traveller who book on a hotel site visit TripAdvisor as part of their research.