



best practices, it provides a starting point to test and refine what works best for your property.

Leverage Automation

Opt into **Dynamic Bidding** to automatically optimize bids toward your selected ROAS goal, reducing the need for manual adjustments. If needed, you can narrow your campaign audience using **Exact** or **Exclude** targeting, though this may limit your overall visibility.

OR

Use Manual Controls Selectively

If you opt for manual campaign bidding, use **Boosts** or **Multipliers** to increase your visibility while maintaining broader campaign exposure.

Avoid Complex Targeting

To ensure optimal performance, avoid combining too many parameters; we recommend a maximum of two layers per campaign.

Test and Learn

Use the **Reporting** and **Competitive Insights** tabs to see which traveler types, lengths of stay, and geographies perform best for your specific properties and goals.

Audience Profiles & Targeting Strategies



These corporate guests travel primarily for work and favor properties with easy access to commercial hubs. This is an ideal group to target if your hotel is in a big market or close to business districts and you need to increase weekday occupancy.

Target this group:

Traveler Type: Solo traveler

Check In Day of Week: Sunday through Thursday
check-ins

Did you know? While summer is a busy time for many leisure segments, peak business demand continues strong into the months of September, October, and November.

International Travelers

Global cross-border travelers represent an incredibly stable segment for your business. Because they plan trips further in advance, they provide reliable, long-term revenue, have significantly lower cancellation rates, and heavily prioritize location.

Target this group:

Length of stay: 3+ nights

Travel window: 30+ days

Did you know? International guests currently have the longest planning cycle, with a travel window averaging 29 days.



Family vacationers are a highly valuable segment; these guests spend more than solo travelers or couples and stay longer, making them an important audience for partners aiming to increase their occupancy and revenue.

Target this group:

Traveller type: Family

Length of stay: 2+ nights

Did you know? General leisure travelers, including families, heavily concentrate their trips during the peak summer months of July and August.

Domestic Travelers

Domestic travelers are your go-to audience for quick weekend getaways and regional escapes. They represent a highly consistent source of local demand, moving with shorter lead times and filling your short-stay weekend

Length of stay: 2+ nights

Did you know? Domestic travelers move with much shorter lead times, maintaining a travel



Use these insights to optimize your overall budget allocation and refine targeting parameters like Traveler Country,

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