

Tripadvisor Sponsored Placements

Maximize your exposure, and drive direct bookings.

Tripadvisor Sponsored Placements allows advertisers to drive high-quality traffic and incremental bookings to their hotel(s) by bidding for premium placements on Tripadvisor's high profile pages and takes travelers straight to your booking direct site to complete their reservation.

AD UNIT EXAMPLE

About the Ad Unit

Ads appear on high profile Tripadvisor pages including above search results, on local competitors' pages and more. They're also available on desktop, tablet and mobile, so they can be seen wherever potential guests are searching.

View

CTA leads to chain booking path.



Chain or Hotel logo callout.

Sponsored

Sponsored ad unit messaging

463 Million

Number of monthly unique users on Tripadvisor



74%

Of travelers who book directly visit Tripadvisor at some point

According to Tripadvisor, comScore

GETTING STARTED

Activate



ACTIVATE CHANNEL

Locate the **Tripadvisor Sponsored Placements** channel on your hotel's manage bids page.

Your bids are then placed in a **first price auction**. So your actual cost will be equal to your full bid amount.

\$

1.10

PLACE YOUR BID

There is **no minimum bid** to participate, reach out to your **Account Manager** for property specific bid advice.

Enterprise clients should reach out to their account manager.

\$

100.00

SET YOUR BUDGET

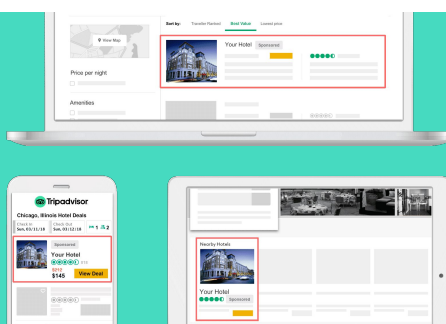
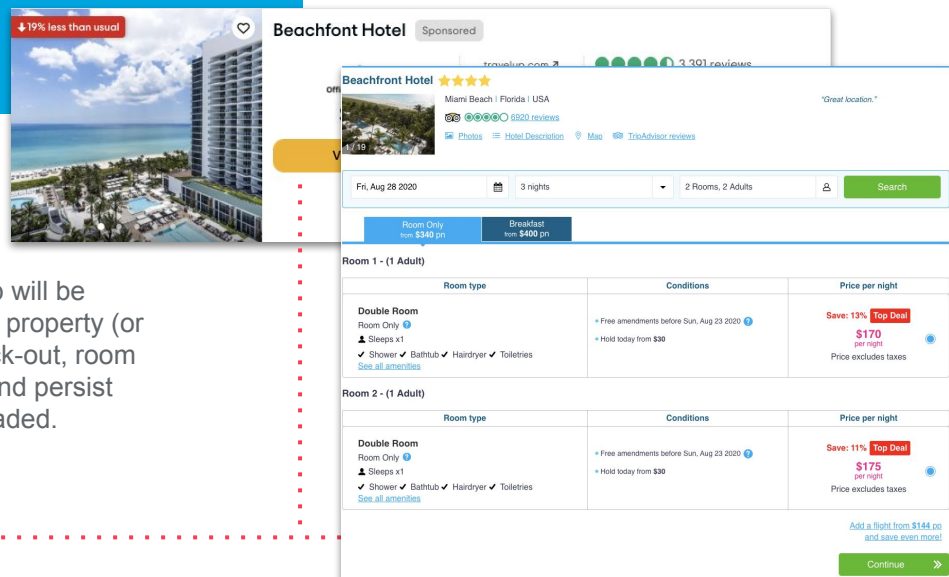
Choose a timeframe of **Daily, Weekly, Monthly**, and input the amount you are willing to spend.

BOOKING PATH

When Your Ad is Clicked

When the View Deal button is clicked, a new tab will be opened and the traveler will be redirected to the property (or property chain) booking site. The check-in, check-out, room and number of guests count will all be passed and persist when the property (or chain) booking page is loaded.

View Deal



Tripadvisor Sponsored Placements helps drive direct bookings and improve profitability by highlighting your direct rates exclusively within your ad, avoiding third party commission costs, and using predictive analytics to automatically target booking-ready travelers.