



THE METRIC THAT FLIPS THE RANKING - HOTEL SEO LAB

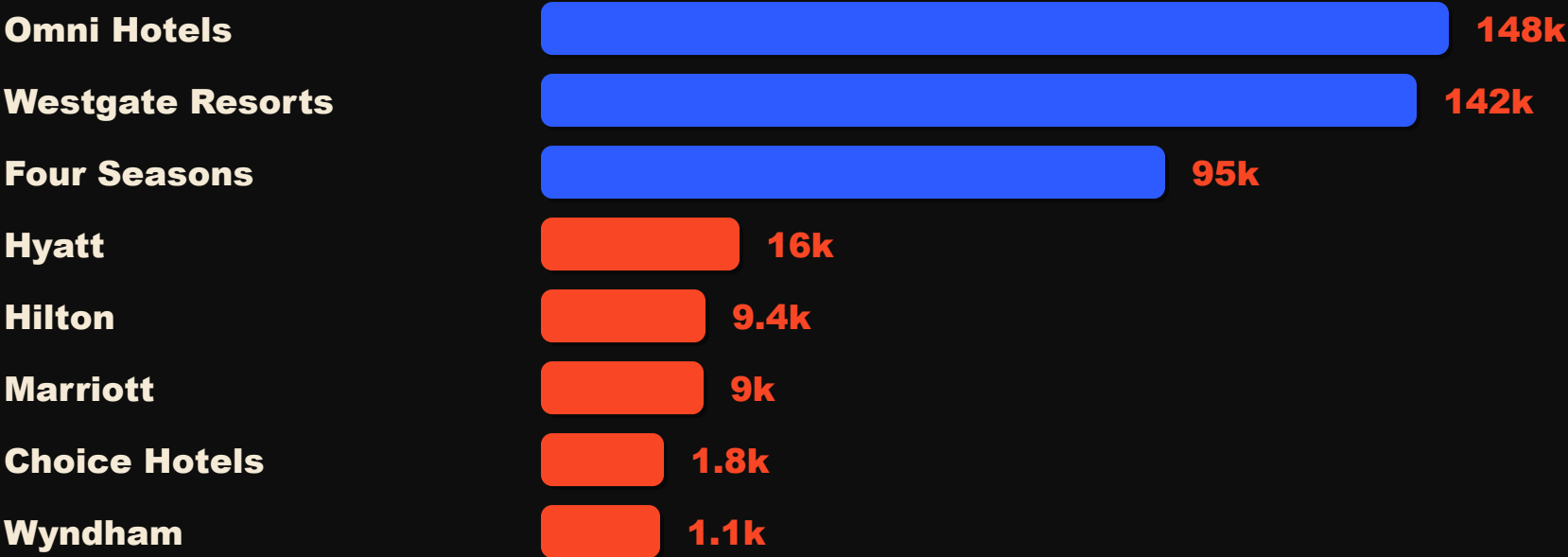
TRAFFIC PER PROPERTY

Marriott.com pulls 81M organic visits a month. But divide traffic by properties and a 22-resort timeshare brand beats it by an order of magnitude. Fewer, higher-intent destinations win the fair fight.

16x

Westgate's ~22 resorts earn roughly 16x more traffic per property than Marriott's 9,000 hotels.

APPROX. ORGANIC TRAFFIC PER PROPERTY



Raw traffic measures how many buildings carry your sign. Per-property measures how good you are at search.

On volume the mega-chains win by default. On efficiency, concentrated resort brands beat rivals 100x their size. That second game is the one independents were built to win.

Source: DataForSEO estimated organic traffic (ETV), US Google, July 2026; per-property = ETV divided by approximate public property counts. Directional; not business, legal, or financial advice. Full study → hotelseolab.com/blog/highest-traffic-hotel-websites-per-property