

HOME INVASION

Type a hotel brand's own name into Google and you'd expect the brand to own the page. For the mass-market flags, other people's furniture is already in the front door.

1/10

On the query “marriott” — ~1.5M searches/mo — Marriott holds just one of the top 10 organic results. Six are OTAs.



THE INVADED FLAGS — OTAS IN THE TOP 10



THE DEFENDED — ZERO OTAS ON THEIR NAME

Four Seasons • Ritz-Carlton • Caesars • MGM • Westgate • Omni = 0 OTAs

Luxury, casino and resort names held the line. The OTAs fight hardest where the volume — and the commission — is richest.

~421K

Estimated clicks a month landing on an OTA instead of Marriott, on Marriott's own name. Modeled from a published position-CTR curve.