



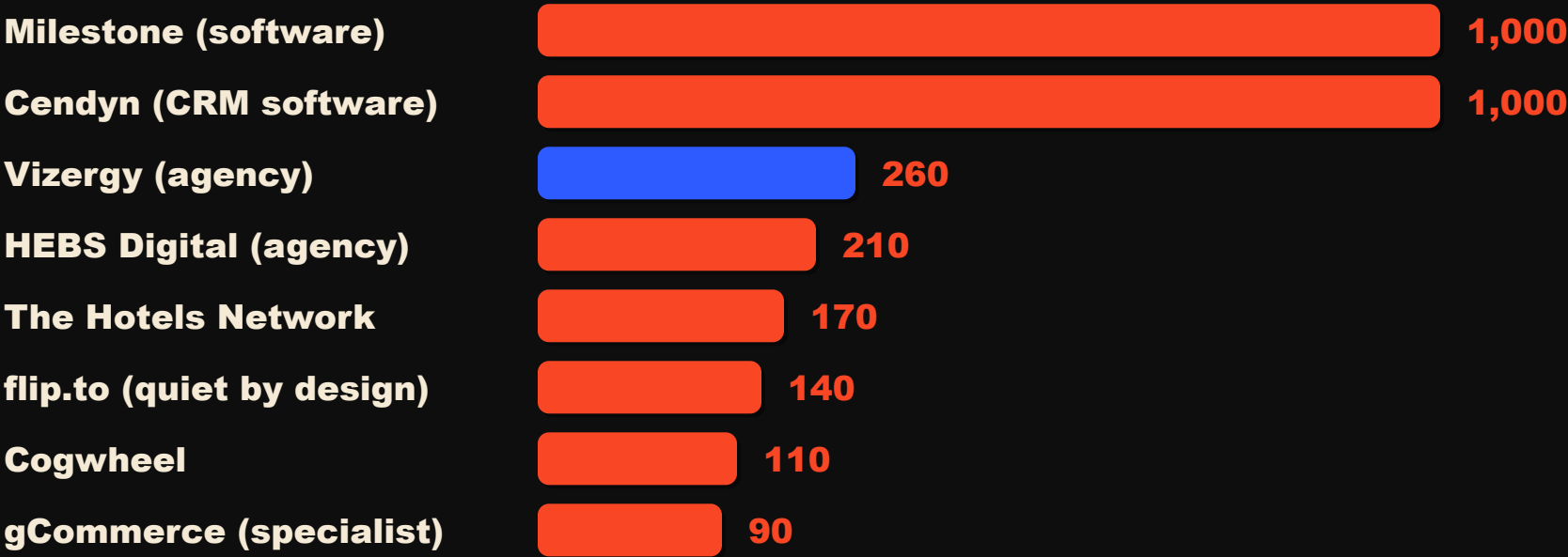
LOUD ISN'T BEST

We ranked hotel marketing vendors by how many people search for them by name. The result: the two loudest are software platforms, not agencies, and search demand measures noise, not quality.

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The two most-searched names in hotel marketing are **software platforms**, not agencies. Milestone and Cendyn tie at 1,000 monthly brand searches, yet neither is a done-for-you **marketing team**.

MONTHLY US BRAND SEARCHES



The loudest vendor is not the best vendor.

Vizergy is the highest-demand pure-play agency, at a quarter of the software leaders' volume. gCommerce sits mid-pack precisely because it grows on results, not by buying its own top-of-funnel. Fewer searches does not mean worse.

Source: DataForSEO, US Google, July 2026 (modeled brand-search estimates, noisy and subject to change). Rankings reflect awareness only, not results delivered to hotel clients. Directional; not business, legal, or financial advice. Full study →

hotelseolab.com/blog/hotel-marketing-agencies-ranked-inbound-demand