



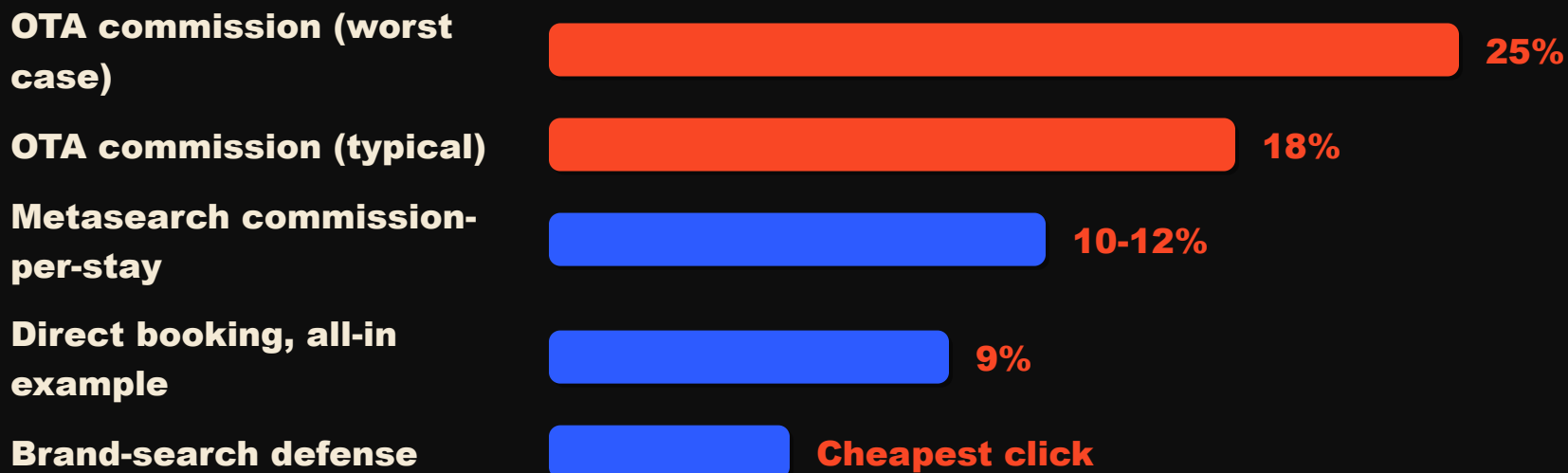
RECOVER MARGIN

Google Hotel Ads, metasearch, brand search and ChatGPT ads, judged by one rule: a booking must cost less than the OTA commission it replaces.

16 pts

Pull a guest off the OTA shelf and win them direct, and you buy back up to **16 points of margin** on that stay.

COST TO WIN THE SAME BOOKING (% OF REVENUE)



Every channel under the OTA line is margin you buy back.

Fix rate parity and the booking engine first, then set a metasearch commission below your OTA rate. Metasearch is the first paid channel to turn on and the last to turn off.

Source: HotelSEO Lab analysis of public platform documentation and reported hotel-distribution benchmarks, July 2026. Directional; not business, legal, or financial advice. Full study → hotelseolab.com/blog/hotel-paid-channel-map-hotel-ads-metasearch-chatgpt