

More choice for travelers with free hotel booking linksMore choice for travelers with free hotel booking linksVice President, Product Management, Travel



While the past 12 months have been difficult for both travelers and the travel industry, we're optimistic about the road ahead. People are eager to know when they can travel again, and travel companies are wondering how they can best meet consumer needs once the pandemic subsides. We've been helping answer some of these questions with data-driven tools for users and the travel industry – but this is only one piece of the puzzle.

When travel does resume in earnest, it's crucial that people can find the information they're looking for and easily connect with travel companies online. For many years, we've helped travelers choose the right hotel by providing a list of relevant properties, along with information like reviews, photos, and hotel amenities. Hotel booking links have been offered via Hotel Ads, which display real-time pricing and availability for specific dates of travel. We've seen that users find these hotel booking links to be highly useful, and partners find them to be a valuable source of potential customers.

Now, we're improving this experience by making it free for hotels and travel companies around the world to appear in hotel booking links, beginning this week on google.com/travel. With full access to a wider range of hotel prices, users will have a more comprehensive set of options as they research their trip and ultimately decide where to book.