



## Google Free Booking Links

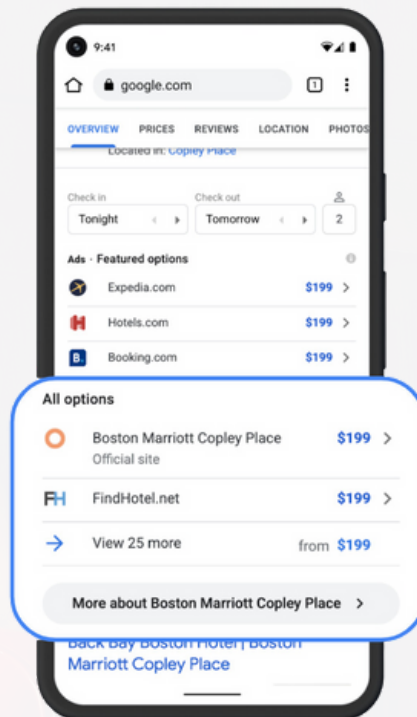
### Free solution to get more direct reservations

In March 2021 Google introduced Free Booking Links. It was made to fight the severe effects of the pandemic in the hotel industry. Its job? To help hoteliers attract new direct reservations.

### How does it work

If you have ever been looking for accommodation, you certainly know what hotel ads look like in Google search. After clicking on a given hotel, you will see portals and booking engines, where you can book a stay.

Now, look at the first result under section "All results". The one with the note "Official site".



This is Free Booking Links. Free advertisement, which leads the guest directly to your booking engine.

## 4 benefits of using Free Booking Links

- ✓ **You will increase the number of direct reservations, up to 11%** - those are the conclusions, which are coming from research conducted by MIRAI. In examined cases Free Booking Links, could increase direct booking proceeds, even by 4,32%. Remember that, we are talking about completely free addition!
- ✓ **You will increase chances that the client will recognise your hotel on the internet** - a free link to your booking engine will be displayed in Google search, Google Maps and My Company Google. And possibility of displaying a lower price there (resulting from the lack of commission) will increase a chance of a click.
- ✓ **You will easily connect Free Booking Links with the KWHotel Booking Engine** - that's right! Newest version of KWHotel Booking Engine can be synchronized directly with Google's solution. As a result, clicking Google link will redirect guest to our booking engine on your website.
- ✓ **Additionally, you can increase your reach at any time, by activating paid Google Ads** - then your property will show both in highlighted (Google Ads) and in free (Free Booking Links) search results.

## How to link it with KWHotel Booking Engine

**Step 1.** Set up a profile of your hotel in Google My Company and verify it in Google.

**Step 2.** Send a message to [support@kwhotel.com](mailto:support@kwhotel.com). Let us know that you want to turn on transfer of prices from KWHotel Booking Engine to your hotel profile in Google.

Now our Team will help you launch Google Free Booking Links connection!