Vervotech

Five leading metasearch engines in travel industry

Metasearch engines allow potential customers to price shop hotels across all booking websites. They all work on either PPC (pay per click) or commission per booking model. There are five major metasearch engines, Google Hotel ads planner, TripAdvisor, Skyscanner, kayak, and Trivago in terms of crude numbers. But not all of them are open to all and function on similar principles. Let's look at them objectively one at a time.

Google Hotels

Google Hotels is arguably the market leader. The metasearch engine leverages google maps and Gmail to offer personalized recommendations to travelers. Google Hotels delivers travelers price tracking and deals directly to their inboxes.

Tripadvisor

TripAdvisor is also a well-known travel metasearch engine. You should have your TripAdvisor account up and running as soon as your hotel starts accepting bookings. The existence of your hotel brand on TripAdvisor gives you wider reach and acceptability. TripAdvisor Metasearch offers travelers direct booking and allows comparison shopping.

Skyscanner

Skyscanner is both a metasearch engine and travel agency. The booking tool is quite popular among gen-Z and millennials. Skyscanner offers its users' destination research and booking travel products like flights, hotels, and cabs.

Kayak

Kayak is also both an online travel agency (OTA) and a metasearch engine. Kayak is a part Booking.com group, the group wholly owns the platform. Therefore, it's not easy for other hotels to get ad placement on this metasearch engine. Though, hotels can get into partnerships with airlines and place packaged offerings on Kayak to derive the most value out of the metasearch engine.

Trivago

Trivago is a proper metasearch engine that fetches room rates and availability from different booking sites and shows it in one place. It has a revenue model like Google Hotels, booking sites have to pay a fee every time a potential customer clicks on a specific offering.