

Lark Hotels Sees Post-Pandemic Improvement in **Metasearch ROAS**

THE BACKGROUND

With 30 boutique properties across the United States, Lark Hotels offer modern luxury across a number of iconic destinations from California to New England. The hotels are a collection of coastal and oceanfront getaways and stylish downtown escapes, designed with an imaginative touch to combine nostalgia with majestic scenery and local food and drink favorites.

THE CHALLENGE

Pay-per-click (PPC) advertising has historically out-paced metasearch, but that's no longer the case. Beginning with the COVID-19 pandemic and through 2020, Lark Hotels, like many hotels around the United States, saw traditional methods such as Google PPC begin to suffer. With a drop in PPC conversions and direct bookings, Lark Hotels needed another solution.

THE SOLUTION

One of the fastest-growing hospitality marketing tools since the start of 2020 has been metasearch. As the landscape has shifted due to the pandemic, travelers have changed how they go about researching and booking their accommodations. Metasearch marketing, which pulls in your hotel property, rates, and inventory on metasearch engines like Google, TripAdvisor or Kayak, is delivering 2-3 times higher return on ad spend (ROAS) compared to PPC by listing properties alongside online travel agencies (OTAs) and booking site competitors.

THE RESULT

By optimizing metasearch for Lark Hotels' properties, O'Rourke observed a substantial increase in ROAS for metasearch compared to Google PPC. Metasearch ROAS outpaced Google PPC for the entirety of 2020, but substantially so in the second half of the year at the height of the pandemic. Lark Hotels had a 39.40% increase in metasearch compared to Google PPC in the final six months of 2020.

39.8%

GREATER ROAS ON METASEARCH VS PPC

96.37%

AVG. MONTHLY PERFORMANCE DIFFERENCE BETWEEN METASEARCH AND GOOGLE PPC (JUNE-DEC 2020)



To discuss your business challenges and see how we can help, please contact Brian Fitzgerald, VP Digital Strategy, at **(978) 465-5955, ext. 221, or bfitzgerald@orourkehospitality.com.**