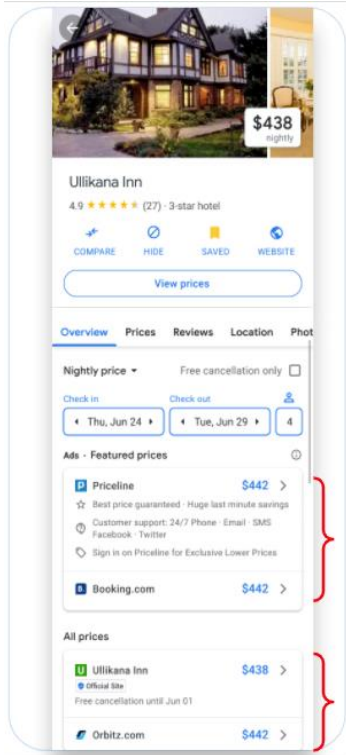




## FREE BOOKING LINKS BY GOOGLE HOTEL

Your PMS Misterbooking is pioneer in the Google Hotel connectivity for Free Booking Links. As Misterbooking client, this innovative service is already online and 100% free for you thanks to our new partnership with Google Hotel!

This new tool allows you to develop your online visibility on the most widely used search engine in the World. It offers you a new way to grow and to increase your direct bookings. Misterbooking chose to integrate this powerful tool to offer you new opportunities in the current context.



### **What is the Free Booking Links of Google Hotel?**

Free Booking Links are a new and free area to appear in the hotel presentation in Google, as you can see in the image. Google offers to your hotel a new free way to reach potential customers. Your available rooms in your booking engine will appear here, without additional commission.

You have the chance to use this new service thanks to the new integration developed by Misterbooking.

### **When it starts and what is the price?**

This service is already implemented by Misterbooking. The integration is free for your hotel. Free Booking Links are a free service by Google Hotel too.

### **I have or I want to have Google Hotel Ads, what is the difference? Can I have both?**

Yes, you can have the two services. It increases your visibility on Google.

Google Hotel with Misterbooking is a service for Free Booking Links on your Google hotel card. It adds to the paid service Google Hotel Ads for Ads Booking Links. You can see both in the image below. With Google Hotel Ads,

you manage all your paid campaigns, not only in your hotel card.

If you are client of Google Hotel Ads with our partner RoomCloud, this service does not change or replace your current integration. After reading this e-mail, if you think to stop your campaign Google Hotel Ads and stay only with the Free Booking Links, keep in mind that other distributors as OTA will continue to pay to be in the top of your hotel card before you, in your Ads Booking Links.

### **What are the eligibility conditions?**

To be eligible, you must complete these conditions:

- To have the Booking Engine Misterbooking Version 2
- To have the new rate plans
- Not to have a city tax calculated as a percentage per person and per night. Google doesn't handle it.

### **I don't want my free links on Google Hotel, how to unsubscribe?**

If you don't want to take part of this free program, please send us an email to [support\\_hotel@misterbooking.com](mailto:support_hotel@misterbooking.com). Our team will take care to remove your hotel from the Free Booking Links as quickly as possible. Your rooms will stop appearing in the Free Booking Links on Google Hotel.