



Revenue Management – The Podcast

Bringing In New Business and Driving Direct Bookings With Meta

Welcome to Hospitality Highlights! In this 31st episode of the ThinkUp Podcast, host Lily Mockerman talks with Dean Schmit, founder at Base Camp Meta and MetaSearchMarketing.com, where they provide help for staff suddenly responsible for running the property's meta search program, and educational content for digital agencies. Dean's specialty is running metasearch campaigns or helping to find the right vendor for your situation.

Highlights from this episode

Lily: *From my perspective, some hoteliers seem to think that working with a meta search isn't about direct bookings. So that is essentially like working with another OTA and steering people away from direct bookings.*

Dean: *It really IS about direct bookings, and that is one of the core benefits of a better search program. When we talk about meta search, it means that I've searched for something and I'm getting multiple results for the same search. So within hospitality, we're talking about different booking options for that hotel. I can go to hotels.com, Expedia, brand.com, whatever the case would be, and aggregating it all into one place. So not only are we getting the direct booking, but we're getting the traffic coming directly from that site to our website.*

Lily and Dean go on to discuss:

- The fundamental shift in remarketing and display advertising
- How metasearch and revenue management are tied together
- How hoteliers can move forward with meta search without feeling like they have to add another fulltime person
- The simplest and most effective way to start getting involved in a meta search strategy
- The first three steps that people should take as they're diving into this world

TO REACH DEAN WITH QUESTIONS OR ASSISTANCE

You can visit [Base Camp Meta](#), email Dean@basecampmeta.com, or contact him on [LinkedIn](#).

FINAL NOTES FROM THINKUP

Read more articles on Hospitality Revenue Management on our ThinkUp Thought Leadership page.

Join us live on *This Week in Hospitality Live Show*, which you can register for at hospitalitydigitalmarketing.com/live.

For questions on this episode or any other revenue management related topics, you can send them to us at info@thinkupenterprises.com.