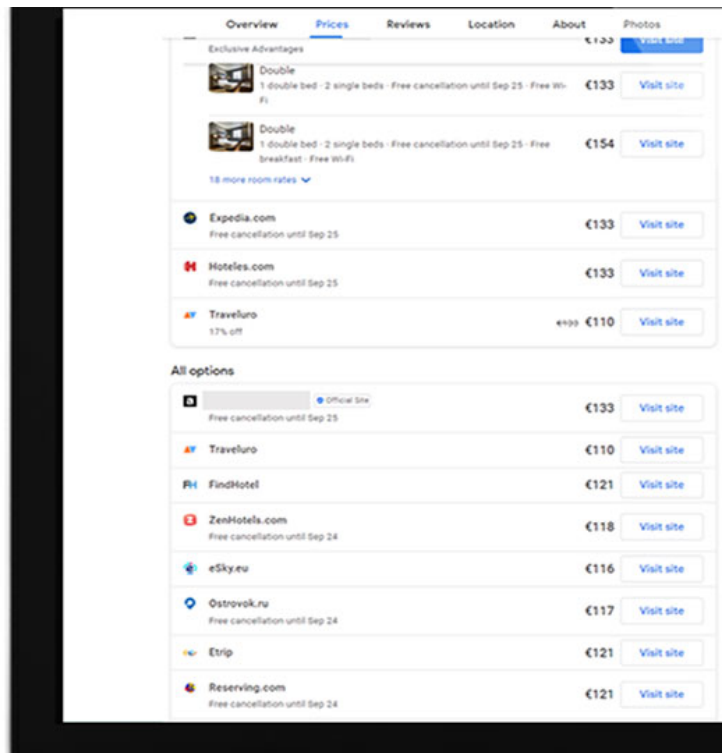
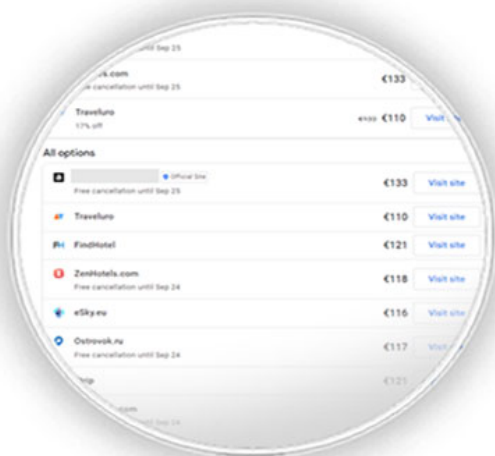


## Google launches free hotel booking links

- A Monitor Desk Report

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### Google Hotel Ads Free booking links



Dhaka: Google has replicated their freemium business model by launching free hotel booking links in its Google Hotel Ads (GHA) programme. The same underlying principle is used in the Google Ads Programme (GA) and its sponsored listings (paid search) vs free/organic listings.

Google has reportedly been trying for over 14 years now, to lure more independent hotels to join the GHA programme.

Finally, Google has resorted to its masterful freemium model: give every hotel a free booking link listing, flooding each destination with booking options thus forcing hotels, OTAs and other booking sites to compete for visibility by buying sponsored listings.

Google's latest move marks a return to the old Yellow Pages business model where every business gets a free listing. However, in order to stand out from the competition, one needs to buy a sponsored listing, said reports citing industry insiders.

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