

PROOF IS IN THE

Top-displayed hotels are booked by agents nearly **67 percent or two**

thirds of the time despite search

hotels

conversion rate of 12 percent

compared to three percent for

NUMBERS

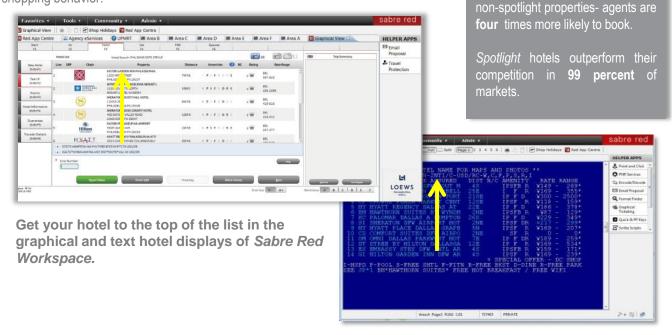
qualifiers.

Spotlight

SABRE HOTEL SPOTLIGHT

Get to the top of the list in the *Sabre*[®] *Travel Marketplace* hotel shopping display and stay top of mind with 425,000 travel agents who book \$10 billion in hotels each year.

- Influence buyers and increase conversions, helping you to outperform your competition.
- Compare look-to-book ratios of *Hotel Spotlight* participants and non-*Spotlight* hotels in your destination.
- Gain valuable marketing insights with campaign reporting that includes actual performance for pre- and post-activation.
- Track trailing 13 months of data to monitor revenue, conversion rates and agent shopping behavior.



INTERESTED IN LEARNING MORE?

Contact your account or media manager or email mediaBDM@sabre.com to generate revenue with a custom media program.