



MetroWest **BOSTON**
— VISITORS BUREAU —

**MBVB Expedia Hotel Co-op
2026**

Introduction

- ▶ We ran a test campaign on Expedia for 10 weeks from May - July 2026 as part of our World Cup marketing using our Sports & Entertainment Fund Grant. The campaign included a landing page about MetroWest and links to all of the hotels in the region currently booking.
- ▶ The campaign was so incredibly successful that we are contracting with Expedia to run a campaign this year as a hotel co-op. Only hotels that buy in will be featured on the landing page; 9 spots are available.
- ▶ 37 hotels booked business from the test campaign for a total of \$768,439 in revenue booked and 4,237 room nights. The hotel with the highest bookings generated almost \$77K in business!
- ▶ The new campaign will run Dec 2026 - Feb 2027 to generate business during your slowest season. This is longer than the 10 week test run.

Expedia World Cup Campaign Re-cap

- ▶ Ran on Expedia, Hotels.com, Travelocity, Orbitz, and CheapTickets
- ▶ \$5K investment (with a \$5K match from Expedia) over 10 weeks
- ▶ Reached 288,700 unique travelers, almost 500K impressions
- ▶ 1.2M destination searches were recorded after ad exposure
- ▶ 23K+ product detail views were generated, all concentrated in lodging
- ▶ **Booked 4,237 room nights and \$768.4K in revenue, directly attributable to the campaign**

Display Performance Summary - MetroWest Boston Visitors Bureau

Impressions	Clicks	CTR	Ad Spend	Room Nights	VR Nights	Air Tickets	Travelers	Car Rentals	Activity Tickets	Revenue	ROAS
496.2K	236	0.05%	\$5.0K	4,237	0	0	4,077	0	0	\$768.4K	153.7



Stunning 1BR | Steps to Fenway!
 Entire apartment by Vrbo
 Sleeps 2 · 1 bathroom
 Boston

Fully refundable

9.4 **Exceptional**
 57 external reviews

\$506 nightly
\$4,214 total
 Total with taxes and fees

Show more

Travelers also viewed



Downtown Boston
 0 miles away



Beacon Hill
 0 miles away



North End
 0 miles away



up to 30% off*

Find deals

*Limits apply

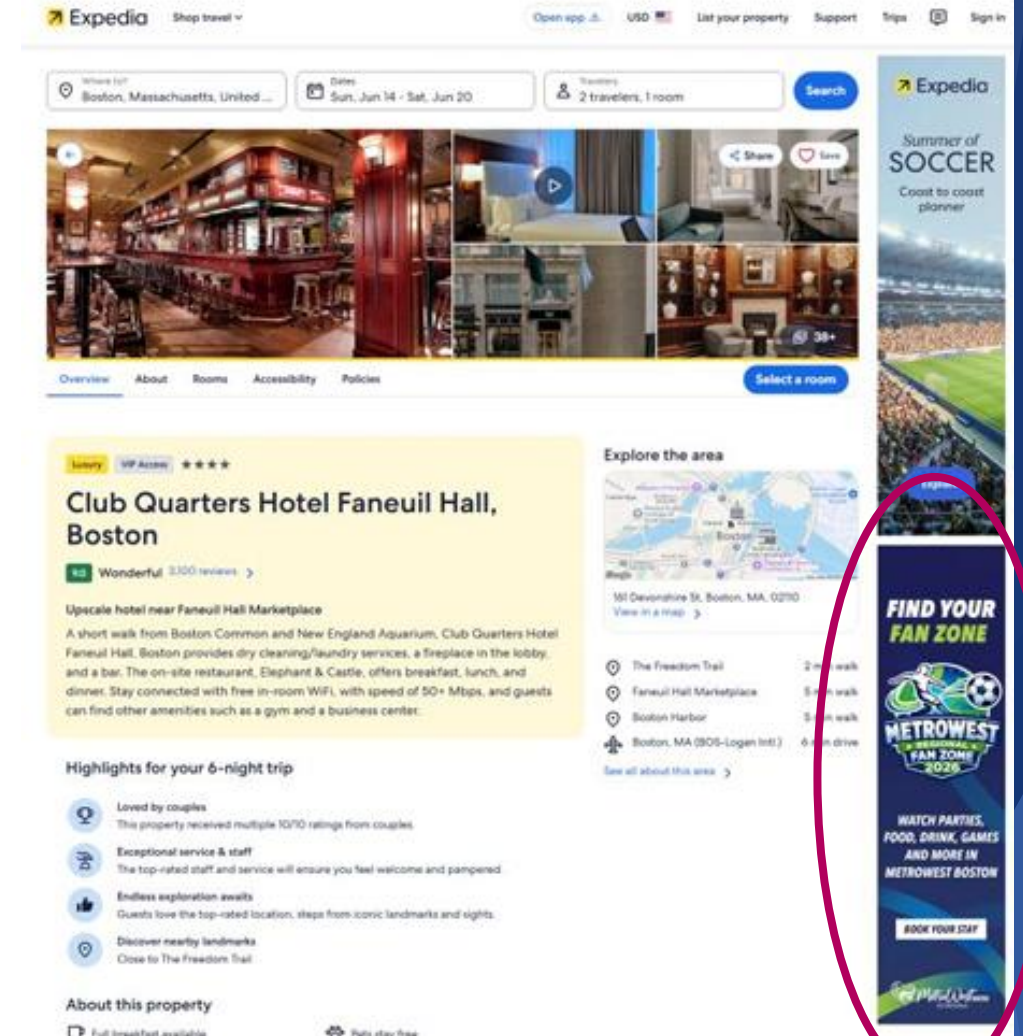


FIND YOUR FAN ZONE

WATCH PARTIES, FOOD, DRINK, GAMES AND MORE IN METROWEST BOSTON

BOOK YOUR STAY

Metrowest Boston



Expedia Shop travel v

Where to? Boston, Massachusetts, United States

Dates: Sun, Jun 14 - Sat, Jun 20

Travelers: 2 travelers, 1 room

Search

Club Quarters Hotel Faneuil Hall, Boston

Wonderful 3,100 reviews

Upscale hotel near Faneuil Hall Marketplace

A short walk from Boston Common and New England Aquarium, Club Quarters Hotel Faneuil Hall, Boston provides dry cleaning/laundry services, a fireplace in the lobby, and a bar. The on-site restaurant, Elephant & Castle, offers breakfast, lunch, and dinner. Stay connected with free in-room WiFi, with speed of 50+ Mbps, and guests can find other amenities such as a gym and a business center.

Highlights for your 6-night trip

- Loved by couples: This property received multiple 10/10 ratings from couples.
- Exceptional service & staff: The top-rated staff and service will ensure you feel welcome and pampered.
- Endless exploration awaits: Guests love the top-rated location, steps from iconic landmarks and sights.
- Discover nearby landmarks: Close to The Freedom Trail.

About this property

- Full breakfast available
- Pets stay free

Explore the area

- The Freedom Trail: 2 min walk
- Faneuil Hall Marketplace: 5 min walk
- Boston Harbor: 5 min walk
- Boston, MA (BOS-Loan Intl.): 6 min drive

FIND YOUR FAN ZONE

WATCH PARTIES, FOOD, DRINK, GAMES AND MORE IN METROWEST BOSTON

BOOK YOUR STAY

- ▶ Banner ads linked to the campaign's landing page
- ▶ See the landing page here: <https://www.expedia.com/lp/b/ms-b-dmo-metrowest?siteid=1&langid=1033&cache=false>

Why Expedia?



EXPEDIA GROUP ADVERTISING

Unmatched audience

10M

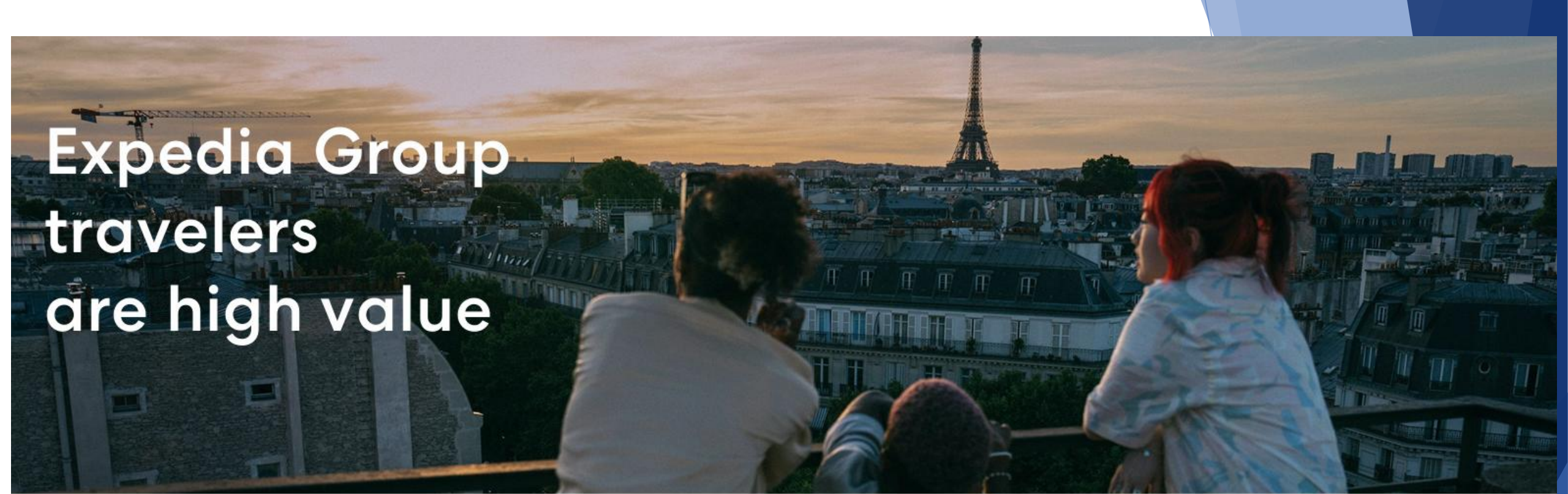
We have more than 10 million average daily visitors on our Expedia Group sites¹

1B

There are nearly 1 billion average monthly searches on our Expedia Group sites¹

200

Global scale allows us to reach an audience across over 200 sites and 75 global markets¹



Expedia Group travelers are high value

+58%

more likely to extend a trip
during their stay

+56%

more likely to splurge on
vacations they book

+22%

more likely to be undecided on a
destination when booking a trip

17%

more spent in market than other
travelers, including 9% more on
meals, 9% more on shopping,
and 37% more on activities in a
destination

101%

more likely to state that
Expedia is the brand they trust

New MBVB/Expedia Hotel Co-op Campaign

- ▶ Landing page with 4 highlighted aspects/things to see & do in MetroWest to convince travelers to stay with us; template [here](#)
- ▶ **6-9 hotel properties** listed as co-op with direct booking links
- ▶ Each hotel in the co-op would be featured in one of the banner ads we will create; those banners will rotate throughout the various booking sites (Expedia, Hotels.com, Travelocity, Orbitz, and CheapTickets)
- ▶ Bonus **dedicated social post** on MBVB channels for each participating hotel 1x per month for duration of the campaign
- ▶ 3-month campaign will run in **Dec - Feb** to drive traffic during our historically low season, includes 3 types of ads where each placement is anchored to MA searches.
- ▶ Expedia 2026 search and booking data for MW reveals: 21% of searches happen 91 to 180 days before the stay, while over half of actual bookings happen within 6 days of the stay.
- ▶ **Co-op cost: \$1,000 per hotel (\$333/month); total campaign: \$10,000 investment (balance of cost covered by MBVB)**
- ▶ **DEADLINE: Nov 1**



Questions? Contact:

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