

# Connect with travelers using free booking links on Google

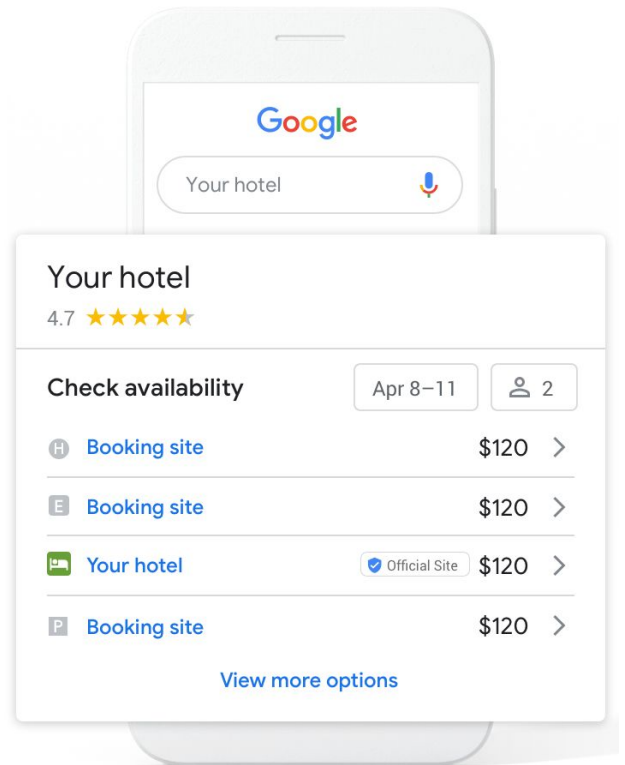
Google is making it free to appear in Hotels booking links.

Millions of travelers around the world search for hotels on Google every day. [Start with free booking links to surface real time room prices and availability to potential travelers at no charge from Google.](#)

Free booking links appear on the hotel booking module alongside hotel ads when travelers look for rooms at a given hotel.

## Reach potential customers and drive more direct bookings

With your hotel's free direct booking link displayed to users across hotel search on Google, travelers will be able to book directly with your property. You control the guest experience on your site and collect the guest data.



Google has partnered with [Update247](#) to make it easy to get started

### 1 Update your Business Profile on Google

Make sure your [Google My Business profile](#) is verified and up to date with your hotel information. [Here](#) is a guidebook to help you get started.

### 2 Opt-in your rates to show up on Google

Work with [Update247](#) to configure and opt-in your rates to display on Google.

### 3 Get more direct bookings

You will start getting direct clicks on your website, so travelers can book directly with your hotel.

Start showing up on hotel search on Google