

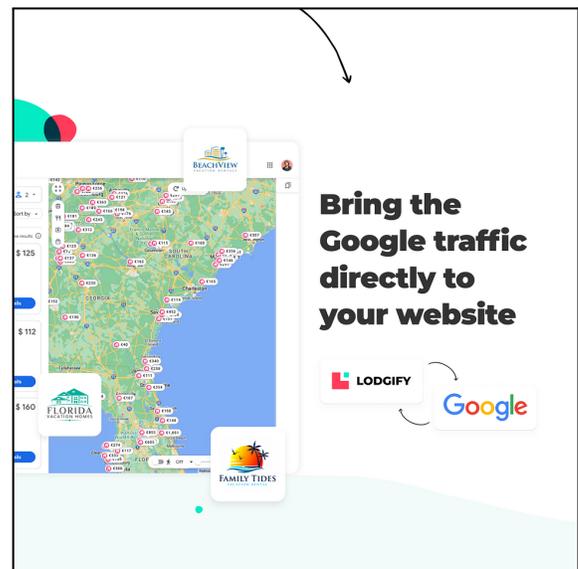


Lodgify Announces Integration with Google for Vacation Rentals

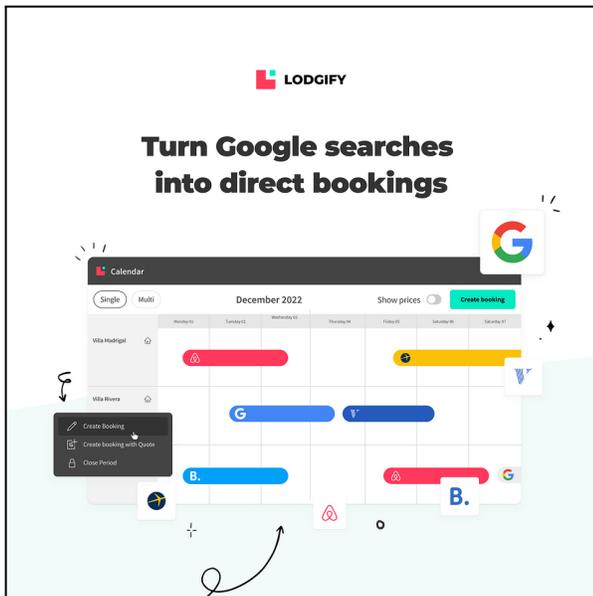
The vacation rental platform now synchronizes its customers' properties on Google to help increase brand visibility and secure commission-free direct bookings

BARCELONA, Spain (July 12, 2023) — [Lodgify](#), the platform that provides vacation rental owners with the essential tools to start, manage, market, and grow a lodging business, today announces its integration with Google for vacation rental listings. The integration enables Lodgify's global customer base to list and synchronize their property data on Google Maps and Search, including the vacation rentals tab on google.com/travel, display their branding, direct traffic to their bookable website, and secure direct bookings without additional costs. The feature, which was released in beta earlier this year, is now available to all Lodgify customers with published websites and at least one active rental listing.

As millions of people around the world begin their travel-related searches on Google, the latest integration is part of Lodgify's continued effort to help property owners showcase their rentals to a much wider audience. When potential guests search for accommodations based on their desired location, complete with specific filters for dates, price, amenities, and more, Lodgify customers' compatible properties will appear on the interactive map on Google Search featuring the vacation rental's business name and logo. Google will then redirect searchers to the property owners' domain to book, browse, or send an inquiry. While major online travel agencies charge hosts an average commission fee of 15-25% for generating bookings, Google does not charge a fee for bookings sourced through their search engine.



*“We’re excited to continue offering vacation rental hosts with ways to increase their direct bookings, and to manage their business on their own terms,” said **Dennis Klett, co-founder and CEO of Lodgify**. “Google is one of the strongest sources for lead generation, and we hope this integration helps amplify their global reach and visibility towards high-intent travelers.”*



Lodgify’s all-in-one software is accessible to property managers of all sizes, regardless of their technical skills, with one centralized platform to manage all reservations, tasks, payments, and guest communications, and create a bookable mobile-friendly website through customizable templates.

To date, Lodgify has enabled its customers to process over 1.6 million direct bookings through their Lodgify-powered websites since launching in 2012. The company also recently released its [U.S. Summer 2023 Short-Term Rental Industry Report](#), analyzing over 740,000 Lodgify bookings in the U.S.

between January 2021 — June 2023 to identify key industry changes and provide insights to help property managers boost summer profits.

With over 240 employees representing more than 50 nationalities, Lodgify’s software is currently available in five languages — English, Spanish, French, Italian, and German — with native speakers in its sales, onboarding, and support teams to cover all needs. For more information, visit lodgify.com/blog/lodgify-google-vacation-rentals.

Assets

Images and videos can be viewed and downloaded [here](#).

About Lodgify

Lodgify is the all-in-one vacation rental platform that empowers small property owners and managers with tools to start and grow their businesses independently. The platform enables hosts, regardless of their level of technical knowledge or experience, to easily create their own website, accept direct bookings and payments, and synchronize all of their property data, reservations, and guest communications across major OTA channels like Airbnb, Vrbo, Booking.com, Expedia, and more. It centralizes all property management tasks so hosts can prioritize increasing occupancy and visibility and providing excellent service to their guests. Lodgify was founded in Barcelona, Spain in 2012 and now has over 240 employees working remotely across the world. For more information, visit lodgify.com.

Contact

Leslie Lejano

press@lodgify.com