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Mobile bookings for La Quinta have increased 4X in the last three years. Now, one-third of the overall traffic to its website comes from mobile. Ted Schweitzer, SVP marketing and e-commerce for La Quinta Inns & Suites, shares how the company decided to change its mobile platform and integrate Google Hotel Ads to be there for travelers in their let's-book-it moments.

think with **Google**

"Hotel Ads perform at a significantly stronger conversion rate, twice what we see on regular mobile traffic. That makes a big difference in terms of results."

-Ted Schweitzer, SVP marketing and e-commerce, La Quinta Inns & Suites