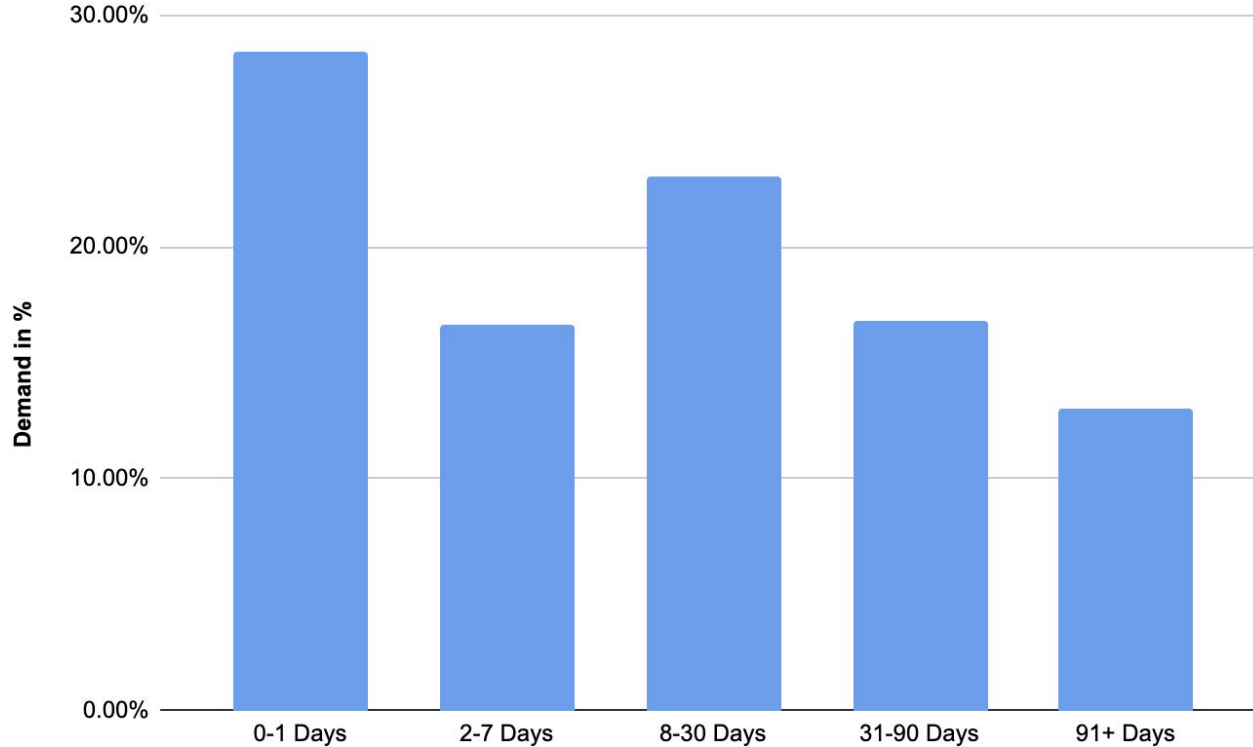


**Booking.com**

# Arlington Snapshot

Candice Cantu & Jena Colletti

## BOOKING WINDOW {Arlington}



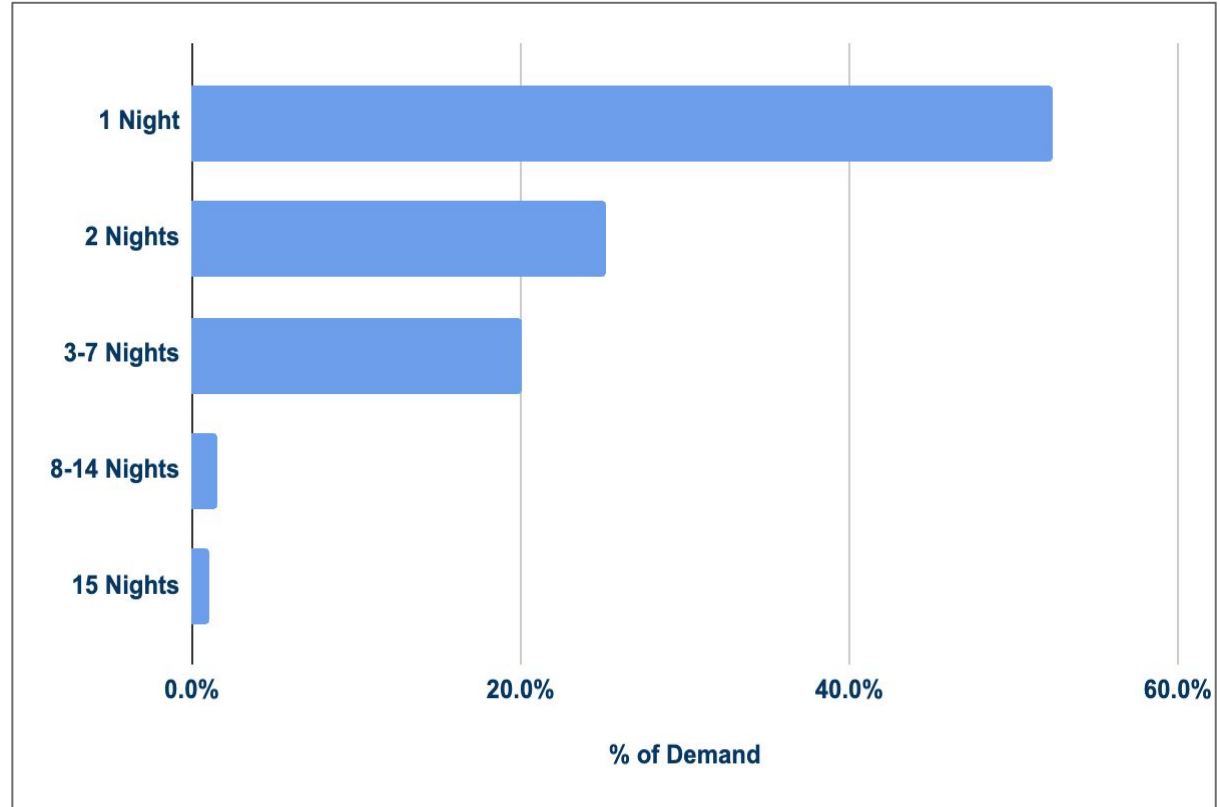
**28%** of bookings are made on the day of arrival. Looking at the demand from even the past 14 days, there is a **5%** increase in last minute bookings.

Review rate strategies to make sure that you stand out. Advance Purchase, Length of Stay offers, Campaign Partici

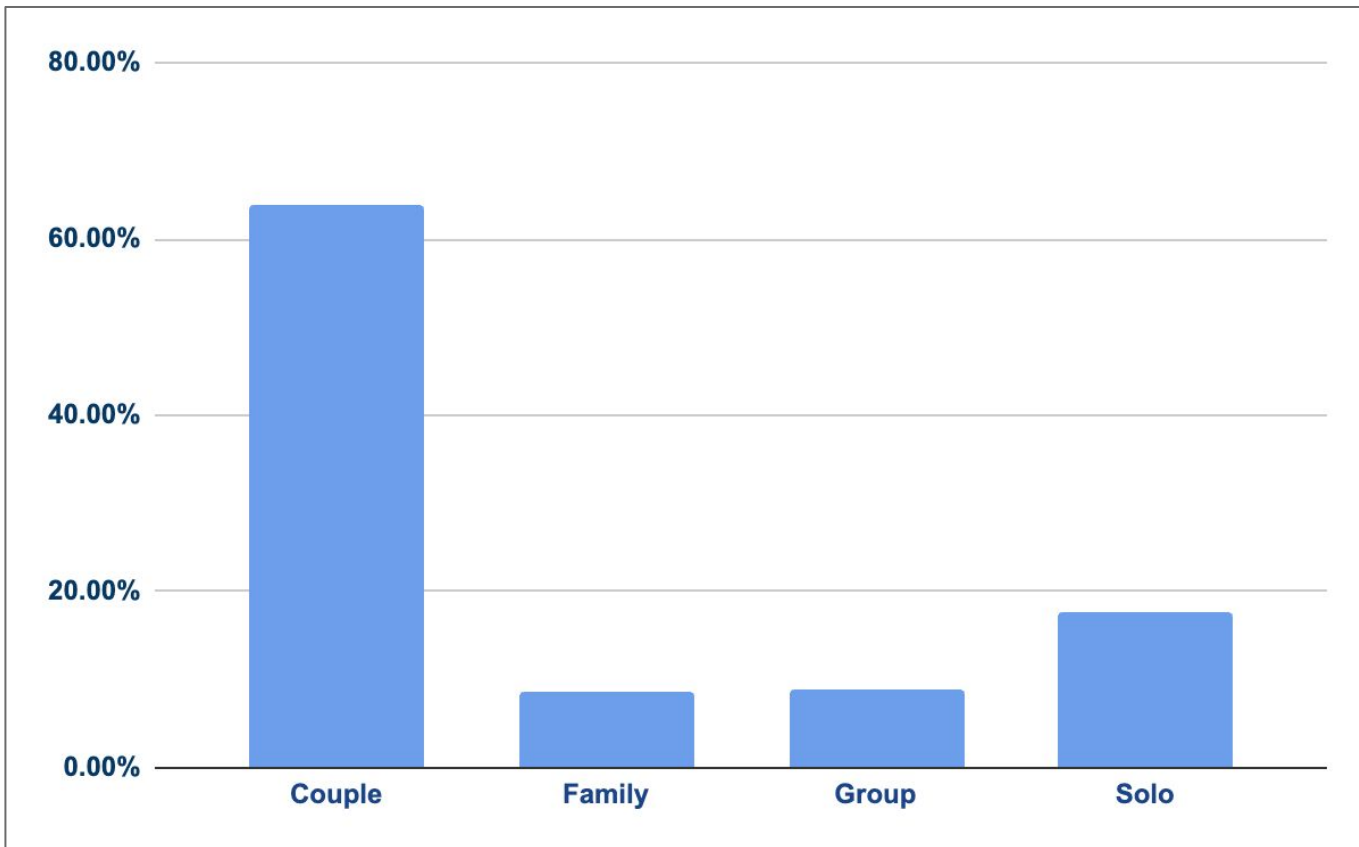
# LENGTH OF STAY {Arlington}

Almost **52%** of travelers are booking one night stays. Over **25%** are booking stays for 2 nights.

BNSA offers targeting options by Length of stay to help drive property visibility



## TRAVELER TYPES {Arlington}



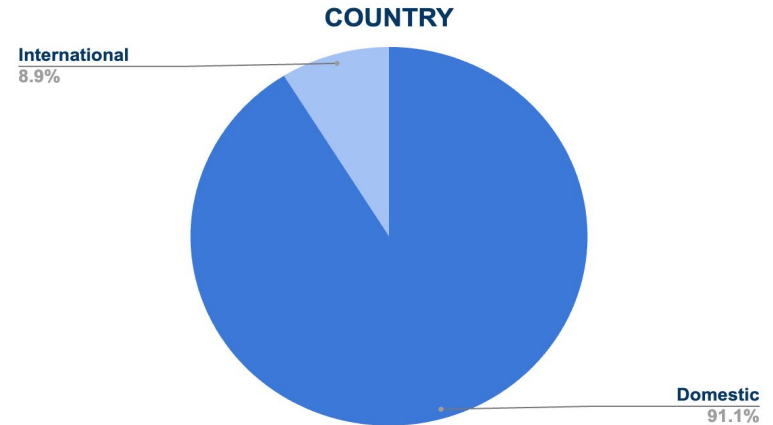
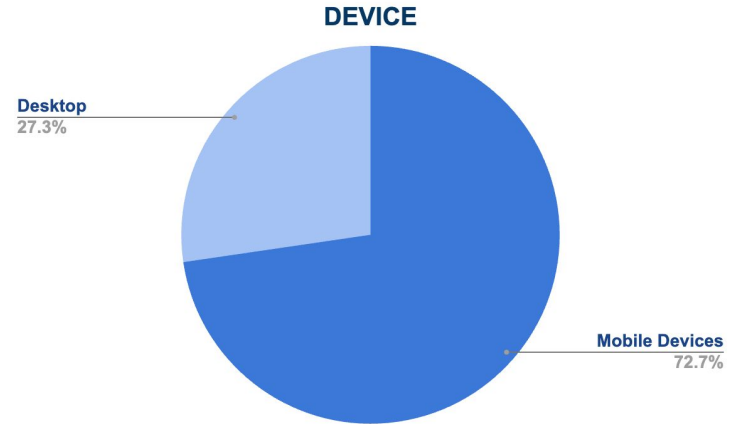
Majority of bookings are for two adults. Seeing an increase YOY in solo travelers, currently averaging 18%.

Audit room occupancy count and child policies to ensure you are maximizing property search results, set cot and extra bed configurations

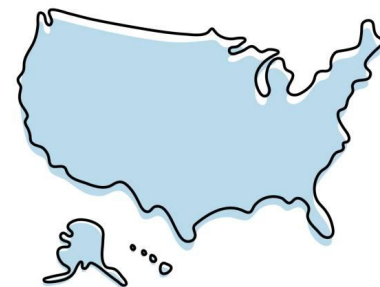
# BOOKER INSIGHTS {Arlington}

Mobile searches for the market remain consistent between 70% - 75% depending on the time of year with 66% of bookings actualizing into reservations

Domestic bookings have increased by 6% year over year, along with an increase in international demand helping to drive the book window and length of stay



# Top Booker US States {Arlington}



Booker State	% of Bookings	Avg LOS	Avg Book Window
Texas	71.90%	2	37
Oklahoma	4.97%	2	44
Louisiana	2.79%	2	41
California	2.14%	3	54
Arkansas	1.41%	2	43
Florida	1.25%	2	72
Illinois	1.21%	2	59
Missouri	1.13%	2	46
Tennessee	1.05%	2	36
Ohio	1.01%	2	37
Kansas	0.95%	2	52
Georgia	0.91%	3	86
Arizona	0.83%	2	77
Colorado	0.79%	2	33

- Strategize to attract additional domestic bookers, bookings from US travelers overall continues to grow
- US state rates allow you to target guests by state IP address

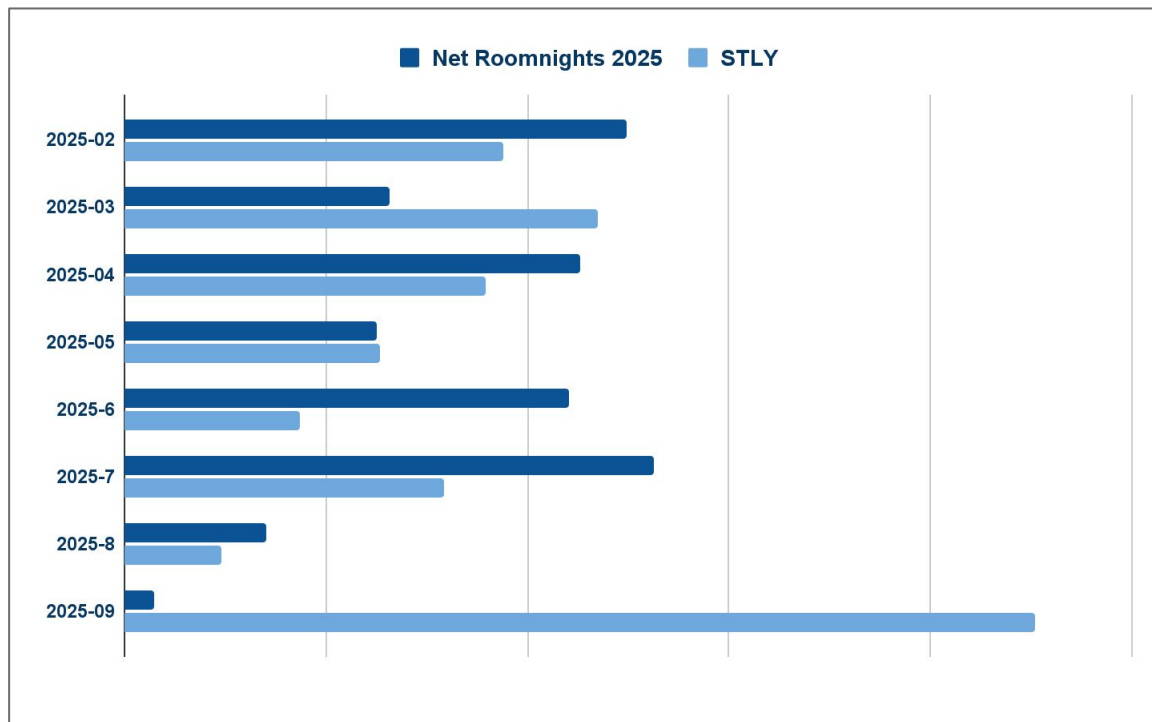
# Top Booker Countries {Arlington}



Booker Country	Avg. roomnights	Average Daily Rate	Avg. Bookwindow
United States of America	2.19	\$177.61	22
Australia	3.34	\$124.61	55
United Kingdom	3.19	\$163.77	51
France	4.55	\$149.40	38
Mexico	2.41	\$155.34	27
Canada	2.96	\$218.88	53
Brazil	3.38	\$129.82	34
Netherlands	7.06	\$138.67	26
Germany	2.62	\$131.19	40
Japan	1.95	\$183.08	78

- **Arlington market averaged 9% of bookings from outside the US in 2024. For 2025 the market currently averages 7% of bookings from outside the US.**

# {Arlington} PACE



	2025-02	2025-03	2025-04	2025-05	2025-6	2025-7	2025-8	2025-9
Net ADR 2025	\$145.67	\$159.30	\$176.11	\$189.98	\$206.75	\$171.52	\$180.81	\$169.59
Net ADR STLY	\$148.68	\$173.99	\$139.16	\$168.84	\$140.32	\$196.53	\$165.81	\$209.09
Growth %	-2.02%	-8.44%	26.55%	12.52%	47.33%	-12.73%	9.05%	-18.89%



# Arlington | Market Insights



**\$1.27**

Avg CPC



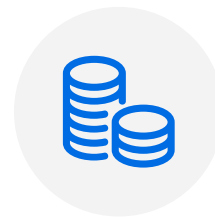
**7.1**

Avg ROAS



**High**

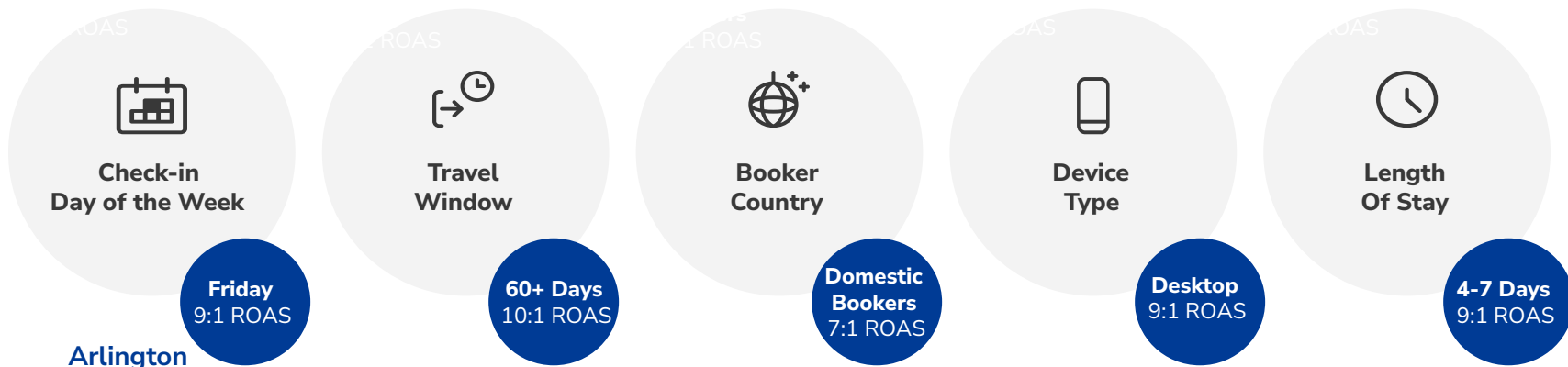
Competitiveness



**\$300 - \$4,300**

Monthly budget  
recommendation for  
a test

# Advanced Travel Audience Targeting



# Advanced Targeting Types

<b>Group</b>	Target travelers who are shopping for hotels for groups (more than one bedroom at a time)
<b>Check-In Date</b>	Target travelers who are looking to check in on a specific day or a range of dates (using the BETWEEN option)
<b>Length of Stay</b>	Target travelers who are looking to stay a certain number of nights or a range of nights (using the BETWEEN option)
<b>Traveler Country</b>	Target travelers from certain countries
<b>Device Type</b>	Target travelers using certain device types (app, desktop or mobile)
<b>Day of Week Targeting</b>	Target travelers based on specific check-in days of the week (e.g. Thursdays)
<b>Travel Window</b>	Target travelers using completely customizable travel windows (e.g. travelers who are looking to stay in 30+ days)

# FIFA WORLD CUP {2026}

Policies and Restrictions

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Messaging Templates

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Value Adds - Food and Beverage

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Double to Quadruple Occupancies

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DSA Compliance - Know Your Partner  
Form





**Global chains, contact your HQ / Marketing team:**

Best Western	Choice
Hilton	Hyatt
IHG	Marriott
Sonesta	Wyndham

For all other partners, sign up via [bookingnetwork.koddi.com](https://bookingnetwork.koddi.com)