

ONLINE ADVERTISING

Google Advertising

At Spalder Advertising, we are specialists in Google Advertising for the travel and holiday market. We understand how travellers search, compare and decide — and we know exactly how to position destinations, accommodations and travel brands at the moments that matter most. From winter sports bookings to summer escapes, we design and manage high-performance campaigns tailored to the travel audience.

WHY CHOOSE GOOGLE ADVERTISING

- In-depth expertise in travel-related search behaviour
- Strategic use of Google Search, Display and Performance campaigns
- Continuous optimisation based on seasonality, demand and booking intent
- Data-driven insights focused on conversions, not just clicks



Reaching travellers at the exact moment they search and decide.