



OTA Photo Coverage

A Comparative Study of Berlin Hotels (Booking.com vs. Expedia)

Executive Summary

This report compares the number of photos displayed for 285 hotels in Berlin across two major Online Travel Agencies (OTAs): Booking.com and Expedia. The hotels are divided into 5-star, 4-star, and 3-star categories.

Main Takeaway: The number of photos drops significantly with the star rating. 5-star hotels display about 119 photos on average, while 3-star hotels only display about 54. Furthermore, 57% of all surveyed hotels show a major difference (gap larger than 10%) between their photo galleries on Booking.com and Expedia, meaning most hotels are not synchronizing their content.

Key Performance Summary

The table below outlines the average photo counts and discrepancies across all analyzed categories.

Metric	5-Star Hotels (34)	4-Star Hotels (137)	3-Star Hotels (114)	Total Portfolio (285)
Average Photos (Booking)	113	66	54	67
Average Photos (Expedia)	124	69	55	70
Total Photos Analyzed	8,069	18,489	12,157	38,715
Hotels with > 100 Photos (Booking)	41%	15%	6%	14%
Hotels with > 100 Photos (Expedia)	53%	12%	5%	14%
Hotels with > 10% Channel Gap	47%	63%	54%	57%

Category Breakdown

5-Star Hotels (34 Properties)

- **Averages:** Luxury hotels have the highest photo counts, averaging 113 photos on Booking.com and 124 photos on Expedia. In this segment, Expedia shows about 10% more photos than Booking.com.
- **100-Photo Benchmark:** Over half (53%) of these hotels have more than 100 photos on Expedia, while only 41% reach this mark on Booking.com.
- **Inconsistency Rate:** 47% of 5-star hotels have a photo count difference of more than 10% between the two platforms.

4-Star Hotels (137 Properties)

- **Averages:** The 4-star segment averages 66 photos on Booking.com and 69 photos on Expedia.
- **100-Photo Benchmark:** The vast majority of these hotels fall below the 100-photo mark. Only 15% surpass it on Booking.com, and just 12% on Expedia.
- **Inconsistency Rate:** This category has the highest rate of missing synchronization. A significant 63% of 4-star hotels show a photo gap larger than 10% between the platforms.

3-Star Hotels (114 Properties)

- **Averages:** Properties in this group have the lowest visual volume, averaging about 54 photos on Booking.com and 55 on Expedia.com
- **100-Photo Benchmark:** It is very rare for 3-star hotels to have large galleries. Only 6% have more than 100 photos on Booking.com, and just 5% reach this number on Expedia.com
- **Inconsistency Rate:** 54% of these hotels have a difference of more than 10% between platforms.

Important Notice: These data points were collected from publicly available Online Travel Agencies (OTAs) and are provided for general informational and research purposes only.