

Case study: Hotel group in Bali

\$30K

incremental revenue
in six months

87%

decrease in undercut
rate with Price Check

“ Before Triptease, our
average undercut rate was **60%**.
Today, it is only **7.7%**! ”

Corporate Sales & Revenue Manager

Challenge

Maintaining rate parity with OTAs in Indonesia is also challenging. “We have had a hard time with Agoda and Expedia,” says the group’s Corporate Sales and Revenue Manager. “It feels like they punish us for disparities on different regional websites. ”

Personalized guest experiences are at the heart of these branded hotels. That’s why it’s a big concern for the business when guests get a conflicting experience between OTAs and their direct site, damaging their brand’s reputation in the process.

Solution

This hotel group strives to **always provide the best deal on their direct website**. Their revenue managers use Triptease’s **Disparity Dungeon** to continuously monitor disparities and raise any issues with their OTA market managers. Triptease’s **Price Check** message reinforces to guests when the hotel has the best price available online.

Targeted Messages play a crucial role in **showing off exclusive benefits for direct bookers**. To maximize the impact of their messages, the hotel team segments them according to their guests’ demographics.

Results

Integrating with the Triptease Platform has resulted in an impressive **87% decrease in undercut rate** as the team are now able to reduce their disparities easily.

Targeted Messages resulted in a **90% revenue uplift** on desktop when guests showing signs of leaving the website were shown the personalized messages. The hotel chain is already looking at a significant **3% conversion rate** on average.

Price Check drove a **5.04% conversion rate** on the hotel’s web page when it was in parity (as opposed to 1.70% when the widget wasn’t activated).