

Case study

TRIPTease

Best Western GB

Educating guests that 'Direct is Best' with Triptease





4.8%
conversion
uplift

1:10
ROI



275 hotels across the UK
Over 4,000 hotels worldwide
Independently owned and run properties

Book Direct

Best Western GB partnered with Triptease to reinforce their 'Book Direct' campaign and Low Rate Guarantee. It's safe to say the partnership has been a success.

Triptease's Price Check widget reassures guests with every search that they are being shown the best rate from across the internet. Our Message Porter engagement feature reinforces the 'Book Direct' message, while encouraging sign-ups to Best Western's popular loyalty programme. Together, the two features have delivered an uplift in conversion of **almost 5%** - no small feat for one of the UK's largest hotel groups.

The technology behind the success

Price Check

The original price comparison widget for hotel websites and booking engines. Price Check displays real-time OTA prices whenever a guest runs a search (as long as the hotel is not being undercut). Guests are reassured that the best place to book a room will always be directly from you.

Price Check ^

Direct Price £ 109.80

Plus, join Best Western Rewards for exclusive discounts!

Expedia	£ 109.80
Hotels.com	£ 109.80

Verified by TRIPTEASE

Message Porter

The Direct Booking Platform’s Campaign Manager allows hotels to design tailored, relevant messages and deliver them at the moment most likely to convince a guest to book.

BEST WESTERN REWARDS

Exclusive discounts as a Rewards member
Earn points when you stay
If you aren't already a member join for free during checkout

BOOK NOW



“Triptease’s Direct Booking Platform is fantastic - and their client service equally so.”

Jim Muir

Head of Marketing, Best Western GB



TRIPTEASE



Best Western GB

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More information: www.triptease.com



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