

Case study

Luxury Family Hotels

Increasing Direct Bookings with the
Triptease Platform

TRIPTEASE

INCREASING CONVERSION

Luxury Family Hotels runs a chain of 8 hotels for family holidays in England. Each property is meticulously tailored to providing the best family holiday experience. Luxury Family Hotels aim to put family at the core of each holiday, whichever of the hotels they choose, which means helping families to have the most transparent and simple, booking process possible.

Luxury Family Hotels' goal is to drive direct booking by increasing conversion to their booking engine, this has been achieved in 2015 with a 24% increase in revenue and a fall in some of Luxury Family Hotel's key third parties' revenues which has, ultimately, resulted in a saving for all involved. This ensures that Luxury Family Hotels can continue to provide a unique, luxury service to their guests.



WORKING WITH TRIPTEASE

Book Now, Pay Later | Daily Upgrade Draw | Free Wi-Fi | Review Score 8.6/10

Search | Availability | Guests | Details | Finished

Best Rate Guarantee | No Deposit | Latest booking: 24 minutes ago

Available options

Best Available Rate Room Only
Taxes Included Free Wi-Fi, No Deposit
Stay in one of Dublin's most iconic hotels on a Room Only basis. Complimentary Wi-Fi is available on all devices. Right in the heart of the city and so close to all shopping and... read more

Change dates

Order by rate type
Order by room type
Flexible date view

Length of stay 4 nights

Room occupancy

Special offers & packages

Room Type	Availability	avg. per night	Price	Book now
Bijoux Standard Rm	Last Chance! Only 1 left	£117.44	£469.78	Book now
Standard Single Bedroom	Last Chance! Only 1 left	£130.28	£521.12	Book now
Standard Double	Available	£130.28	£521.12	Book now
Lavery Double	Available	£194.24	£776.98	Book now
College Wing Single Room	Only 5 left	£194.24	£776.98	Book now
College Wing Queen Bed	Only 2 left	£194.24	£776.98	Book now

Price Check

Direct Price **£469.78**

- Free W-Fi
- Zero Booking Fees
- Book Now, Pay Later

Expedia.com	£ 558.68
Hotels.com	£ 558.68
HRS.de	£ 558.68

Verified by TRIPTEASE

“We have found working with Triptease to be so simple, their Price Check Widget has helped to improve our conversion rates and our relationships with our guests. Being able to show our guests that we have the best rate available is invaluable in maintaining a strong and positive relationship.”

The Data Platform enables us to see exactly what is happening with each of our hotels. We can now truly monitor our parity and, importantly, examine the trends over time.

I would encourage other hoteliers to try out Triptease, it has combined useful data with easy to use technology and merges seamlessly with our existing website; perfect for any hotelier keen to connect more closely with their guests.”

Jonathan Parker, Head of Revenue and Sales Luxury Family Hotels



RESULTS



Jonathan Parker
Head of Revenue and Sales
Luxury Family Hotels

“Working with Triptease was an easy decision for me. The results were in black and white”

Jonathan Parker, Head of Revenue and Sales Luxury Family Hotels

