

Case study

New Orleans Hotel Collection

Increasing direct bookings
with the Triptease Platform

TRIPTease

DECREASE DISTRIBUTION COSTS

The New Orleans Hotel Collection manages a collection of seven boutique hotels across New Orleans, Louisiana. Direct bookings became a key focus for the hotel group seven years ago when they realized that 40% of their bookings were coming from online travel agents. They hired Irene as Marketing Director to specifically tackle this problem and reduce their distribution costs, reduce reliance on online travel agents (OTAs) and increase their interaction with guests.

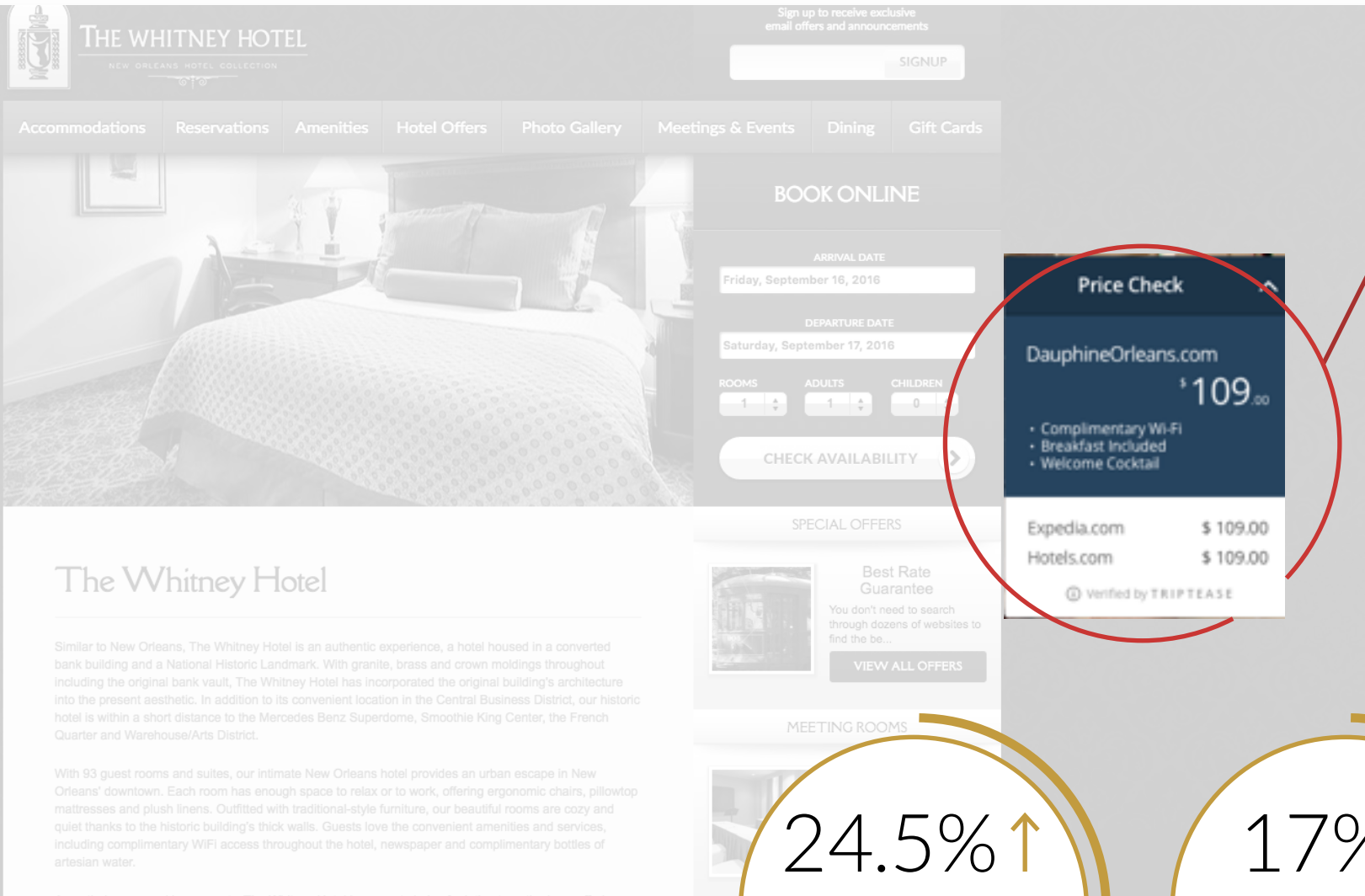
EARLY ADOPTERS

The New Orleans Hotel Collection was an early adopter with Triptease. Irene wanted to give Price Check a try as she believed in the value price transparency could bring, despite some initial concerns about putting an OTA's name on their booking engine. As she began to see great results with Price Check, she quickly signed up to Enchantment and the full Triptease Platform.

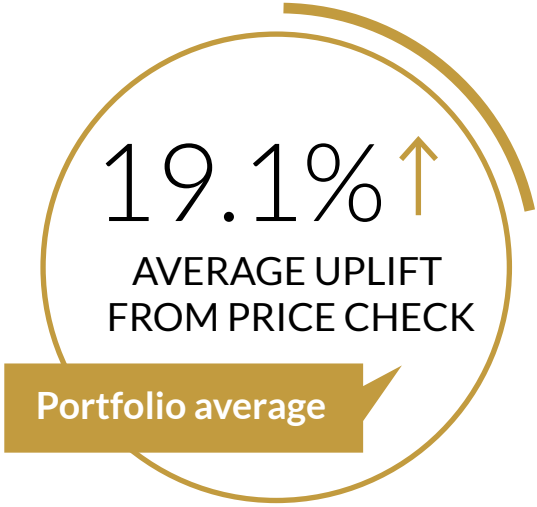
Hoteliers are pushing back against mounting OTA commissions (often 15-25%)



INCREASE CONVERSION WITH PRICE CHECK



New Orleans Hotel Collection first introduced Price Check in one of its hotels in September 2015. Since then, this hotel has seen an impressive increase of 24.5% in direct bookings compared to the previous year. Following this success, Price Check was introduced for two more hotels during December 2015. In the six months since introduction, these hotels have seen a 17% and 15.3% increase in direct bookings.



REVENUE MADE THROUGH ENCHANTMENT

Following the success of Price Check, Irene implemented Triptease’s Enchantment Messaging, which is presented to guests as they’re about to exit the website. Our Enchantment tool has had a phenomenal impact on the New Orleans Hotel Collection, including it's rewards scheme, Stash Rewards.

Between May 2016 - July 2016 Enchantment delivered \$242,000 of incremental revenue. Stash Rewards saw an increase in online enrolments through Enchantment as guests are encouraged to come back again and again, directly competing with the OTA's offerings.

“We use Enchantment messaging across five of our hotels. As of the end of July 2016 it has generated \$242,000 in revenue and we only started using it in May! It is really exciting to see these numbers.”



Irene Pallais,
Area Internet Marketing Director

\$242,000
in revenue in two months

