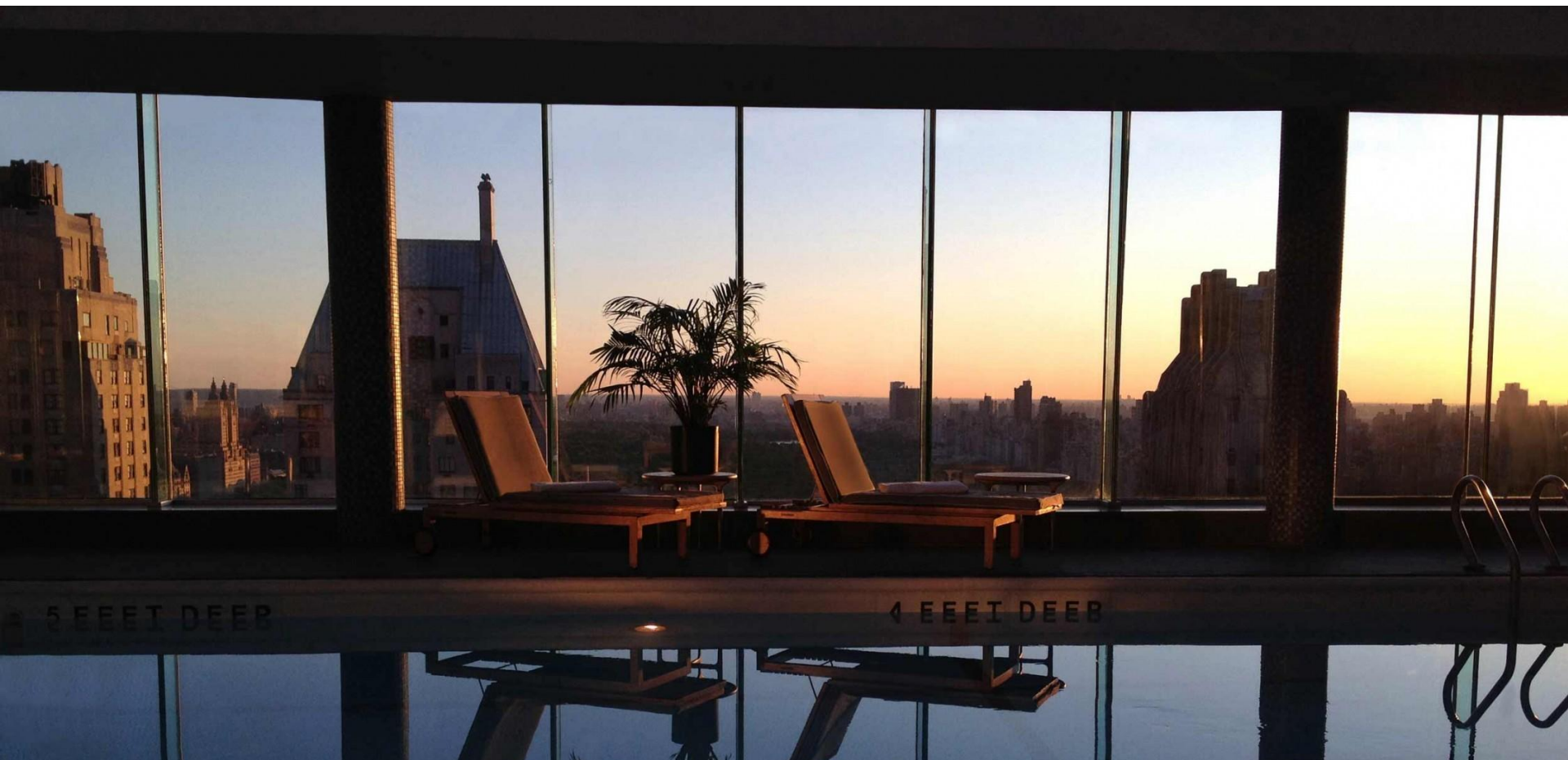


Parker Hotels

Improving rate parity and engaging guests with Triptease





PARKERNEW YORK

PARK
PALM SF



2 hotels



800+ rooms

Parker New York has always had a strong sense of individuality. With its sister property Parker Palm Springs, the hotel eschews generic brand standards in favor of an **independent spirit** and a tangible relationship with its surroundings. “We pride ourselves on being really indicative of the geographical location we’re in,” General Manager Sylvie Fayolle tells us. “If you’re staying with us, you’re staying in New York City, not in a generic branded hotel where everything looks the same.”

The hotels are newly affiliated with **Leading Hotels of the World** after parting with Le Méridien in January 2018. Looking for a direct booking solution as unique as they were, the team at Parker Hotels were excited to hear of Triptease’s partnership with LHW. “As soon as the Triptease Platform was made available to us, we decided to jump on board. We loved the passion of the company, and **their aims aligned with ours**,” Sylvie continues.

Parker Hotels has been driving direct bookings with the **Direct Booking Platform** since March 2018.

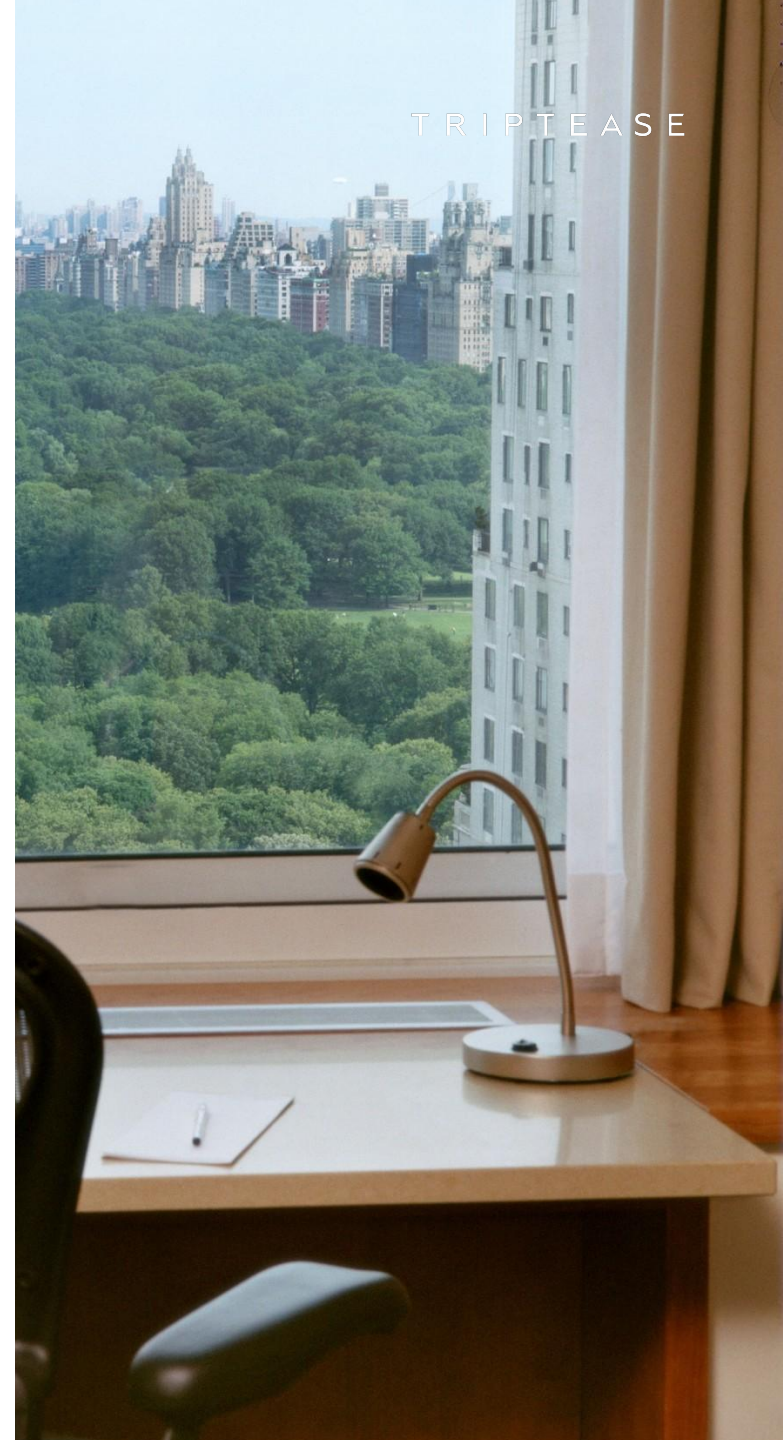
“

Direct bookings are a big priority for us. They're the most cost-effective way of getting business. Our website is also the best place to showcase what the hotel is all about and give guests a feel for the experience they will have there.

We want as many people landing on it and booking through it as possible.

”

Sylvie Fayolle
General Manager, Parker New York





✔

The hotel website has the best price on the web.

Direct price € 124

- Free WiFi
- Free late checkout

Booking.com	€ 124
Hotel.com	€ 132
Expedia.com	€ 135
4 more ▾	

Verified by TRIPTEASE

Price Check

Parity

Disparity Dungeon

If the direct price was undercut by an OTA, you'll find the details here.

Current (125) Archived (25)

OTAs	Undercut	Currency	Hotel	More Filters					
<input type="checkbox"/>	Time Last Logged	OTA	Checkin Date	LOS	Frequency	Undercut by	Under		
<input type="checkbox"/>	14 sec ago	Expedia.com	2017-11-13	7 days	3	€33.79	40%		
<input type="checkbox"/>	14 sec ago	Hotels.com	2017-05-10	2 days	2	€33.79	10%		
<input type="checkbox"/>	14 sec ago	Expedia.com	2017-11-13	3 days	3	€33.79	20%		
<input type="checkbox"/>	14 sec ago	Hotels.com	2017-01-23	5 days	1	€33.79	50%		
<input type="checkbox"/>	1 day ago	Expedia.com	2017-11-13	7 days	3	€33.79	10%		
<input type="checkbox"/>	2 days ago	Expedia.com	2017-06-07	2 days	3	€33.79	35%		
<input type="checkbox"/>	2 days ago	Hotels.com	2017-05-10	2 days	2	€33.79	10%		

Disparity on Hotels.com

Found at: 09:58 am - 14 Nov '17

Search Terms

Parker New York
17 Apr '18 - 19 Apr '18

Guest Details

2 Adults, 2 Children
1 Room, Superior Deluxe

Browser

North Holland, Netherlands
Desktop
Win 10 - Chrome 62.3.2

170\$
Direct Price

160\$
Hotels.com

Archive Disparity

Disparity Dungeon

Maintaining rate parity

Parker Hotels is making use of Triptease's **Disparity Dungeon** to track their rate parity against OTAs. Every time a visitor runs a search, Triptease searches around the web for the equivalent room rate on third-party websites. When a third party is undercutting Parker's direct price, information on the disparity is sent to the **Disparity Dungeon** so the hotel can investigate and fix it. When Parker's website has the best rate, **Price Check** is displayed to visitors in order to reassure them that **direct is best**.

“

Triptease's **Disparity Dungeon** is unique in the industry. It's much more than a rate shop; it's a real-time alert system that helps us identify issues and fix them.

We're all subject to OTAs undercutting us, but Triptease does a good job of showing us where the disparities are **so we can sort them out.**

The data shared with us allowed us to dive into our OTA relationships and improve our parity issues. This was very useful as there is really no other way to get that much data in a concise way.

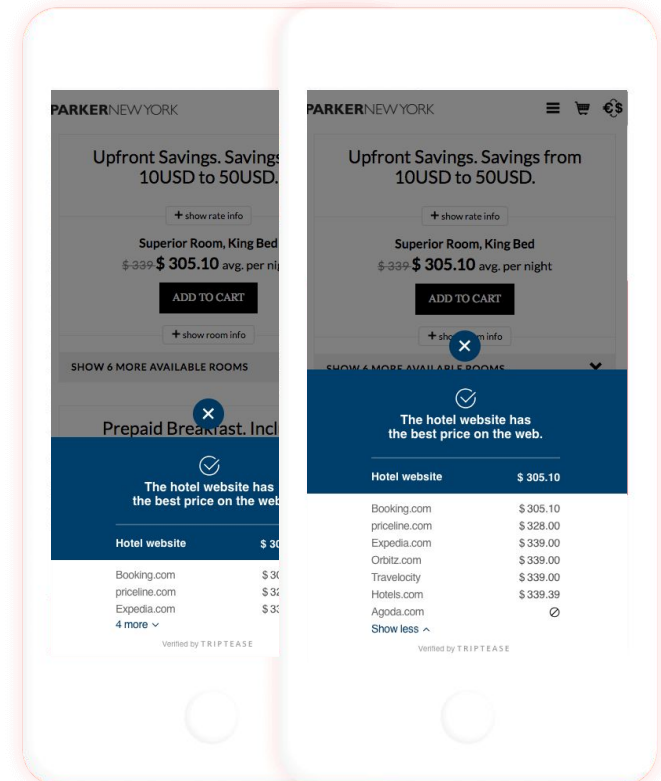
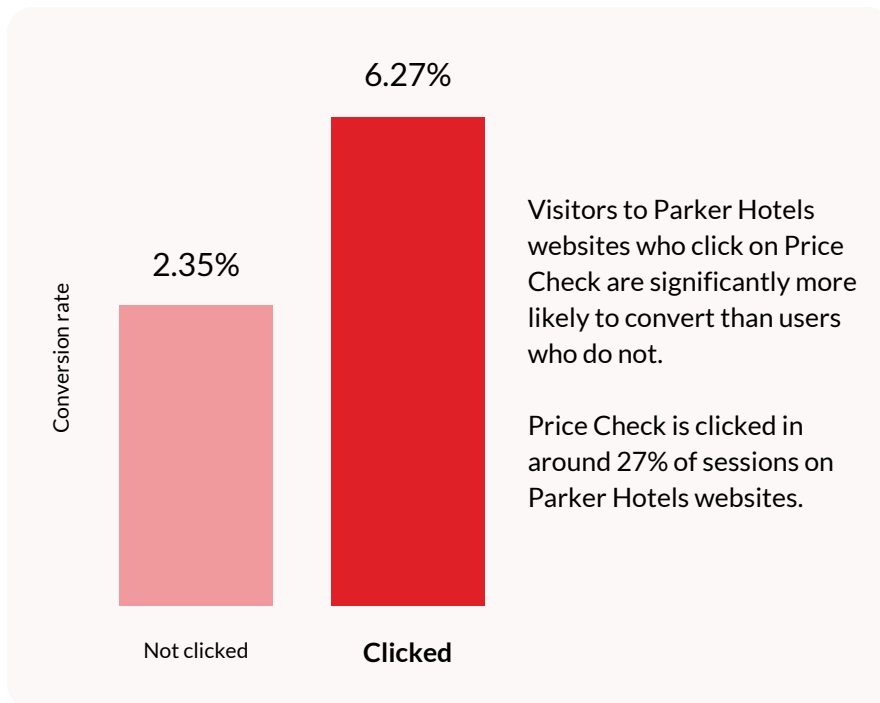
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Sylvie Fayolle
General Manager, Parker New York





Price Check in action for Parker Hotels



Message Porter

The team at Parker Hotels are already seeing strong results from both **Price Check** and Triptease's **Message Porter** feature. Message Porter allows hoteliers to create and deliver bespoke messages to visitors across the website and booking engine.

“**Message Porter** is very easy to use. If we have a special event coming up, or something else we want to advertise, our team can just go straight to the **Campaign Builder** and create an offer at the same time as they're posting to Facebook and Twitter,” Sylvie tells us.

“What we like most about it is the **flexibility**. You can market to people based on when they're shopping, whether they're early-bird or last-minute, where they're shopping from... **you can do so much!** It's early days, but our goal is to really make the most of the different demographic targeting options.”

Parker New York uses **Message Porter** to deliver a wide range of special offers and incentives to visitors. In tandem with **Price Check**, their messaging demonstrates to guests that the best price and experience will be found on the direct website.

Showing to visitors who meet the following targeting conditions:

Search criteria: Length of stay 

Target visitors booking a certain number of nights

is consecutive nights

[+ Add another rule](#)

Demographics: Country 

Target visitors based on what country they're in.

[+ Add another condition](#)

Message Porter
Campaign Builder



Message Porter in action for Parker Hotels

100k

Users have seen a
Message Porter campaign

\$17k

Average revenue
per campaign

The screenshot shows the Parker New York hotel website. At the top, the header includes the brand name "PARKER NEW YORK" and navigation links for "New Search", "Sign In / Register", and a shopping cart icon. Below the header, a search bar displays the current search criteria: "YOUR STAY" (6/6/2018 - 6/7/2018), "1 Adult", and "No children". A "SEARCH" button is visible to the right of the search bar. Below the search bar, there are tabs for "Hotel Info", "Rates", "Rooms", "Rate Calendar", "Flexible Dates", "View", and "Sort By". The "Flexible Dates" tab is selected, showing a "Flexible Rate" section with a photo of a room and a "Book now" button. A prominent white pop-up window is centered on the screen, titled "Save Up to \$50 for our Prepaid Rates!". The pop-up contains the following text: "Save from \$20-50 USD on select dates.", "Mandatory Facility Fee includes WiFi, gym and pool access, unlimited local calls. Must present credit card used for prepayment at check in.", and "Cancellation policy: Cancellations are not possible without incurring a charge. Penalty charge for cancellation is 100 percent of stay." Below the text is a "Book Now" button. In the bottom right corner, a dark blue box contains a checkmark icon and the text "The hotel website has the best price on the web." Below this box is a table comparing prices: "Hotel website" (\$559.00), "priceline.com" (\$582.00), and "Expedia.com" (\$647.00). The background of the website shows a "Superior Room, Twin Beds" with a price of "\$647 \$582.30 avg. per night" and an "ADD TO CART" button.



TRIPTEASE

“

Our experience of Triptease has been very positive. The Triptease team have an **in-depth knowledge** of revenue management and hotel marketing. Not only have we bought a new product, we've also had many interesting conversations and discovered new ways of marketing ourselves.

To me, that's always the gauge of whether it's a good company or not: if the sales and support staff are experts in their subject matter.

We have a mutually beneficial relationship with Triptease. ”





Parker Hotels

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More information: www.triptease.com

Contact: info@triptease.com

