

# Ramada Encore Seminyak Bali

## Location

Bali

## Hotel type

Hotel (part of group)

## Rooms

290



**“Triptease helps us keep our disparities rate low and show our guests that the best price is direct.”**

Cristo Berutu  
E-Commerce Manager

## Objectives

They needed tools to help influence their website visitors and encourage them to book direct.

The group wanted to battle ‘wholesaler issue’ that is common in the region by understanding the sources of their rate disparities and fixing them.

## Solutions

**Price Check** communicates that the cheapest price is available direct on the hotel’s website.

**Targeted Messages** allow the Ramada Encore team to easily create targeted content and offers that drive more users towards making the bookings direct.

The **Parity Management** dashboard monitors disparities on OTAs and provides relevant information to help hotels take action.

## Results

# 8.69x

**Increase in likelihood of conversion** when guests interact with Triptease products on the Ramada Encore website and booking engine.

# US\$15,5k

**incremental revenue** generated by Convert tools in 2 months.

# 70%

**Lower undercut rate** than the average in Indonesia (Av. - 17.1%, Ramada Encore - 5.1%)

Date range used: 30/07/2019-18/09/2017