

Case study

TRIPTease

Hotel on Rivington, New York

Increasing conversion by 30% with Triptease





HOTEL ON RIVINGTON



108 rooms

Lower East Side location

30%
conversion
increase

\$50k
from
Message
Porter

GROWING REVENUE AND UNDERSTANDING GUESTS

Hotel on Rivington came to Triptease with the goal of understanding their missed booking opportunities and growing their revenue. After just two months, their disparity rate is well under control - and now they're working with us to focus on **guest experience**.

“We recognized Triptease’s value straight away. The Direct Booking Platform replaced several of the suppliers we were using with one simple integration.

We’re a small, independent hotel, and we only have so many resources. Triptease have given us one easy platform that the whole team can use to make educated, impactful decisions.”

Daniel Tennant
General Manager





RE-INVESTING IN GUEST EXPERIENCE

The Direct Booking Platform is already powering Hotel on Rivington's direct bookings - conversion has risen by **30%** since the Platform was implemented. The money the hotel is saving on OTA commissions is being re-invested into better guest experience.

"We're communicating with our guests before, during, and after their stay - something we just can't do as easily when they come via an OTA."

SIMPLIFYING THE BOOKING JOURNEY WITH MESSAGE PORTER

Triptease's Message Porter is also making its mark. Our abandonment messaging has already brought in almost **\$50,000** of incremental revenue in the two months it's been live, and it is helping Hotel on Rivington to deliver messages to guests that were previously hidden away across the website.



TRIPTEASE

“We can let guests know directly about special offers, so we’re maximizing the exposure and impact of promotions and discounts. Additionally, Price Check is doing a great job of educating our guests that Direct is Best.”

Daniel Tennant



TRIPTEASE

A modern hotel lounge with a large staircase and city views. The space features a dark, polished floor, a large staircase with wooden steps and a glass railing, and a seating area with light-colored sofas and armchairs. Large windows offer a view of a city skyline at night. The lighting is warm and ambient, with candles on small tables.

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Find out more: www.triptease.com



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