

# REDUCING THE INFLUENCE OF OTAs

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

Steigenberger run 89 hotels across Europe and Northern Africa, divided into the Steigenberger, Intercity and Jaz in the City brands. One of their key marketing ambitions for 2016 is to boost direct bookings so they are no longer reliant on OTAs (Online Travel Agents). They're approaching this in two ways:

## BUILDING RELATIONSHIPS

Direct bookings help hotels to gather more data on their guests. This means they can offer services of value and better personalise guests' experiences. Demonstrating price transparency also reassures guests in their booking, strengthening the direct route and building a trust relationship.

## MANAGING PARITY

A best rate guarantee is powerful only if it is accurate. Monitoring how prices compare across the web allows Steigenberger to ensure the best price is always direct. This means more direct bookings.

**61%**  
Average  
conversion uplift

**1:49**  
Overall ROI



# INCREASE DIRECT BOOKINGS

Performance on Steigenberger Hotels

Triptease's Price Check widget displays best rate information, comparing to the same room across the web to reassure guests. An A/B test was run across the entire portfolio of Steigenberger hotels, and compared page views with and without Price Check. The results were striking.

*"From the beginning, we have had a very close partnership. The team at Triptease worked with our web agency to integrate the Triptease widget on our Booking Engine. We sat the widget within the page so that it didn't cover any key content on the Booking Engine and customised the widget to match our brand colours. It was also a great way to promote to our guests the benefits of booking direct as we are able to clearly list these on the widget."*

Ralf Denke, VP E Business  
Steigenberger Hotels

The screenshot shows a hotel booking page for Steigenberger Hotels. A red circular highlight focuses on a 'Price Check' widget. The widget displays the 'Direct Price' as €135.38. Below this, it lists three benefits: 'Best Rates', 'Secure SSL booking', and 'No booking fees'. At the bottom of the widget, it compares prices from three other booking engines: HRS.com (€135.38), Expedia.com (€135.38), and Hotels.com (€135.38). The widget is verified by TRIPTEASE.

**63%**  
uplift  
Steigenberger  
Properties

**52%**  
uplift  
Intercity  
Properties

*"The numbers speak for themselves. It was an easy decision to continue working with Triptease."*

Ralf Denke, VP E Business  
Steigenberger Hotels



## MANAGING PARITY

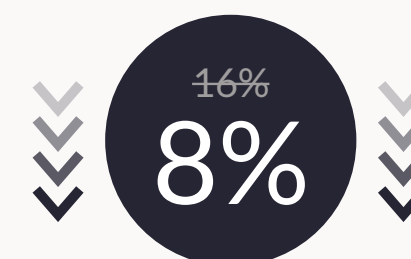
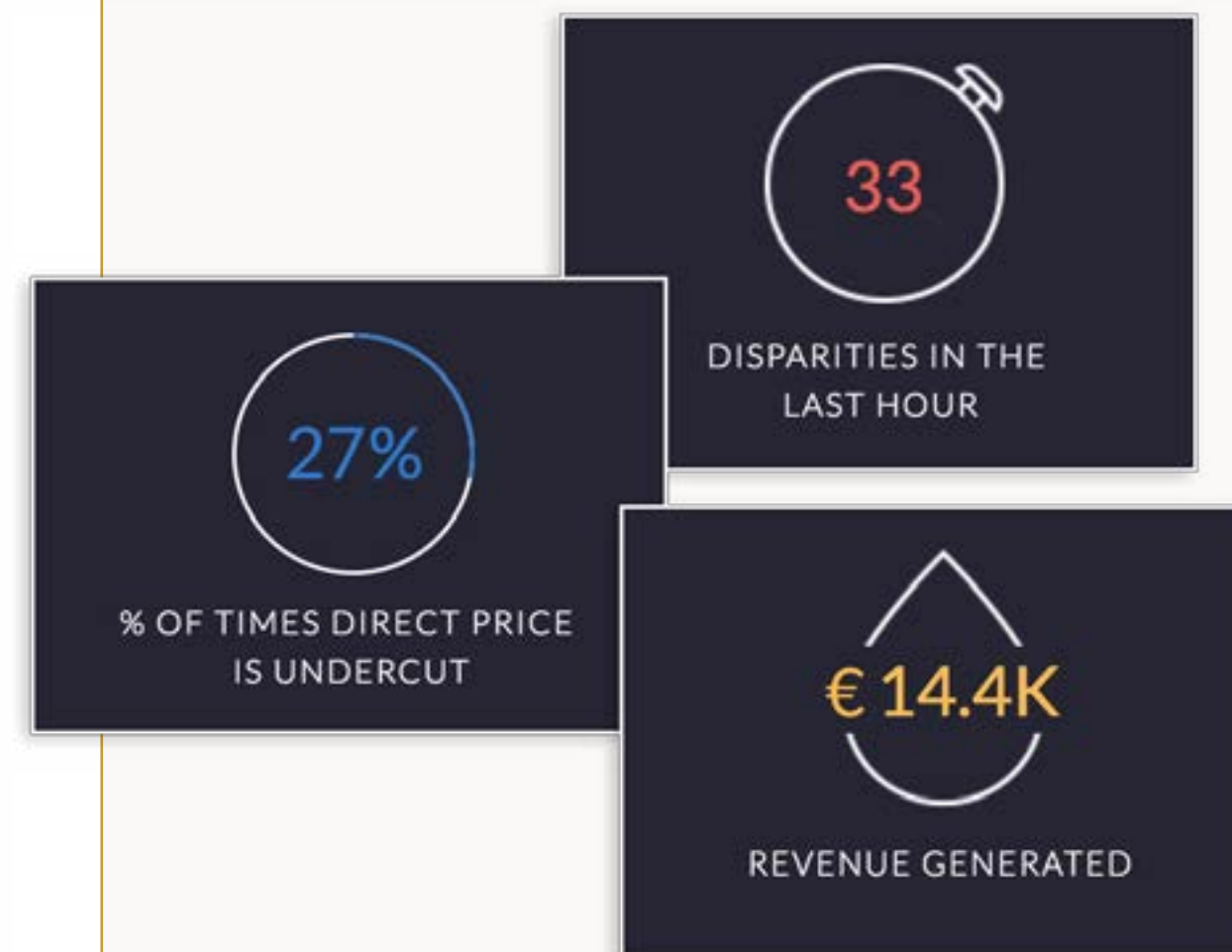
### Performance on Steigenberger Hotels

With 89 hotels and two brands displayed on a number of 3rd party sites, monitoring parity can be challenging. In order to ensure that their direct price is indeed the best, Steigenberger have made excellent use of the Triptease Data Dashboards, and in particular the Disparity Dungeon.

Using this real-time list of every instance when a direct price was undercut, Steigenberger have been able to tackle and resolve disparities, recognize and address patterned misrepresentation of prices on 3<sup>rd</sup> party sites and gain full oversight and control of their pricing.

*“Triptease also have a great back end tool which has proved really useful for monitoring parity with the OTAs. There are a lot of visual graphs within the tool to show you the trends over time, plus we can export all this data to analyse further, and identify key patterns. What I really like about the tools is that we see our parity issues in a really clear way, issue by issue. It’s really solution driven.”*

Ralf Denke, VP E Business  
Steigenberger Hotels



### CASES OF DISPARITY HALVED

With Triptease, Steigenberger reduced the frequency that they were undercut by OTAs from 16% to less than 8%



## RESULTS

### WHAT'S NEXT?

Following on from their success in increasing direct bookings and managing parity, Steigenberger are now working on increasing their site traffic. To do this, they will be the first pilot partners to trial the new Triptease Retargeting tool. Watch this space.

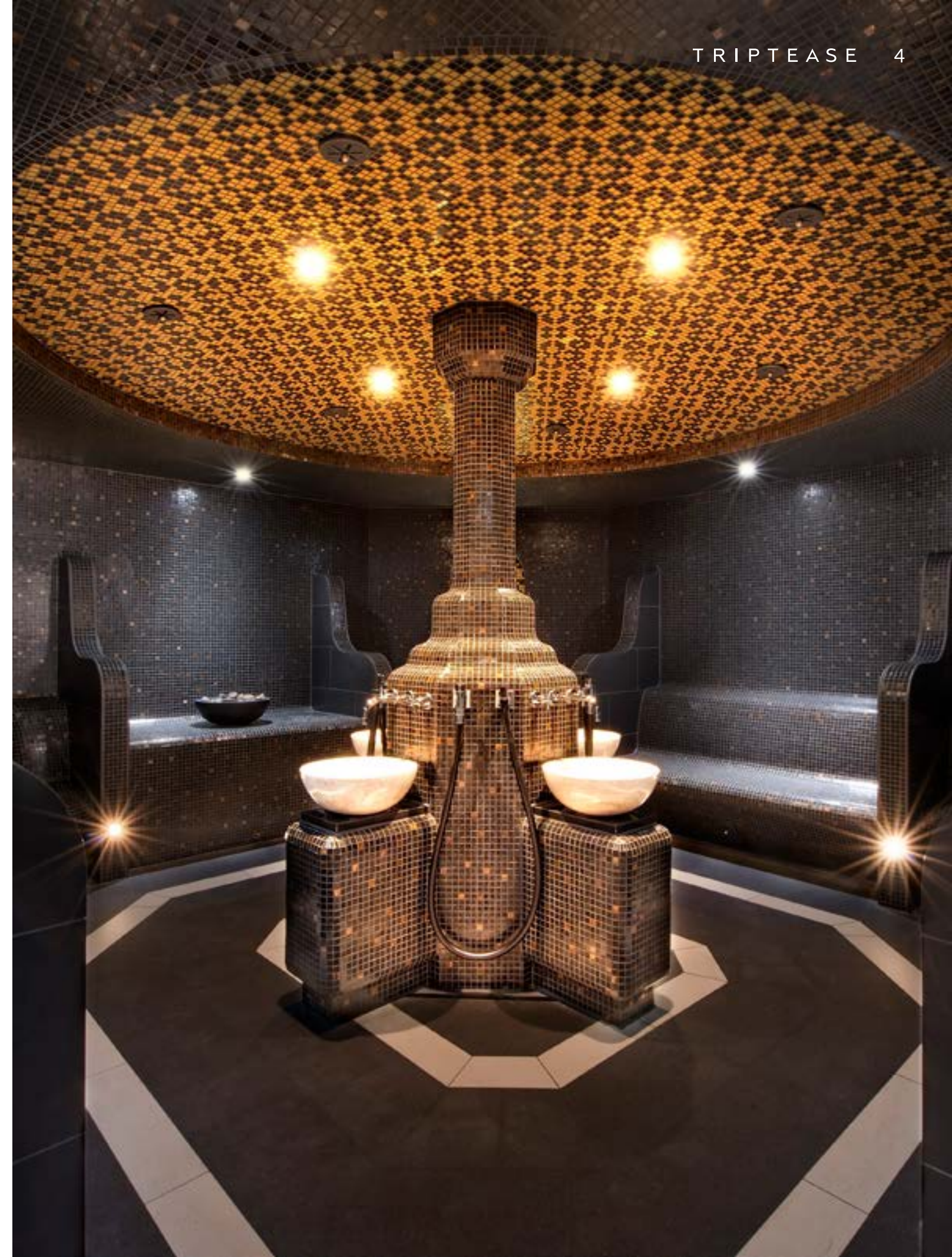
Click to play

*"I would strongly recommend Triptease."*



Want to hear more?

[Click here to get in touch >](#)







Case Study

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# Steigenberger

Increasing Direct Bookings  
with the Triptease platform

TRIPTEASE