

CASE STUDY

# Yays Concierged Boutique Apartments



Location	Hotel type	Apartments	With Triptease since...
Amsterdam, Barcelona	Group	130	2017

**“I log-in to the platform every day to monitor and manage our parity.”**



**Femke van der Meer**  
eCommerce Executive

Objectives	Solutions	Results
Grow the hotel’s direct channel and increase revenue by improving parity in relation to OTA rates.	Yays utilises Triptease’s <b>Parity Management</b> dashboard to get full visibility of prices being offered elsewhere by OTAs. They can view all the details of a real guest search and work out what is causing the disparity so it can be resolved.	<b>0.2% disparity rate</b> - reduced from 27.5% at the start of the year.
Forge a strong connection with guests by giving them absolute confidence that they are getting the best possible price.	The <b>Price Check</b> tool automatically lets guests know whenever Yays has the best possible price during the booking process.	<b>\$187,586 saved</b> by improving parity, resulting in a <b>31%</b> revenue uplift.  <i>“We chose Triptease to boost direct bookings by building direct relationships with our visitors.”</i>

*Data recorded January 2017 - November 2017.*

