HotelTechReport

DIRECT BOOKING TOOLS
BUYER'S GUIDE

2019 Edition

Underwritten, in part by:

T TRIPTEASE
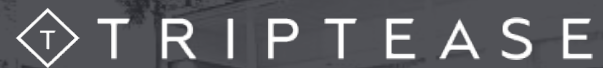
Message Porter

Campaign Manager

Create campaign

Campaigns   Hotels

| Any time | Any status |

| 3 Campaigns | 1,846 Impressions | 365 Clicks | 36 Conversions | £2,315.00 Revenue |
| | Times your campaigns were shown | Times visitors clicked your campaigns | Times visitors booked direct | |

Created	Campaign	Status		Impressions	Clicks		Conversions		Revenue
29 Sep '17	Corporate offering Pan Pacific Hotels and Resorts	LIVE	29 Sep '17	1,102	297	5.2%	21	5.2%	1,320.00
7 May '17	Exit campaign All hotels	LIVE	7 May '17	617	36	5.2%	6	5.2%	570.00

Buyers guide created in collaboration with Triptease

CONCEPTUALIZATION, DESIGN, DATA AND COPY EDITING:

Hotel Tech Report

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HotelTechReport

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WHAT IS A DIRECT BOOKING PLATFORM?

Direct Booking Platforms boost the performance of your current website and booking engine with tools that add a layer of personalization to your website.

The most effective platforms track user behavior on hotel websites and then serve tailored messages and promotions based on that behavior - for example, an early-bird offer to a guest searching six months in advance of their stay.

Platform providers with significant data scale are able to automate much of the optimization experience by constantly feeding their learnings from thousands of websites back into the platform for the benefit of every client.

Providing the right message at the right time improves the guest experience and has a significant impact on direct bookings (reducing OTA commission costs for the hotel). A Direct Booking Platform enables a hotelier to test and optimize their website content in order to increase conversion. With every booking, hoteliers can learn to target and convert more guests.

WHAT ARE THE KEY BENEFITS OF DIRECT BOOKING PLATFORM?

1

IMPROVED WEBSITE CONVERSION

Dynamic, personalized digital experiences are now an essential part of any high-converting website - from retailers to OTAs. Hotels that want to convert more web visitors and increase direct bookings need the data-driven conversion optimization that a Direct Booking Platform can provide.

2

PARITY MANAGEMENT & MONITORING

Hotels that are being undercut by OTAs see a 30% decrease in conversion. This means that taking control of price parity and transparently offering guests the best price direct should be at the top of any hotelier's agenda.
A Direct Booking Platform allows hoteliers to easily monitor, manage and optimize their parity to offer guests a trusted, fair price direct.

3

LOWER OTA EXPENSES AND INCREASED DIRECT BOOKINGS

Shifting direct bookings to your website means that you are shifting business from high cost third parties to low-cost proprietary platforms.
These platforms have fixed expense associated which means that you've already paid for them - a Direct Booking Platform helps you to maximize that investment by learning continuously from a wealth of data to offer a better, more effective and more personalized digital experience to customers.

THE INSIDE SCOOP

Cut through the noise and find out what real hoteliers are saying by reading in-depth reviews.

VERIFIED USER REVIEWS

Read reviews →

⭐⭐⭐⭐☆

Communications Manager from Porto Ercole (Italy)

"It is a very useful tool, not only for the widget that compare prices but also for the CTA banners that can be easily created. The team offers great support. And it s reasonably priced."

Read the full review on HotelTechReport

⭐⭐⭐⭐☆

Revenue Manager from Amsterdam

"Excellent software to increase conversion and drive direct bookings. The tools/pop-ups will persuade your guests to book your rooms. It informs guests, compares rates and create an urgency to book directly. Moreover it let's you A/B test all different kind of tools."

Read the full review on HotelTechReport

⭐⭐⭐⭐⭐

Director of Revenue Management from New York

"SW takes a simplistic yet extremely effective approach to elevating your e-commerce efforts in providing what everyone loves: Free Perks. Their library of partnerships (rewards) continue to grow; providing their hotelier clients with an array of options that can be curated to their guests' needs."

Read the full review on HotelTechReport

⭐⭐⭐⭐⭐

Head of Web from Tel Aviv-Yafo (Israel)

"Triptease was such a simple integration and I like that we receive insights about the parity with the OTAs and can take it under control."

Read the full review on HotelTechReport

TREND WATCH

Read predictions from domain experts and learn about the state of the category.

WHAT'S NEW AND INTERESTING IN THE SPACE?

ARTIFICIAL INTELLIGENCE & MACHINE LEARNING

Automation has the power to bring first-class luxury experiences within reach of hoteliers and guests online.
Triptease Prediction: The near-term consequence of this sort of automation is that staff will be freed to develop even deeper relationships with guests. The next wave of automation will deliver incredible guest experiences at very low cost. This is the era of bringing hospitality online.

PERSONALIZATION & SEGMENTATION

From the very beginning of the searching process to the post-stay comedown, guests are increasingly expecting an experience that feels tailored, thoughtful and built with them in mind. Hotels need to keep up with the hyper-personalized world around them.
Triptease Prediction: Segmentation and personalization should be an extension of, not a replacement for, an attentive, tailored experience for every hotel guest. Hoteliers will increasingly seek technology that can automate this experience in a non-robotic way.

ORM & SEO IMPACTS

Despite being contractually obliged to sell rooms only under the terms set out by a hotel, it is increasingly common to see wholesalers 'unbundling' rates designed to be sold as part of tours or packages. These rates are appearing on major OTAs, harming price parity and decreasing conversion rates for hotels.
Triptease Prediction: Hoteliers we've spoken to are getting tighter in their contractual agreements and in some cases turning off wholesalers altogether, as they see it as too much of a risk.

BUYING ADVICE AND RECOMMENDATIONS

Critical
Features

Top rated providers
& comparisons

Key
integrations

Questions to
ask vendors

WHAT ARE THE MOST IMPORTANT FEATURES TO CONSIDER?

Pricing and Parity Data Accuracy & Insights
Industry-leading pricing and parity data accuracy accompanied by accessible information on undercut breakdown, undercut rate vs conversion rate, parity, etc...

Price Comparison Widget
Customizable price comparison widget, regularly UX tested on real guests to optimize design

Message Targeting
Targeted messaging with advanced segmentation and triggering capabilities

Automated Live Chat
An AI chatbot designed to answer specific questions about your hotel so your staff can focus their energy elsewhere.

Drag-n-Drop Customization
A self-service online message builder allowing hoteliers to create personalized, customized messages easily (either from templates or from scratch) and to view results and edit instantly.

Hospitality grade
Live chat features designed specifically for hoteliers including PCI compliant, secure card detail collection and image/pdf uploads.

Analytics & Reporting
A quick view dashboard displaying graphs and metrics for conversion data, direct booking trends over time and additional performance data and insights.

Data Driven Experimentation
A dedicated data science team focussed on running accurate product tests and drawing industry and hotel specific insights from extensive data.
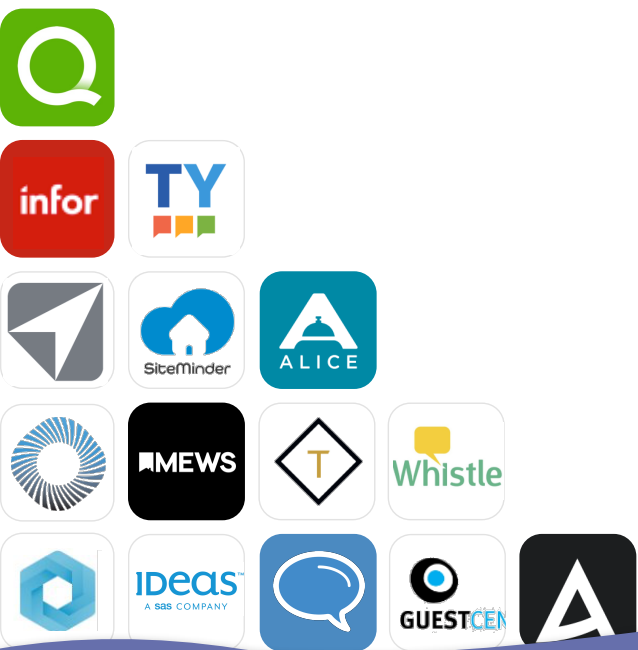
WHO'S WHO...

See which players are trending in the market and launch
Hotel Tech Report compare to compare them side-by-side.

⭐ Most recommended by hoteliers

Triptease
View profile >

The Direct Booking Platform integrates with a hotel's website and booking engine in order to optimize conversion, improve price transparency and strengthen the relationship between hotel and guest.

Hotelchamp
View profile >

Hotelchamp offers smart technology for hotels to increase direct bookings on hotel websites. With an extended package of website tools and next level smart personalization and segmentation techniques, a team of conversion specialists creates unique customer…

Stay Wanderful
View profile >

Stay Wanderful is reinventing rewards! We all have points fatigue (e.g. 1k points at Best Buy, Hertz, Delta) where it can take time to reap a benefit – with Stay Wanderful, get instant rewards instead of points! We are working with hotels, cruise lines and restaurants!

The Hotels Network
View profile >

The Hotels Network offers hotels the technology to increase their direct bookings, up to an extra 40%, by adding a layer of tools to the website and booking engine: – Price Comparison Widget – Reviews Widget – Smart Notes – Saved Searches – Exit…
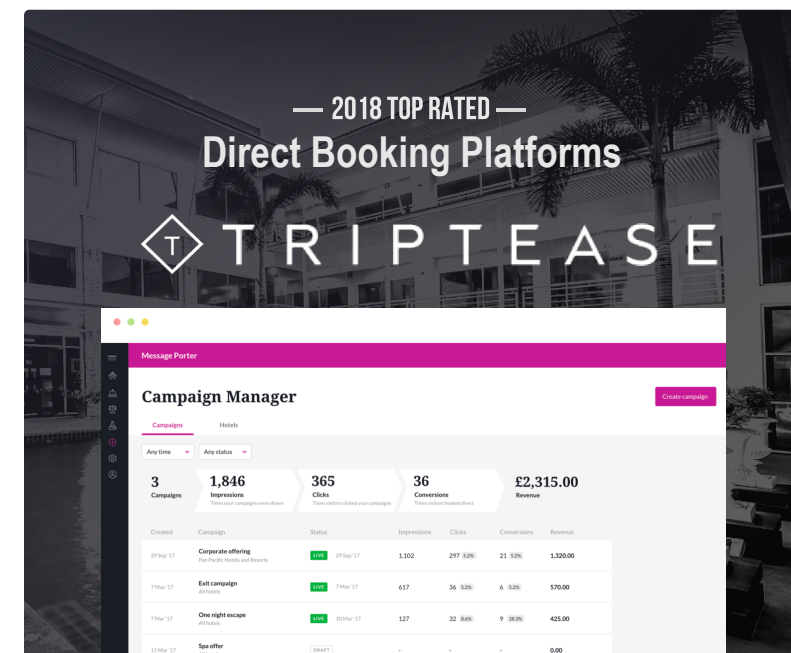
123 Compare Me
View profile >

Attract visitors with a beautiful & responsive website. Engage them with good content & design. Then convert your web visitors into guests with a powerful booking engine.

Parity by Rategain
View profile >

Unified system with power of Data, Analytics & Reporting.

— 2018 TOP RATED —
Direct Booking Platforms

TRIPTEASE

Want to compare products side-by-side with screenshots, reviews, features and more?

Launch comparison tool

"

★★★★★

"It is a very useful tool, not only for the widget that compare prices but also for the CTA banners that can be easily created. The team offers great support. And it s reasonably priced."

Web & Communications Manager

Porto Ercole (Italy)
Boutique hotel

READY TO CONNECT WITH A TOP RATED PROVIDER?

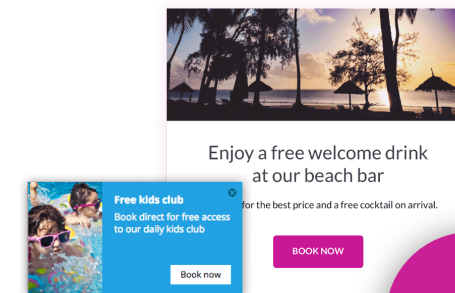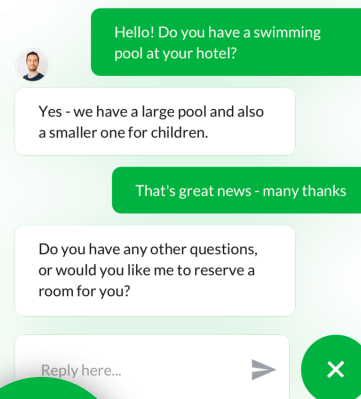Learn more about Triptease ❯

TRIPTEASE

Triptease empowers hotels to capture guest relationships, increase direct bookings, and reduce their reliance on online travel agencies (OTAs).
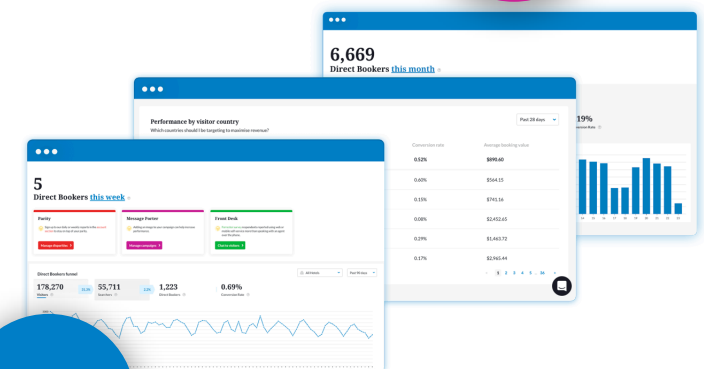
TOP RATED

DIRECT BOOKING

HotelTechAwards

TOOLS

2018

PARITY

PORTER

Hello! Do you have a swimming pool at your hotel?

Yes - we have a large pool and also a smaller one for children.

That's great news - many thanks

Do you have any other questions, or would you like me to reserve a room for you?

Reply here...

FRONT DESK

INSIGHTS

STAY CONNECTED

- **Booking Engine** — Enable Price Check to appear whenever a customer makes a search and you are in parity to let customers know that you have the best price direct.
- **Website CMS** — Send targeted messages on any specific page of your website to particular groups of customers.
- **CRM** — Enhance your customer data and profiles with website behavior. Send targeted offers to different segments.
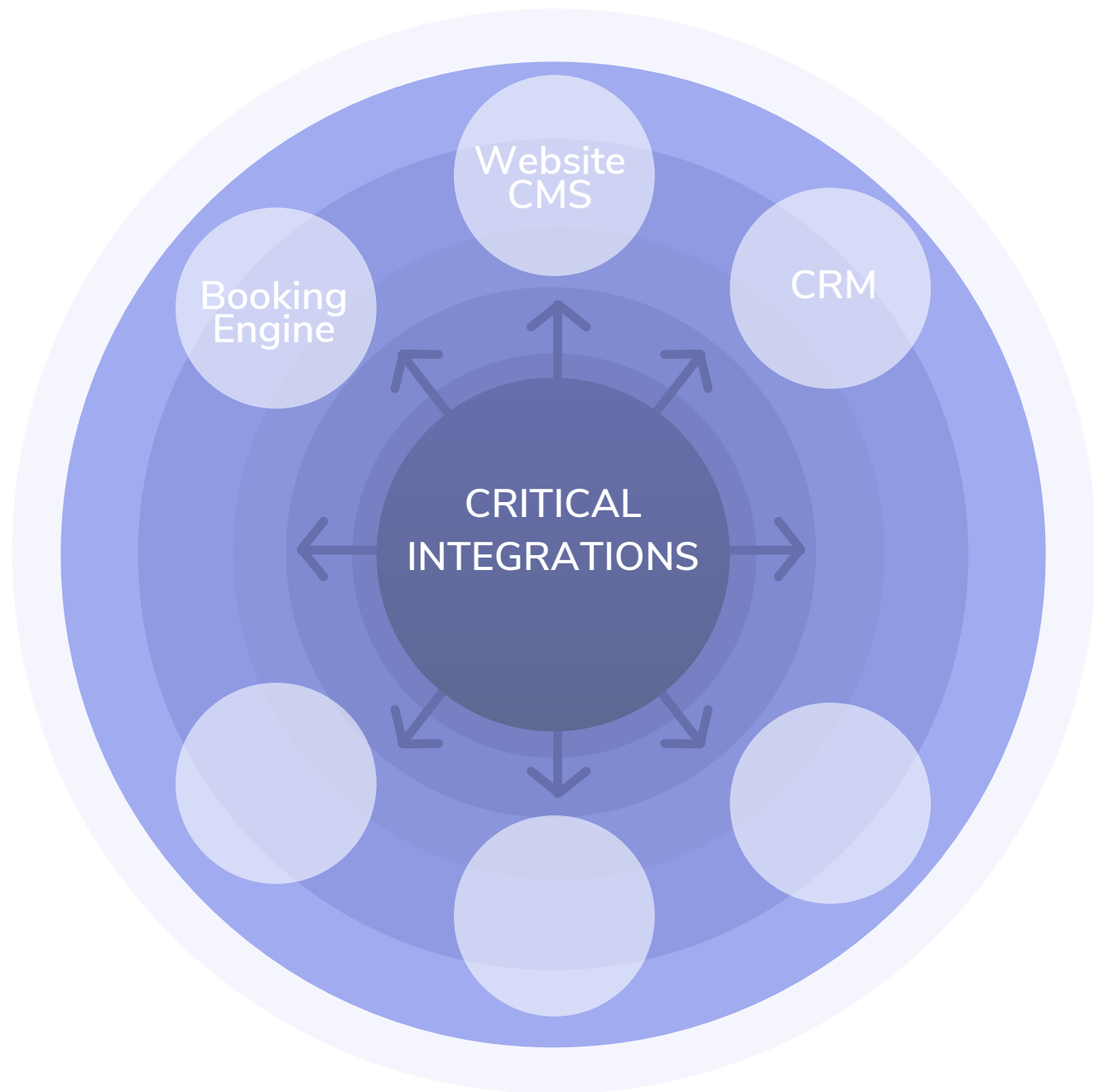
Without the right integrations even the best product can add complexity and cost. Make sure any vendor you consider has the integrations you need to set your team up for success.

View integrations ›

Need an integration built for your hotel?

Connect with Hapi

WHAT QUESTIONS SHOULD A SMART BUYER ASK VENDORS

HOW ACCURATE IS YOUR PRICING DATA?

Accurate pricing data is integral to driving direct bookings. Guests will shop around to find the cheapest price, and if your direct booking software displays incorrect data they will book elsewhere. A good answer from a vendor on pricing data accuracy would give assurance that there is a team committed to constantly checking and maintaining price accuracy, with emergency engineers on call 24 hours a day if there are any issues. The team should also be working continuously with UX designers to ensure that the 99.5% accurate pricing data is displayed to guests in the most effective way.

HOW SOPHISTICATED IS YOUR SEGMENTATION?

Being able to segment and target specific types of guests in a sophisticated way is a vital part of optimizing your online sales channel. A good answer from a vendor would outline a wide range of message segmentation capabilities including targeting guests by country, URL (including URL-exclusion), check-in date, booking date (advanced or last minute) and length of stay. They should also offer the ability to customise the look and behaviour of the message depending on which kind of guest is being targeted.

CAN MULTIPLE TEAMS ACCESS, USE AND SEE VALUE FROM THE PLATFORM?

A direct booking platform should help all teams across a business to do their jobs and see value from the tools. A good answer from a vendor would explain that their tool encourages collaborative working between teams because Marketing, Revenue, Reservations, eCommerce and Senior Management can all get an overview of the work being done, the ROI of marketing campaigns, online messaging and conversations, as well as the overarching direct booking trends over time. A great direct booking solution offers products that are designed to work together seamlessly, allowing your team sto do the same.

HOW VISIBLE ARE MY PERFORMANCE METRICS WITHIN THE PLATFORM?

Success comes from your rate of learning. Hoteliers need to be able to see and act on their performance metrics instantly so that they can relentlessly improve the guest experience. A good answer from a vendor would walk a hotelier through their easy-to-access performance metrics and benchmarking data, and would explain that they are continuing to add new data and metrics all the time, based on client feedback and industry trends.

WHAT TO EXPECT

Pricing & budgeting

Implementation timeline

Success metrics

Success stories and additional resources

PRICING GUIDANCE

What are the typical pricing models and ranges that I should budget for?

MONTHLY SAAS FEE

This cost will typically vary based on a variety of factors, i.e. number of properties in a hotel group, quantity of rooms per property, and market segment of the properties. All licenses are purchased with an annual contract.

Price range
$100-300
/property/mo

IMPLEMENTATION GUIDANCE

What does the typical implementation timeline and process look like to go live?
Approximate implementation timeline: **2-4 weeks**

The integration can vary depending on how long the providers take to complete their work. The highest varying factor is the booking engine integration. As a general rule of thumb, the more we have worked with that booking engine, the quicker and smoother the integration will be. The biggest factor that influences the time taken for implementation is based on the number of hotels being integrated and if any issues arise during the quality checks.

SUCCESS METRICS

HOW DO I MEASURE SUCCESS?

1

PARITY RATE

Hotels that are being undercut by OTAs see a 30% decrease in conversion on average. This means decreased revenue, more money paid to OTAs in commission, less data and insights on the behaviour of customers/what makes them convert and no direct relationship with guests.

The frequency at which the hotel website is displaying the same rates as those on OTAs. The more an OTA 'undercuts' a hotel by displaying a cheaper rate, the lower the hotel's direct website conversion rate.

2

WEBSITE CONVERSION

A hotel's website is a key channel to drive direct bookings. Direct customers bring richer data, more revenue and better direct relationships. Customers will visit the hotel website on their path to book but hotels can often miss the opportunity to convert those web visitors into direct bookers by not optimizing their website to drive bookings.

The percentage of visitors to a hotel website who go on to make a booking via the booking engine.

3

GUEST SATISFACTION

Customers now expect sophisticated, personalized and immediate service online. If they don't receive it on a hotel website they will go elsewhere to book. Hotelier's offer high quality, personalized service to guests in person. They need to bring hospitality online too.

SUCCESS STORIES AND FURTHER READING

CASE STUDY: PARKER HOTELS

| Leading Hotels | Triptease | Increased Revenue |

CASE STUDY: CENTRO HOTELS

| Europe | Triptease | Hotel Portfolio |

CASE STUDY: PREM GROUP

| 40 properties | Increased conversion rate |

CASE STUDY: THE DISCOVERY LEISURE COMPANY, INC.

| Asia Pacific | Revenue Lift | Triptease |

HOW HOTELS CAN USE BIG DATA

A video from the Triptease-organized Direct Booking Summit Europe 2017, where Arlette Gilbert from hotel and restaurant chain Bilderberg presents how big data can be used in hospitality to perfect the guest experience.

[WEBINAR] UNLOCKING VALUE FROM EVERY CHANNEL - INCLUDING THE OTAS

Watch Triptease founder and Chief Tease, Charlie Osmond, and Joe Pettigrew, Director of Revenue Maximization at Starwood Capital Group in Europe, discuss everything from channel management to unpackaged wholesale rates.

HOSPITALITY STARTS ONLINE

Hotel marketers warned to take greater control of their distribution or risk "coming a cropper" when the next economic downturn hits.

A/B TESTING, THE MYTHS AND MISUNDERSTANDINGS

Setting the record straight on why independent hotels are unlikely to be able to run statistically significant tests, why hotels and OTAs are on a very different playing field when it comes to testing, and why a 10% uplift in an A/B test doesn't translate to a 10% uplift in your bottom line.

Find the best tech for your hotel

No buzzwords. No sales pitches. Just in-depth reviews from real users to help you make better decisions, faster.

Go to HotelTechReport.com
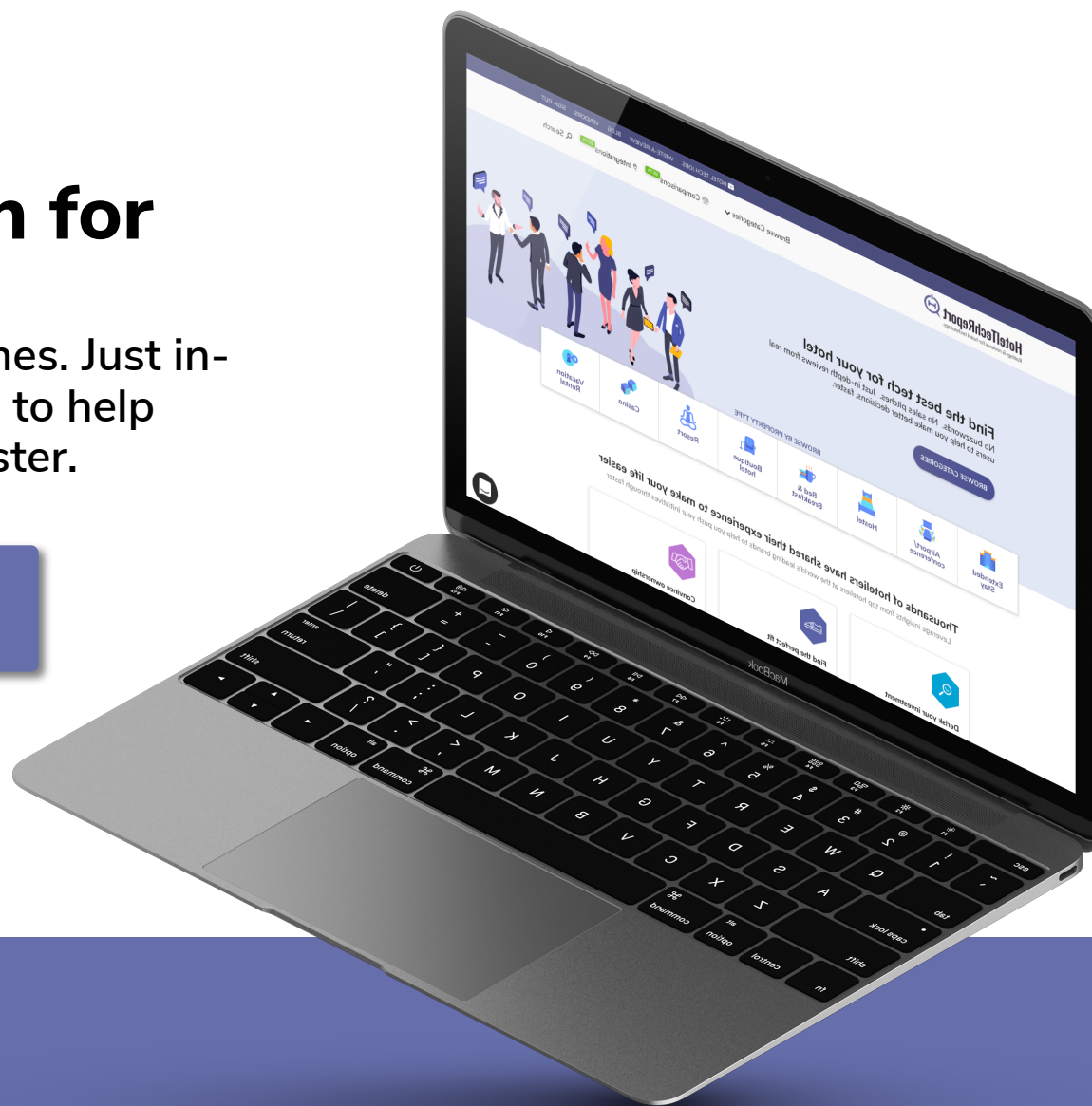
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