

Do Hotel Price Comparison Tools Really Make a Difference?

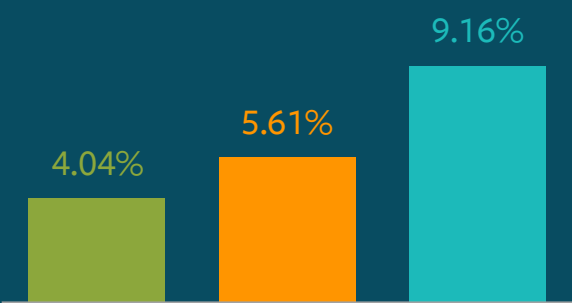
You need an edge when it comes to direct bookings. This is why many hotels use price comparison tools to communicate their best rates to guests and drive those bookings. But do these tools work?

COMPARISON BY THE NUMBERS

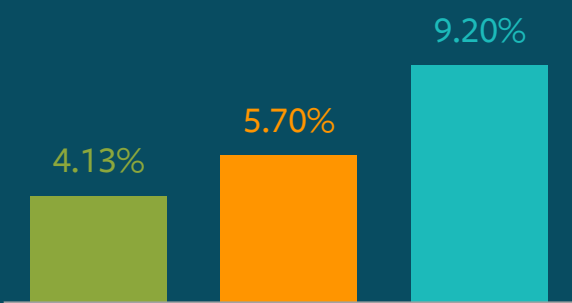
We looked at hotel industry direct booking engines on their own, then with the Windsurfer® Booking Engine and Triptease Price Check, and finally with Windsurfer and Triptease's Price Check with active guest engagement. Here's what we found.

ALL HOTELS ON ALL DEVICES IN ALL REGIONS

(For the full year 2018 covering over 100 million users running a search)

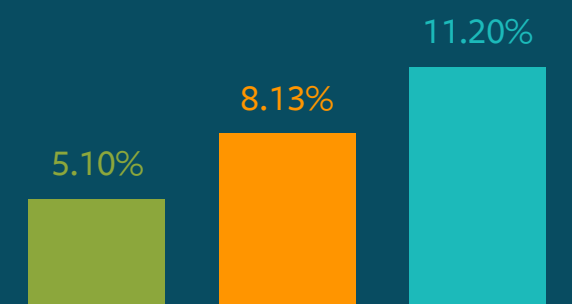


US-ONLY HOTELS

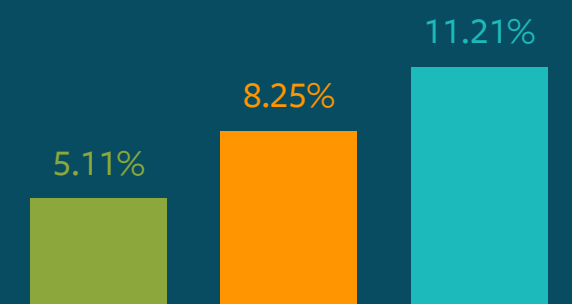


Average Windsurfer + Triptease Windsurfer + Triptease Guest Engagement

ALL HOTELS, DESKTOP ONLY



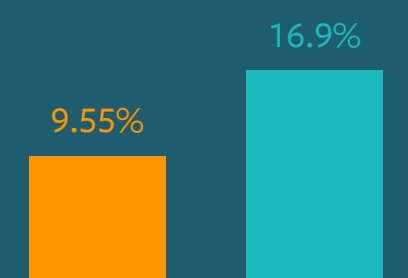
US-HOTELS, DESKTOP ONLY



WORKING FOR HOTELS JUST LIKE YOURS

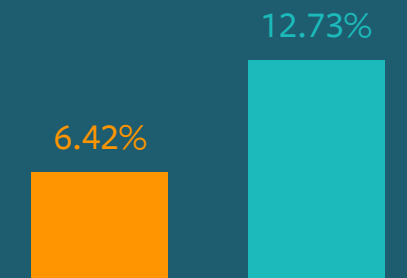
U.S. HOTEL MANAGEMENT GROUP, SOUTHWEST DOMINANT

(1,309 TOTAL ROOMS)



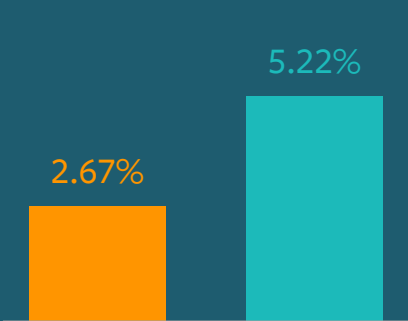
U.S. HOTEL COMPANY, WEST COAST DOMINANT

(602 TOTAL ROOMS)



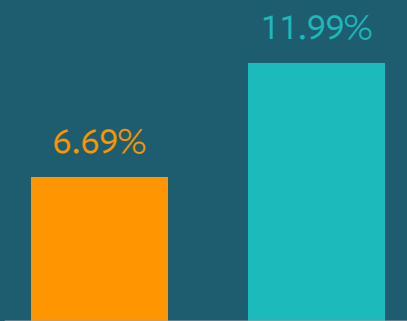
U.S. RESORT HOTEL GROUP, SOUTHWEST/WEST COAST DOMINANT

(1,050 TOTAL ROOMS)



U.S. INDEPENDENT HOTEL COLLECTION, MIDWEST DOMINANT

(1,300 TOTAL ROOMS)



THE BOTTOM LINE?

WINDSURFER + TRIPTEASE = DIRECT BOOKINGS

Windsurfer and Triptease are a powerful combination for reinforcing a hotel's Best Rate Guarantee, and encouraging potential guests to stay on the booking engine and book direct.



The Combined impact of Windsurfer and Triptease on Searcher Conversion Rate*
*The rate at which website visitors make a booking after running a search on the hotel website. Triptease's influence here is defined as the website visitor has interacted with the Price Check widget by clicking or hovering over it.

