

The Discovery Leisure Company, Inc. (TDLCI)

Driving digital transformation with the Direct Booking Platform





4 hotels, 1 B&B



500+ rooms

The Discovery Leisure Company, Inc. (TDLCI) is an independent hospitality group that owns and manages a collection of hotels and resorts in incredible locations across the Philippines. Their growing portfolio of award-winning properties is renowned worldwide for its **signature Filipino hospitality**. Four out of five of Discovery's hotels are driving direct bookings on their websites with Triptease.

'**Book Direct**' is at the heart of Discovery's digital strategy. Their digital transformation has enabled the company to grow its direct revenue stream above and beyond annual targets, as well improve room profitability, drive guest loyalty and retention, and invest in acquisition and engagement technologies that support the group's vision of 'Pioneering Filipino Hospitality'.

As one of the most digitally-advanced hotel brands in the Philippines, the team at Discovery was looking for a direct booking platform that could keep up with their aims of increasing website dwell time, engagement and conversion. Luckily, Triptease was **the perfect fit**.

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We evaluated the **Triptease Platform** to see if it could help maximize our traffic generation campaigns by improving on-page engagement and increasing conversion.

We believe that 21st-century customers require a 21st-century experience. With our acquisition strategies driving an exponential growth in traffic, we needed a platform that would help increase website **dwel time, engagement and conversion** - and Triptease is a perfect fit!

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Blessy Townes
Group Director Digital Marketing



The Direct Booking Platform

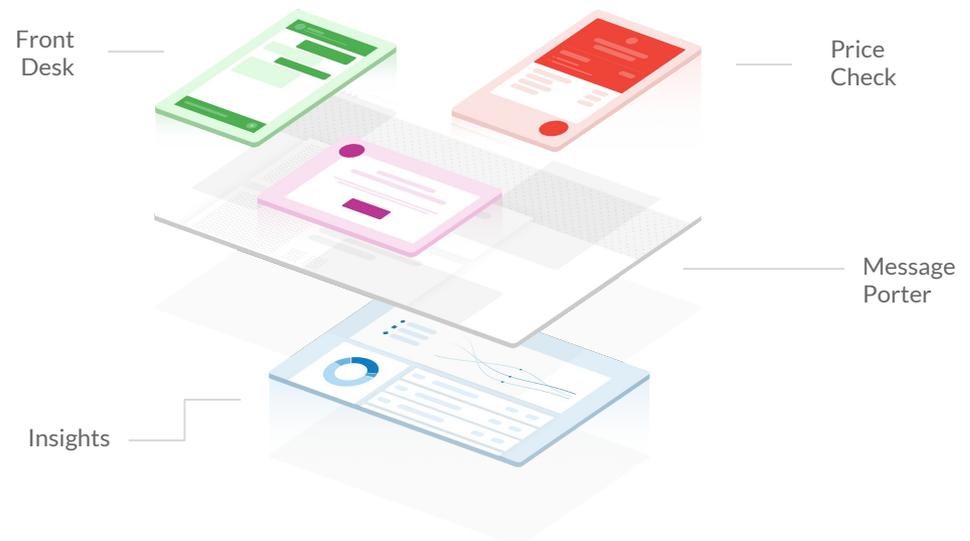
Discovery's hotel websites are integrated with Triptease's full **Direct Booking Platform**, featuring **Parity** management, **Price Check**, **Message Porter**, **Front Desk** live chat, and traffic and conversion **Insights**. The company had previously explored another live chat in the past and found it to be a promising booking channel; however, its features were limited and the team at Discovery decided to look for something more advanced.

"We signed up for Triptease for their live chat, but also to explore powerful modules such as Message Porter and live rate comparison."

Blessy Townes, Group Director Digital Marketing

Triptease's impact on Discovery websites

- 16% decrease in bounce rate
- 65% increase in pageviews
- Increase in session duration
- Increase in pages per visit
- 17% growth in Q1 IBE production (vs. 8% OTA)



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The integration with Triptease was a breeze. It was a **seamless process** and our accounts were up and running in no time. Triptease’s support team was available pre- and post-integration, with weekly update calls to assist us and address our concerns.

Message Porter and **Price Check** are my personal favorite features of the Direct Booking Platform. They complement our touchpoints in the customer journey and allow us to engage web visitors at crucial parts of the booking process.

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Blessy Townes
Group Director Digital Marketing





**Real-time price comparison
within live chat**

99.5%
Rate accuracy

The most accurate hotel price
comparison on the market

**Oriented to
conversion**

Make sure guests know that the
best price is available direct

BOOK WITH US FOR MORE PRIVILEGES*

- Dining Credit
- Free Wi-Fi
- Complimentary Breakfast

*Available under BOOKSMART offer

ROOMS & RATES | I Prefer Hotel Rewards – Log In or Join | Philippine Pesos | English - US

[Review Your Stay](#) | [Refine Your Search](#)

BEST RATE GUARANTEED

20% savings on breakfast at Restaurant Tapenade
High Speed Internet Access

More Information
Policies

FROM **8,300.00** PHP / Night
Excluding Taxes & Fees

[VIEW AVAILABLE ROOMS](#)

Discovery Primea Makati
Speak directly to our team

Hi, we've just checked how our prices compare to elsewhere online:
22 - 23 Jun 2018, 1 adult

Our Price	PHP 8,300.00
Booking.com	PHP 8,300.00
Expedia.com	PHP 8,300.00
Hotels.com	PHP 8,300.00
Travelocity	PHP 8,355.85

Verified by TRIPTEASE

Looking for the Best Rates? Let's chat!

Type a message...



Message Porter: Right message, right time

14%
Revenue uplift

From November 2017 to May
2018 on Discovery websites

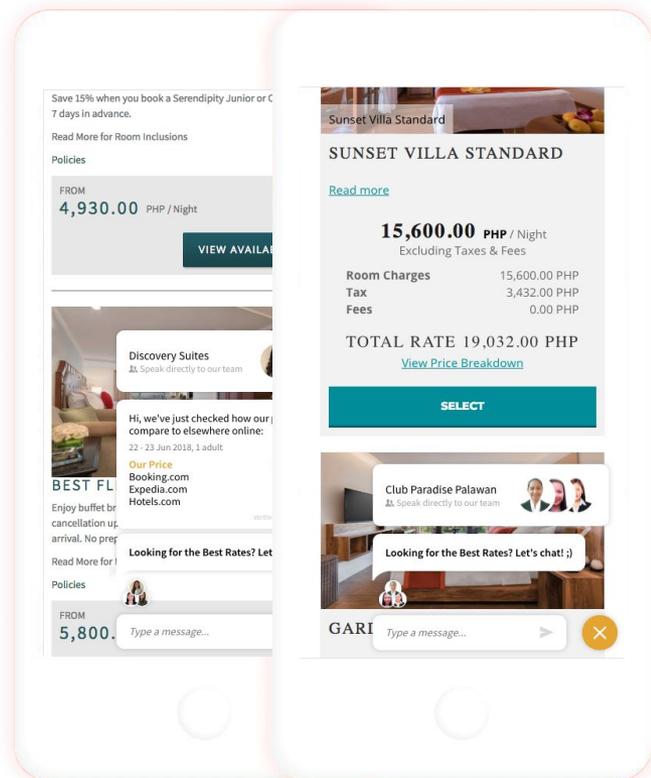
**Multiple targeting
conditions**

Segment your audience by location,
check-in date, length of stay and more

The screenshot shows a hotel booking interface. At the top, it displays 'Your Stay: 30 June 2018 - 01 July 2018' and 'Guests: 1 Adult'. Below this are tabs for 'View By Rate' and 'View By Room', and a 'Refine Results' button. A modal window is open, featuring a photo of a hotel suite and the text: 'INDEPENDENCE DAY SALE up to 55% OFF on Suites! 8 to 17 June'. Below the photo, it says: 'Independence Day SALE: up to 55% OFF on Suites! Book with promo code **FREEDOM** to catch this limited offer. Booking Period: 8 to 17 June 2018 Stay Period: 8 June to 30 December 2018'. A red 'BOOK SALE' button is at the bottom of the modal. In the background, a 'VIEW AVAILABLE ROOMS' button is visible.



Front Desk: Engage and convert visitors to your hotel website



Hotels can use Front Desk to:

- Chat with potential guests on the website and booking engine
- Display live rate comparisons
- Request and process credit card payments
- Send pictures and provide room details
- Assign conversations to relevant staff

150

Messages per day

On Discovery hotel websites

1.6k

Emails captured

From November '17 to May '18



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More information: www.triptease.com

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