

Groupe Germain Hotels

Case Study



"I knew my hotels had rate issues because transient numbers were down, OTA business was up and Brand.com was underperforming relative to the rest of the portfolio."

- Sarah Major-Bourgeois
Director of Distribution
Groupe Germain Hotels

Groupe Germain Hotels is a family run business that operates 17 hotels across Canada under 3 brands. The hotel group was facing rate parity issues that were causing Brand.com bookings to lose out to OTA bookings at a disproportionate rate.

Groupe Germain participated in a pilot study with TravelClick to identify and resolve the issues that were leading to an increased share of bookings through the OTAs vs. Brand.com, higher cost of acquisition for Groupe Germain, and negatively skewed digital media and metasearch performance.

During the 6 week pilot, Groupe Germain leveraged the practices found in TravelClick's Rate Parity Playbook, and identified and addressed two main rate parity issues:

OTA CUTTING COMMISSIONS TO DISPLAY A LOWER RATE	OTA ADVERTISING WHOLESALER OR NON-PUBLIC RATE
<ul style="list-style-type: none"> Reached out to Market Managers at the OTAs 1-3x per week to bring discrepancies to their attention and hold them accountable Where possible, removed their participation to prepaid options 	<ul style="list-style-type: none"> Made test reservations to identify the source of the wholesaler Reached out to Market Managers at the wholesalers to bring discrepancies to their attention and hold them accountable for reselling non-public rates to OTAs

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Setting expectations with your distribution partners is key. You need to make it clear that you have zero tolerance for bad behavior. If you observe breaches in contracts, you must clearly voice your dissatisfaction. I action this rule by implementing a three strike policy where I take more serious measures against partners that repeatedly break contract.

- Sarah Major-Bourgeois
Director of Distribution
Groupe Germain Hotels

130%

YoY increase in
metasearch revenue
during a six-week
period

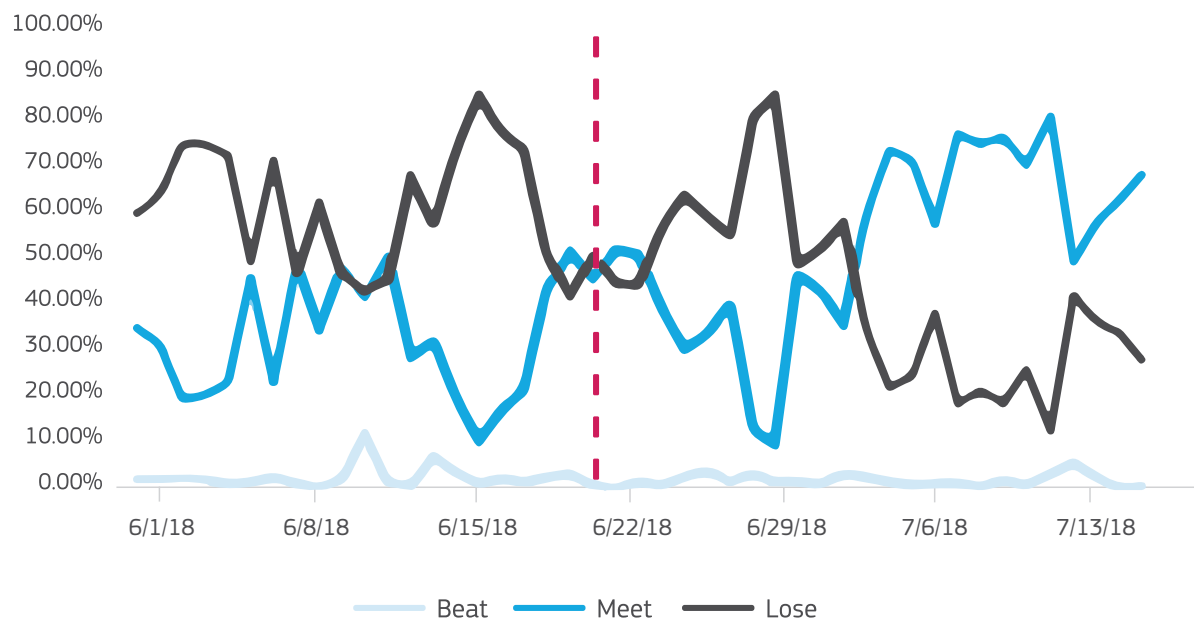
>60% to
<30%

Change in lose %
before and after
the trial

7.3% to
18.5%

Conversion rate
increase on Brand.com
following the trial

Tactics implemented





People were Googling us, but because we had poor rate parity, they were not clicking on Brand.com as it did not have attractive rates. Having competitive rates increased the number of sessions to our website and subsequently massively increased our conversion rate. Today we are in parity and people are increasingly coming to our website.

- Sarah Major-Bourgeois
Director of Distribution
Groupe Germain Hotels

About TravelClick

TravelClick offers innovative, cloud-based and data-driven solutions that help hotels around the world to maximize revenue. Our interconnected suite of solutions – Business Intelligence, Reservations & Booking Engine, Media, Web & Video and Guest Management – helps more than 25,000 customers to make better business decisions to know, acquire, convert and retain guests. With our worldwide presence in 176 countries, we have a deep understanding of local markets along with a global perspective that drives optimum results for the hotels we serve.

Contact **TravelClick** to get started
