

CASE STUDY

Alcron Hotel

Location	Hotel type	Rooms	With Triptease since...
Czech Republic	Independent	204	2019

“We needed a partner to help us build a new identity as an independent hotel”



Marek Černický
Revenue Manager

Objectives	Solutions	Results
Create a new brand identity as an independent hotel after 20 years as part of a chain.	Targeted Messages allow Alcron Hotel to showcase their brand and convert customers through personalized discounts and offers.	\$27k incremental revenue generated by guests converted through Targeted Messages.
Optimize the performance of all targeted website messaging.	A Triptease Direct Booking Coach showcased industry best practices, helping them to build effective website content with no previous experience.	32k impressions on Targeted Messages. <i>“The advice given by our dedicated Direct Booking Coach has directly led to more bookings.”</i>
Communicate seamlessly with guests on the hotel’s website.	Staff can use Chat to personally communicate with potential guests - and the Automated Assistant answers any questions when they’re not available.	\$14k revenue generated through Chat conversations that have lead to direct bookings.

Data recorded February 2019 - May 2019

