

TRIPTASE

TRIPTease

Helping hotels win more direct bookings, reduce OTA reliance
and win more valuable guests since 2015.

Marketing technology designed and built specifically for hotels.

13,000+

Hotel customers globally

120

Integrations



PART ONE

Metasearch basics



73%

of guests say they use metasearch sites
regularly in their pre-booking journey.

Guest journeys are complicated...



Every guest journey comes down to **two decisions...**

01

Which Hotel to Book?

02

Which channel make the booking?

Sponsored Results

TH townhallhotel.com
<https://www.townhallhotel.com>

Town Hall Hotel

Official Site - Book Today - Town Hall features a well-equipped fitness suite which includes two premium Pelotons. Our bedrooms and suites are unique, each with its own style and characteristics. Book now! Pet Friendly.



B Booking.com
<http://www.booking.com>

Town Hall Hotel London | Town Hall & Apartments, Lo...

Book at Town Hall Hotel & Apartments, London. No Reservation Costs. Great Rates. Find What You Need At Booking.com, The Biggest Travel Site In The World. Hotels, Hostels, Great Choice. Read Real Guest Reviews. Great Availability. Apartments. Special Offers. Motels. We speak your language.
\$267 · 4.3 (942) · 5-star hotel · 2 guests · Nov 26 - 29 · Pool · Indoor



W The Webster Hotel
<https://www.thewebsterhotel.com/london>

Arriving This October - A New West End Landmark

Opening this October. Be among the first to experience our bespoke Covent... Read more

E Expedia
<https://www.expedia.com/hotels/london>

Town Hall Hotel - Shoreditch - Boutique Hotel

Check Availability for Town Hall Hotel - Shoreditch, London. View Most Popular Amenities. Get the Most Out of Your Vacation with Packages. Explore...
★★★★☆ Rating for expedia.com: 4.1 · 315,407 reviews

What customers love

Reviewers highly value the convenience of comparing and managing flights... More



Hide sponsored results

TH Bethnal Green, Town Hall Hotel
<https://www.townhallhotel.com>

East London Hotel | Hotels in Bethnal Green | London East...

Town Hall Hotel, a luxury boutique hotel in Bethnal Green, East London. 020 7671 0460
info@townhallhotel.com



Website

Directions

+3

Check availability

Address: 1st floor, Town Hall Hotel, 8 Patriot Square,
London E2 9NF, United Kingdom

Phone: +44 20 7871 0460

Nightly price with fees

Thu, Nov 26

Sun, Nov 29

2

Sponsored - Featured options

TH	Town Hall Hotel & Apartments	\$275 >
	Official site	
	Nightly rate with taxes + fees	
E	Expedia.com	\$244 >
B	Booking.com	\$267 >
T	Travelocity.com	\$244 >

All options

TH	Town Hall Hotel & Apartments	\$275 >
	Official site	
	Nightly rate with taxes + fees	
S	Super.com	\$185 >
	View 4 more	from \$244

Track price changes by email

🔴

Hotel details

Set in a former Edwardian town hall, this chic hotel mixes modern design with art deco and period details. Within walking distance of the trendy East End, it's 5 minutes to Bethnal Green ... MORE

Free Wi-Fi

Paid breakfast

Google's meta results

What about Google's new AI Mode?

townhall hotel london

AI Mode All Images Maps News Videos Forums More Tools

AI Overview

The Town Hall Hotel is a luxury boutique hotel located in a striking, historic Edwardian and Art Deco former municipal building in Bethnal Green, East London.  Bethnal Green, Town H... +2

Location & Contact

- **Address:** 8 Patriot Square, Bethnal Green, London, E2 9NF, United Kingdom
- **Transit:** A 5-minute walk from Bethnal Green Underground Station (Central Line).
- **Phone:** +44 20 7871 0460  Marriott +1

Show more



AI Mode All Images Maps News More

what does it cost

Rates for the Town Hall Hotel & Apartments start at approximately **\$140 to \$202 per night** for standard bookings, depending on the booking platform and room type.

Price Comparison by Platform

Prices for: Sun, Oct 25 – Mon, Oct 26 · 2 guests · per night, with fees, and without taxes

TH	Town Hall Hotel & Apartments 	\$202	Visit site
	Super.com 	\$140	Visit site
	Hotels.com 	\$164	Visit site
	Expedia.com 	\$179	Visit site
	goseek.com 	\$156	Visit site

14 more options

Estimated Rates by Room Type

Rates scale based on the size of the accommodation:

Will AI change everything?



Not yet. Most guests will keep doing what they always do.



Booking agents rely on data. Your live rates matter more than ever.



Meta is a **base-layer requirement**.

Without it you become more reliant on OTAs

Basic requirements

Connectivity

Sending rates from Synxis to Google

Bidding

It's a live auction

PART TWO

What you need to win

Connection and bidding are the foundation.

Three levers turn that foundation into performance.



Automation



Parity



Need dates

PART TWO

Automation

The problem: knowing which guests are worth *bidding on*, and which to *ignore*.

LOW BID

Single traveller

Last min. booking

Short length of stay

HIGH BID

7-day lead time

High intent

Long length of stay

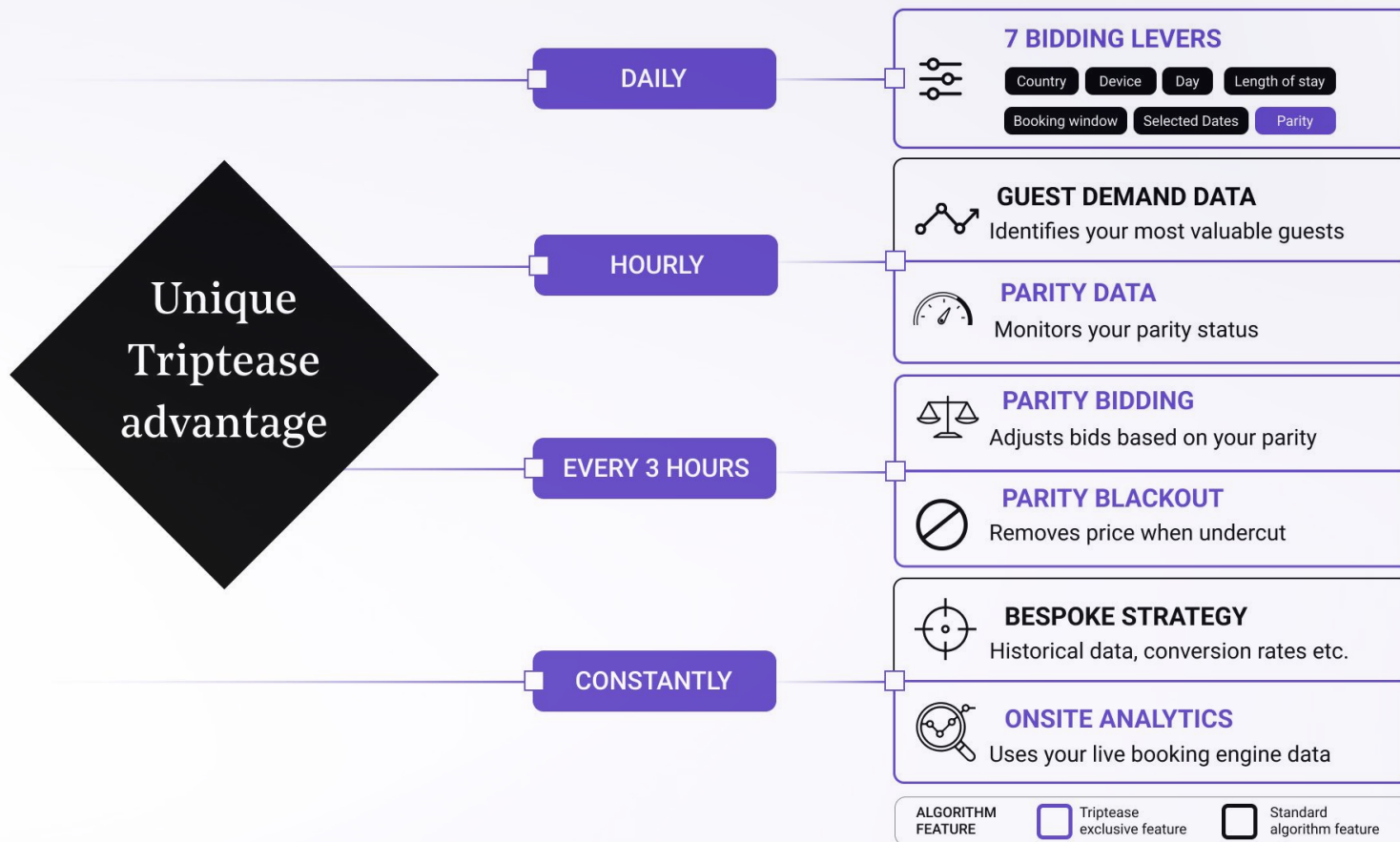


“Set and Forget?”

- ◆ With every guest search, you are choosing what to bid
- ◆ Manual bidding **cannot compete against OTAs**



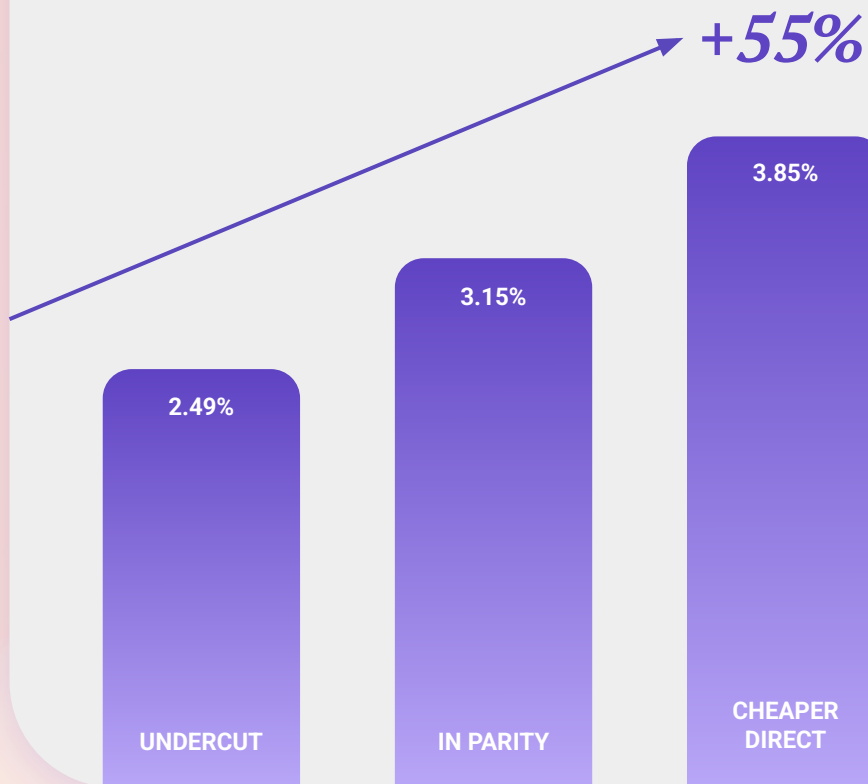
Our algorithm is your **secret weapon**



PART TWO

Parity

CLICK-THROUGH BY PARITY BUCKET

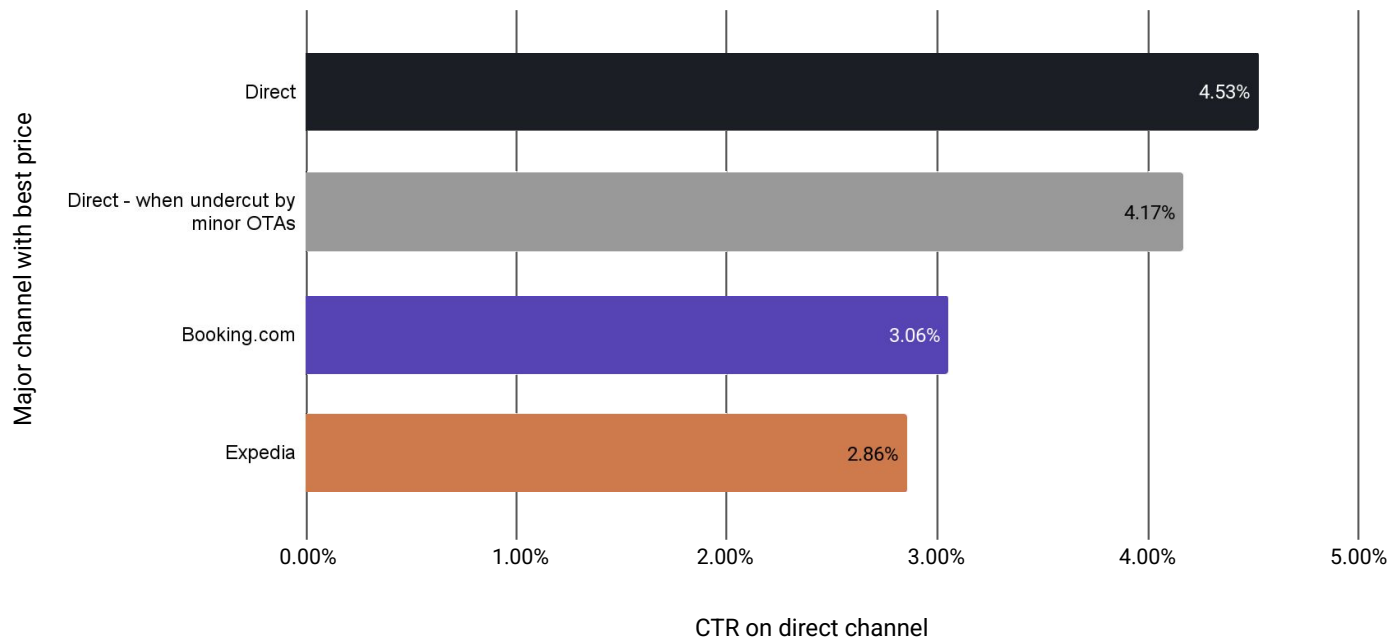


Guests are

55%

more likely to click
when you have
the best price

What you'll lose when OTAs win



Metasearch Price Match

Change the Game

BEFORE Meta Price Match

Compare prices

Sun, 22 May Mon, 23 May 2

Ads · Featured options
Advertiser payments affect ad ranking ⓘ

 Booking.com	£94 >
Free cancellation until May 20	
 Expedia.co.uk	£93 >
Free cancellation until May 21	
 Hotels.com	£93 >
Free cancellation until May 21	
 Brassey Hotel Official website	£100 >

All options

 Brassey Hotel Official website	£100 >
 Trip.com	£84 >
Free cancellation until May 21	

AFTER Meta Price Match

Compare prices

Sun, 22 May Mon, 23 May 2

Ads · Featured options
Advertiser payments affect ad ranking ⓘ

 Booking.com	£94 >
Free cancellation until May 20	
 Expedia.co.uk	£93 >
Free cancellation until May 21	
 Hotels.com	£93 >
Free cancellation until May 21	
 Brassey Hotel Official website	£92 >

Get 11% off plus free Wi-Fi with free enrolment
Free cancellation until May 22

£100

 Brassey Hotel Official website	£92 >
Get 11% off plus free Wi-Fi with free enrolment	
Free cancellation until May 22	
£100	

Triptease detects when you're
being undercut and
automatically adjusts your price

Metasearch Price Match

*Automation under
your control*

Your hotel

Settings applied here don't have any effect at this time. This page is only visible to shadow hoteliers.

Price Matching

☒ Enabled

Promo code URL parameter must be configured if price matching is turned on
At least one promo code must be configured if price matching is turned on

Configure OTAs

Select the OTAs you want to price match against.

- ☒ Booking.com
- ☐ Expedia
- ☒ Hotels.com

Select OTAs that matter

Code	Discount %
Save10	10

+ Add promo

Configure promo codes to control discount levels

TRIPTEASE

PART TWO

Need Dates

CONNECTED SYSTEMS:

Automated Metasearch Date Boost

- Use **RMS occupancy data** to automate Date Boost campaigns
- **Break down data silos** to connect revenue and marketing more closely
- More marketing control, with **no manual effort**
- Ensure **no low occupancy dates** are missed

FLYR 

ATOMIZE
A MEWS COMPANY

Duetto 

IDEAS™
A SAS COMPANY

RESPOND TO BUSINESS NEEDS:

Metasearch Date Boost Performance

+8%

OVERALL
VISIBILITY

+38%

TOP AD
PLACEMENT

+20%

MORE DIRECT
BOOKINGS

10x

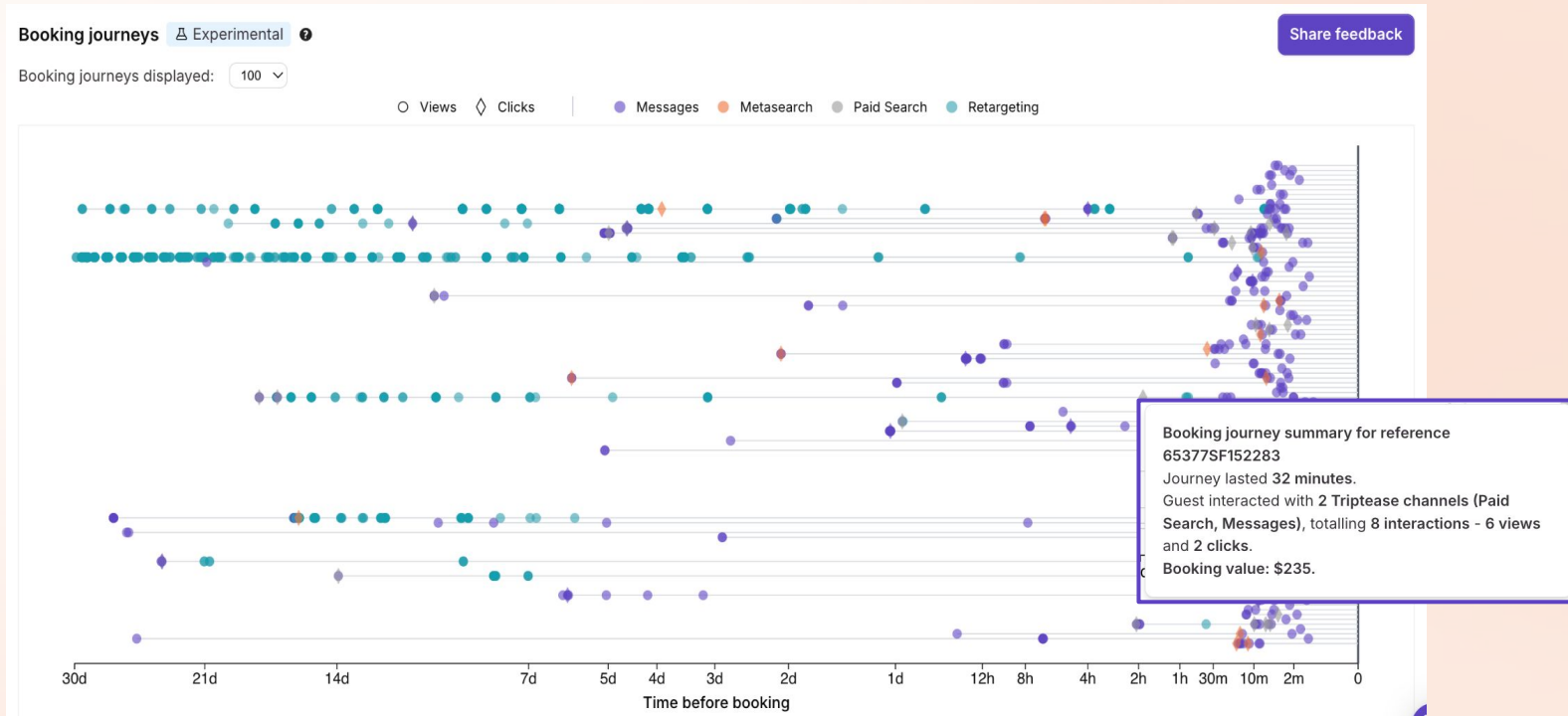
ROAS

PART TWO

Final thoughts

INTEGRATED MARKETING:

Reporting across the booking journey



Design Hotels first five properties:

Five independently owned member properties live on Triptease Metasearch. Results year-to-date 2026.

€100k+

Direct booking revenue generated through metasearch

30x

Blended ROAS on under €4,000 total ad spend

171

Direct bookings at a €686 average booking value

6-10%

Of total website revenue flows through the metasearch channel

Metasearch is an essential marketing tool



Meta is a **base-layer requirement**.

Without it you become more reliant on OTAs



Design Hotels special offer:

Automated bidding and connectivity: ~€100

Price Match: ~€50

Ad spend suggestion: €350

Next steps:

Contact Flora at

analytics@designhotels.com

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