

Encourage guests back to direct booking with Tripadvisor Check Rates programme, available from Navarino Services.

Check Rates Programme Information Sheet

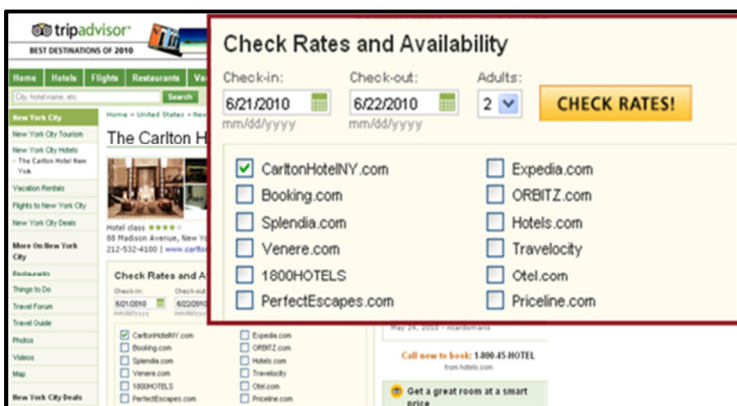
Tripadvisor® is one of the world's largest travel sites, enabling travellers to plan and have the perfect trip. Tripadvisor offers trusted advice from real travellers and a wide variety of travel choices and planning features with seamless links to booking tools.

What is Tripadvisor Check Rates?

Currently, consumers utilising Tripadvisor to review hotels can select dates they are looking to stay at the property and Tripadvisor acts as a Meta-Search site offering price checks across the major OTA's such as Expedia, Hotels.com, Booking.com, Venere etc. When a guest selects dates and choses 'Check Rates' the site returns pricing for the selected dates from all their OTA Partners.

How does this work?

By signing up to the programme, you can now have your own Hotel Website listed with the OTA's and when a consumer selects a hotel by clicking the tick box and then clicks on the 'Check Rates!' tab, Tripadvisor will return results available from the Navarino Booking Channel, allowing guests to book 'Direct' with your hotel.



The benefits to you

Encourage consumers straight to your own booking channel and direct them away from the OTA's who charge you a high commission.

Receive incremental business from Tripadvisor users at the lowest possible cost per booking.

Availability and rates are driven from what you load into the Navarino CRS and reservations are sent back through the system just as for any other booking.

Increase the distribution of your own website, assisting with Search Engine Optimisation and maintaining your hotel's OWN unique brand.

Detailed reporting is available from Navarino Services to help you analyze the booking sources and revenue of these bookings via our enhanced analytics reports and within the Navarino CRS.

Navarino Services (with its technology partner Sabre Hospitality Solutions) has worked with Tripadvisor on this pay-per-click advertising module to help your hotels make the most out of this new, and much discussed, product.

Cost

The Tripadvisor Check Rates Programme is a pure 'pay per click' programme. Therefore you pay **No Commission** to Tripadvisor for reservations received via this campaign (Standard Navarino Guest Connect Booking Fees will apply) but rather pay a small charge for every 'click through' to your Navarino Booking Pages from Tripadvisor. Typically hotels are reporting an average ratio of 7-1 clicks versus confirmed reservations through this programme.

There are two contract/pricing options available depending on the IP Addresses you wish to target. These are split into 'UK' and 'Global (Rest Of World)'. Hotels can choose to only target one of these sectors or both. For full details of charges and contract information please request a copy of the Terms and Conditions from your Navarino Account Manager.

If you would like to sign up to the Tripadvisor Price Check Programme, please contact your Navarino Account Manager or

Email: support@navarinoservices.com