Rate Parity Services for Hospitality

Driving Revenues by Ensuring Rate Discipline

Rate disparity is an eternal challenge for hotel chains. Maintaining rate parity has become increasingly difficult, due to growing popularity of meta-search engines and non-contracted regional OTAs.

Hotels experience revenue losses because of the rate mismatch. They may also lose customer confidence and trust, impacting brand reputation.

IGT has deep-expertise in reviewing, monitoring and tracking down rate disparity issues across the distribution channels, ensuring brand's rates are at par with both accredited and unaccredited partners.

IGT's Rate Parity Services

IGT's Rate Parity services reinforce the Revenue Department of the hotel brand by providing a highly skilled team of Rate Parity Analysts from offshore locations.

The analysts are experts in reviewing the identified rate disparity cases and reason of occurrence. They provide a final report to the revenue manager on the hotel franchisee's conduct and recommended action.

Leading US Hotel Chain

Handling 40,000+ rate parity issues every year

Advising 10+ franchisees everyday to fix rate parity issues

Key Features

Deep Hotel Distribution & Rate Desk Knowledge

End-to-end Capability (Design to Implementation)

Output-based Pricing

Benefits

- Maintain RevPAR by Enforcing Rate Discipline
- Protecting Brand Reputation
- 6x-7x Return on Investment

Why IGT?

- Over 20 years of Travel domain experience in simplifying customer interactions through integrated BPM, Technology and Digital Services & Solutions

- Managing highly differentiated customer experience for 15+ global Hospitality brands. With services including Central Reservations Desk, Loyalty Support, Distribution Management, RPA, Analytics and Social Media Management, we support ~50K properties worldwide in 20+ languages

- Employs 13,500+ customer experience and technology specialists in 19 state-of-the-art delivery centers across five continents

mktg@igtsolutions.com   www.igtsolutions.com