

Be part of the direct booking revolution ^{3.0}



Redirect OTA bookings to your website through the Power of artificial intelligence



Reduce cost of sale while you increase direct booking conversion by 10x



No monthly fees or commitments

The Start-up

Who gives the advantage back to Hoteliers

We came up with an innovative artificial intelligence solution to combat dependence on OTAs and developed one of the best tools to turn your website into a Direct Reservations Generator.

Conscious of the market power of OTAs with bigger budgets and powerful sales tools, we wanted to find a way to level up the Hotel's game plan to help them increase their Direct Sales and Booking Conversion with no upfront costs.

Instead of re-inventing the wheel, Rate Match's solution incorporates all that the OTA taught us. A proprietary algorithm is added to the hotel's website and works to shift OTA market share to the hotel directly resulting in significant commission savings.



Rate Match is a **technology provider** dedicated to the **hotel industry**






What we Do

We use artificial intelligence and machine learning to create tools that help hoteliers to boost their direct booking and regain control over their distribution

Date of stay

Select your period of stay

From 05/12/2020 
To 
3 pers. 



Verify



Our main focus: **Rate Match**

OTA's offer internet rates while regular channels including hotel's website offer public rates

Rate Match

Book direct

-28%

~~{ 545-Usd }~~

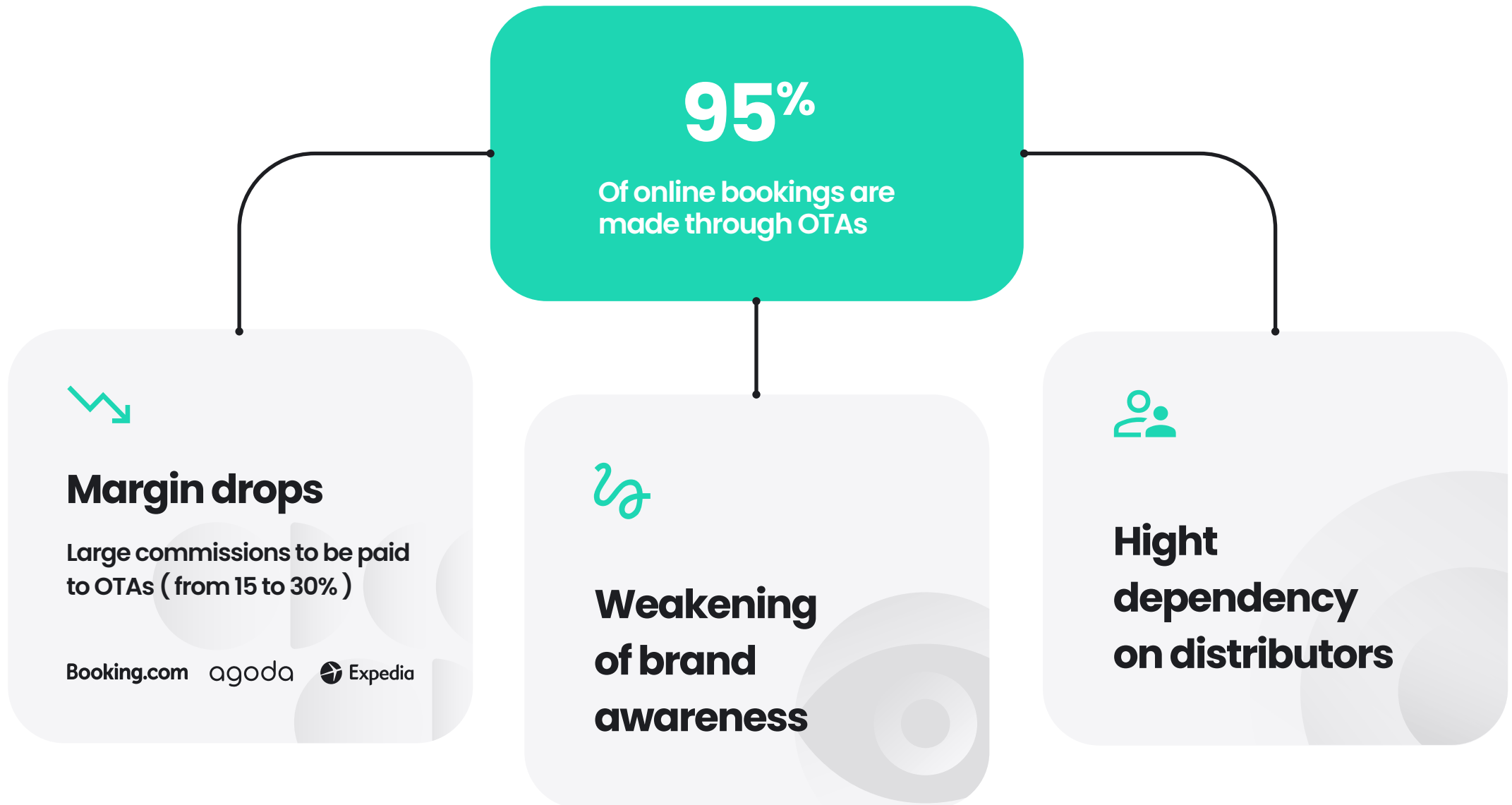
479,00 Usd

(taxes & fees Included)

Wi-fi and **free cancellation** included in this price

Book now

Fact : Hoteliers **lost control** over their distribution



Hotel industry **main problem**

Why do **travellers prefer** booking with OTAs ?



Advanced marketing

OTAs attract qualified traffic through a sharp & costly marketing strategy



Convenience & Accessibility

OTAs give customers all information needed to book a hotel in several languages and currencies



Attractive offer

OTAs often lead the online market with the best rates and availabilities



Easy booking process

OTAs platforms are simple, ergonomic, and easy to book

Rate Match : One-stop shop custom **solution**



**Build & update a
smart website**



SNAPHOTEL



**Regain
travellers confidence**

Display all rates and **offers**
available



**PRICE
CHECKER**



Empower

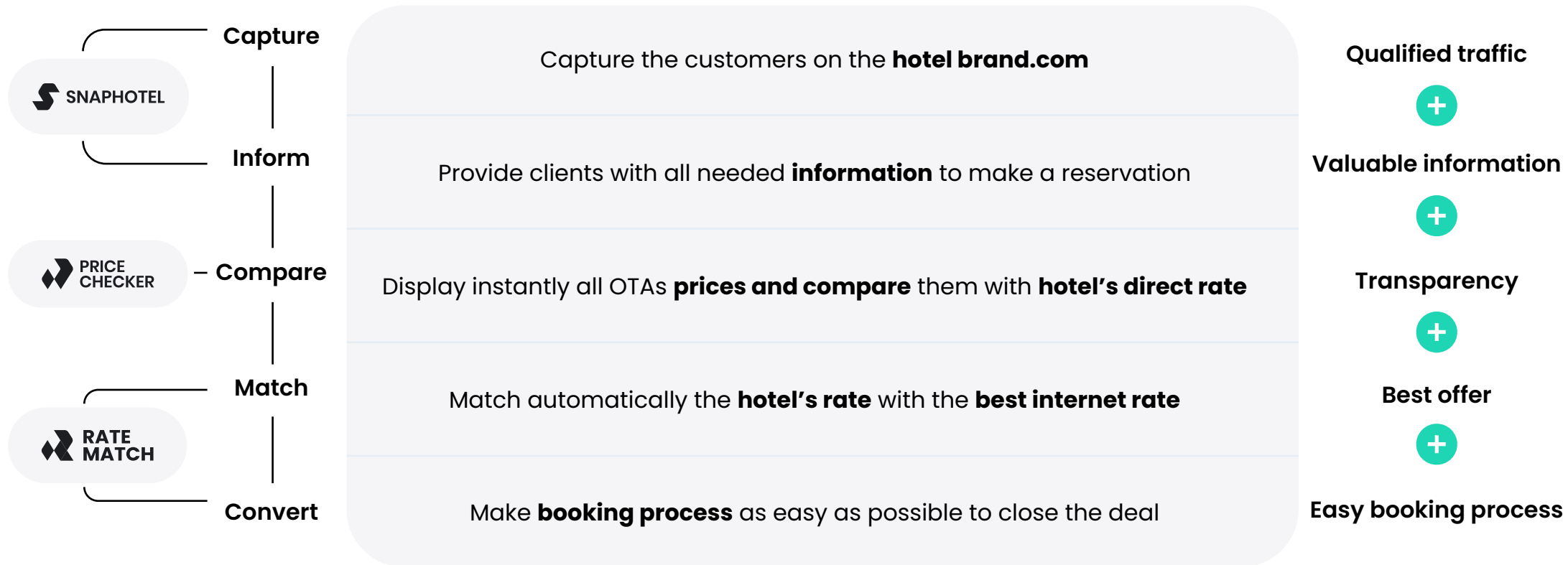
Rate Match technology to
offer competitive rates



**RATE
MATCH**

Rate Match : **One solution**, 3 tools combined

Our 5 step approach **C.I.C.M.C**



Problem #1 : Why do travellers feel more comfortable to browse on OTAs' platforms.



Most hotel websites lack accurate & updated data

Which is a determining factor for consumers who book their hotel online



75% of users will judge hotel's credibility based on their site's design. Even if hotel has acquired a 5-star rating on review websites like TripAdvisor or Yelp, people expect to be able to find hotel's website to get more information.

According to research from Stanford ↗



Most hotel websites are not user-friendly

Their mobile version notably



96% of consumers say they've accessed sites that were clearly not designed for mobile devices

Responsive websites turn visitors into customers, according to a study conducted by Sterling research and SmithGeiger for **Google**



Most hotel websites have 1 to 3 languages only

While OTAs present every property with at least 30 languages



72,1% of people prefer to browse in their own language

Foreign guest are more likely to book on OTAs in their languages.



Rate Match **solution**

Snaphotel transforms hotel websites into a direct **booking platform**

- ✓ Our technology creates for hotel a cutting edge platform
- ✓ A mobile-responsive design optimized for conversion
- ✓ Automatic updates
- ✓ A website in 37 languages and 51 currencies to reach international customers
- ✓ Find all the data & relevant information used by OTAs to convert, directly on hotel website



Benefits of a smart website designed by Rate Match



Use the same technology than OTAs and **get the control** of customers journey

Get hotel website online in minutes

- ✓ 37 languages and 51 currencies
- ✓ Website optimized for search engine (SEO)
- ✓ User experience optimized for conversion
- ✓ Mobile-friendly
- ✓ secured with SSL encryption
- ✓ Hight speed CDN worldwide (3 seconds loading website)
- ✓ Works perfectly with actual booking engine



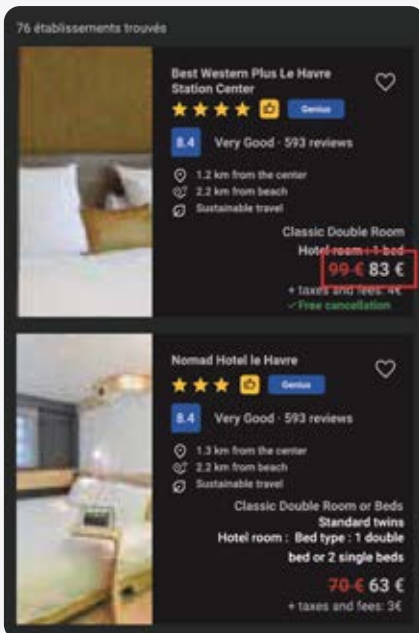
Use the exact same data as OTAs

Automatic updates of data and content

- ✓ Hotels pictures and descriptions
- ✓ Rooms details and amenities
- ✓ Comments and reviews from OTAs and metasearch
- ✓ Services and amenities
- ✓ Surroundings
- ✓ Good to know

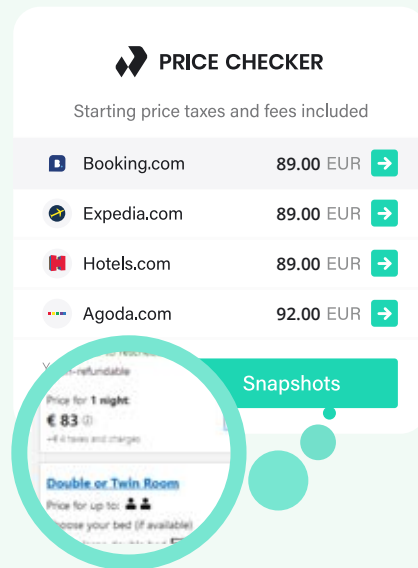
Problem #2 : Travellers lost confidence in price comparison tools and best rate claim of the hotel website

Booking.com



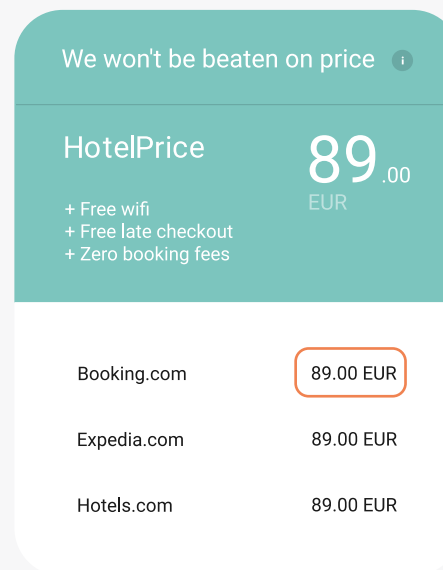
- ✓ Geolocation : Paris
- ✓ Device targeting : Mobile
- ✓ Display price : European (Taxe included)

Rate Match



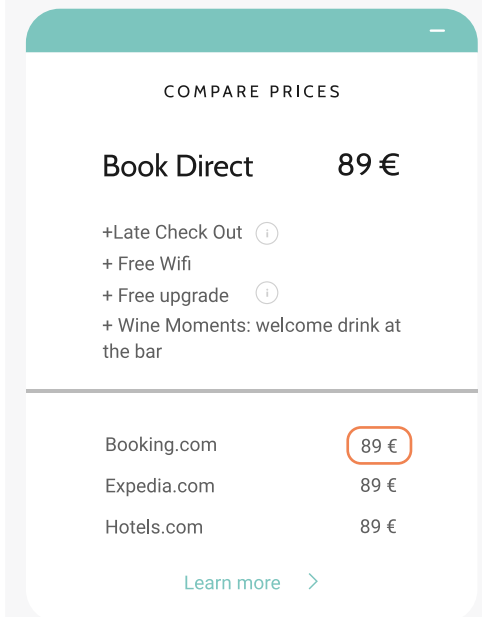
- ✓ Snapshot proof
- ✓ Exact matching price
- ✓ Geolocation : Paris
- ✓ Device targeting : Mobile
- ✓ Display price : European (Taxe included)

Triptease



- ✗ Geolocation : Unknown
- ✗ Device targeting : Unknown
- ✗ Display price : Unknown

The Hotel Network



- ✗ Geolocation : Unknown
- ✗ Device targeting : Unknown
- ✗ Display price : Unknown

Rate Match **Solution**



Restore customer's confidence by proving that hotel website is the reference to get all rates availables



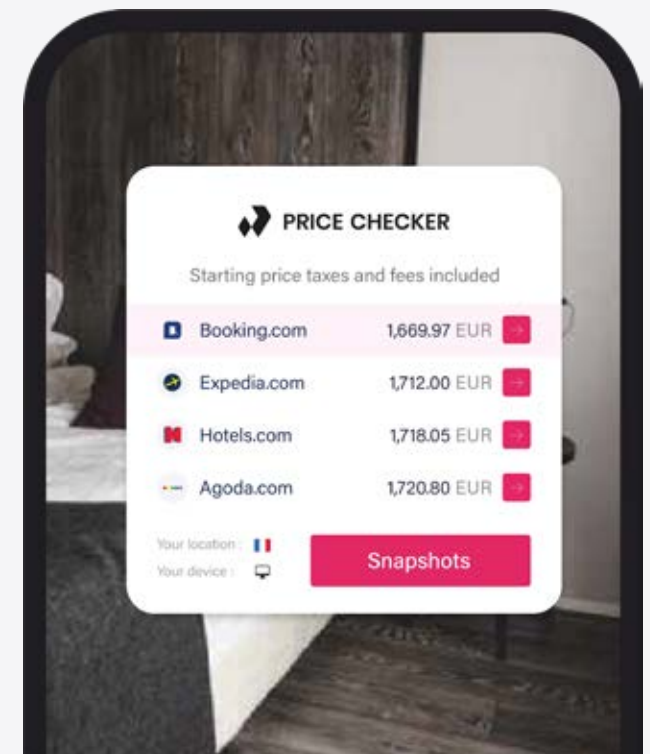
A Widget

That works perfectly with your existing website and booking engine



The best in class Hotel Price Checker

- ✓ Compare major OTAs in real time geolocated & device targeted
- ✓ Compare starting prices with A.I understanding Rooms, Ratelines & occupancy display
- ✓ Tax breakdown intelligence compare rates with a full understanding of taxes and hidden fees.



Benefits of a price comparison tool developed by Rate Match



Hotel Side

Clearly display internet rates on hotel website

- ✓ Create a trusted relationship with customers

Prove that hotel website is competitive comparing to OTAs

- ✓ With a unique real time snapshot proof technology

Redirect potential customers to the direct booking channel

- ✓ Create a trusted relationship with customers



Customer Side

Find reliable information to book with confidence

- ✓ Get informed directly by the hotelier

Save time in booking journey

- ✓ A few seconds to find the best deals to book a hotel

Book directly at the best price

- ✓ No intermediaries

Problem #3 : Why do travellers always get the best deals on OTAs platforms

OTAs create “**internet rates**” to get instantly a **competitive advantage** for their channels

Internet disparities

Public rates are sent by hoteliers to their distributors (OTAs)

Internet disparities

Distributors manipulate the rates and offers to get **the best available deals** on their platforms and undercut hotel website

Internet disparities

The genius twist is automated through algorithms and creates undetectable offers only available on OTAs.
This are **internet rates**

How internet rates were born ?



The Sponsor Discount

OTAs reduce their margin to display **attractive deals**



The Partner Offer

OTAs display & sell more attractive deals from **B2B partners**



The Smart Flex Offer

OTAs' algorithms **automatically change** non-refundable rates for more flexible conditions for the same price



Fidelity Programs

Mobile rates : -10%
Genuis rates : up to -20%
Dynamic rates : up to -10%



Added Values


"Free breakfast & Free upgrade" consist in selling an upgraded room and meal plan for a **cheaper price**


Rate Match **Solution**



Rate Match is the only **booking engine** able to use internet rates and make them **instantly bookable** on the hotel website


With **Rate Match**, **hotel website** will always have :


 Complete inventory availability

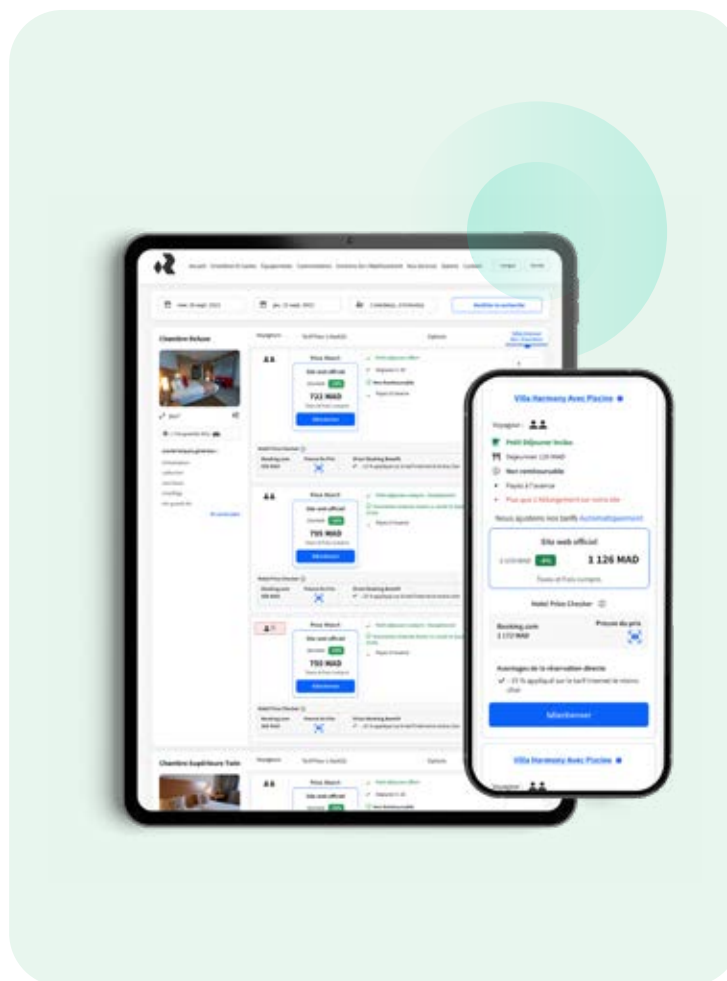
 Best available **internet rates**

 All the added values

 Geotargeted & device targeted rates

 Real time detection of deals, added values & amenities with instant update on your booking engine

 Live update on availabilities matching OTAs



Direct channel should always offer the best rates and availabilities far ahead from the distributors

Proprietary algorithms

Fully integrated and automated Rate Match technology enhance decision making processes

Providing for the first time in the travel industry the automated Price Match guarantee

Business model



No maintenance or upgrade fees



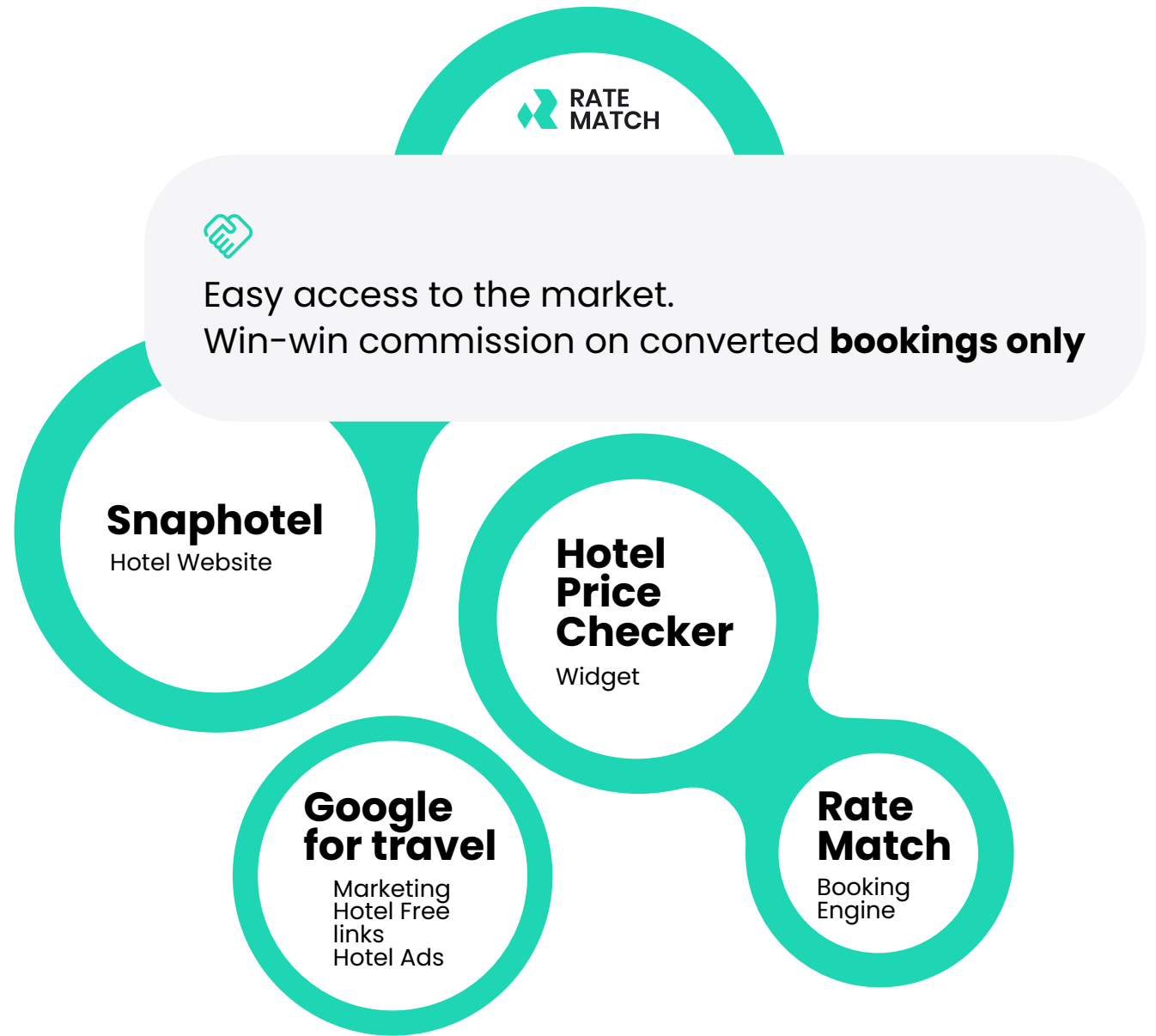
Marketing tools are free to use



No lengthy lock in periods



No **Set-up** or exit fees



Rate Match

Online subscription and quick scale up

Potential fast track implementation :



Signature

Day 1

Signature of Rate Match
contract agreement



5 minutes

Website creation in 37
languages and 51 currencies

Integration of our state of the
art "Price comparison tool"

Integration of Rate Match
booking engine



12 hours

Test before launch



24 hours

Go live

**Are you ready to step up
our journey ?**

E-mail

contact@rate-match.com

Switch now !