

# Dalata Hotel Group boosts global bookings and brand awareness with Travelport Exclusive Rates

## New commercial opportunities for Dalata Hotel Group

- Instant access to 68,000 agencies worldwide
- Increased brand and property awareness based on joint Travelport and Dalata Hotel Group marketing
- Increased RevPAR, bookings & occupancy
- Agile Exclusive Rates that increase competitive advantage
- Increased bookings from small and mid-sized corporate and leisure agencies
- Quantifiable revenue uplift

## Company profile

 Employees:  
**4000+**

 Footprint:  
**Ireland & the UK**

 Years in business:  
**10**

## The challenge

Dalata Hotel Group is Ireland's largest hotel group, successfully operating the Maldron Hotels and Clayton Hotels brands throughout the UK and Ireland, as well as managing a portfolio of partner hotels.

As a regional hotel group, Dalata needs distribution tools, platforms and partners that can maximize its global impact and boost revenues from worldwide bookings.

Richard Coupland, Group Sales Director, UK, at Dalata Hotel Group, says, "It's a constant challenge for us to compete effectively with larger hotel chains and to promote the unique benefits of our properties, rooms and rates in the UK and Ireland to global markets. As a smaller, more agile hotel chain, we can react fast to market conditions and price our offerings competitively based on demand - but we need innovative ways to present these compelling offers to the largest possible number of agency customers globally."

## The solution

To help regional hotel chains like Dalata to strengthen their brand and boost bookings globally, Travelport has created the Exclusive Rates program. This makes it fast and easy to publish unique rates and room deals to all of the 68,000 traditional and online travel agencies that use the Travelport platform to make hotel bookings.

"When our Travelport Account Manager asked us if we wanted to participate in the Travelport Exclusive Rates program, we jumped at the chance," says Coupland. "Using it, we can promote our brand globally, and also

allow smaller corporate and leisure agencies without consortia agreements in place to access compelling room deals and discounts, giving them as many reasons as possible to book with us.”

Being part of the Travelport Exclusive Rates program has allowed the Dalata Hotel Group to create unique rates for the majority of their properties and publish them to all agencies on the Travelport platform in real time. The only requirement is that all rates offer some exclusive element that is not available through any other Dalata Hotel Group sales channel.

“First, we look at our sales strategy for each property based on current demand, available inventory, room offers from local competitors, and more,” says Richard. “Then, we defined a Travelport Exclusive Rate for that property, including a great price and any other customer benefits that make our offer more competitive, from complimentary breakfast offers to free parking.”

Once a Travelport Exclusive Rate has been defined for a property, Richard uploads it into the Travelport Travel Commerce Platform via two different rate access codes (4TM and 4TJ), which are used to differentiate Travelport Exclusive Rates available for B2B and B2C agencies respectively.

Dalata Hotel Group can change its Exclusive Rate offers for each property at any time to reflect changing availability, seasonal demands and local competitive pressures. This builds agility and flexibility into the group’s pricing strategy and ensures that rates remain as competitive, and attractive as possible for travelers

## Results

With Travelport Exclusive Rates, Dalata Hotel Group has been able to raise awareness of its brand, and its individual properties, globally. “Agents all around the world now see our Travelport Exclusive Rates in their search results. This helps us to strengthen our brand awareness and increase our market share, and the

number of bookings on the 4TM and 4TJ codes is growing by the day,” says Richard.

As an additional benefit, Dalata Hotel Group is now in a position to increase bookings made by smaller corporate and leisure agencies who don’t have existing consortia agreements for negotiated rates. “With Travelport Exclusive Rates, we can make compelling, highly competitive room offers available to smaller agencies, giving them even greater value and increasing bookings from this important customer segment,” says Richard.

Travelport Exclusive Rates is also helping Dalata Hotel Group to compete more effectively with large hotel chains.

“While larger chains are governed by centralized pricing policies, our properties can define Travelport Exclusive Rates autonomously and publish them to travel agencies in real time,” says Richard. “This means we can be truly agile and change our rates quickly to ensure they remain competitive in a crowded market.”

Since Dalata Hotel Group implemented Travelport Exclusive Rates, the company has seen excellent commercial outcomes. “The number of bookings we’re seeing on the 4TM and 4TJ codes is growing by the day,” says Richard. “As the program grows, and an increasing number of agents search for Exclusive Rates, we expect to see even better results, making a real and positive difference to our bottom line.”

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Richard Coupland, Group Sales Director, Dalata UK

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To learn more about how Travelport can help you boost your hotel’s performance, contact your Travelport Hospitality Account Manager, or email [hospitality@travelport.com](mailto:hospitality@travelport.com).

