

Testimonial

"We've been working with Vertical Booking for just about two years. I believe we made the switch in September of 2017, so just a little under 2 years.

The primary services we use are the booking engine and channel manager to have all of our different distribution channels flow through the same portal, which is a much more streamlined and efficient proposition for us. Being able to access all the hotels from one place definitely makes my life easier.



I would say that it definitely has helped us lower technology expense. Also, I believe the benefit has been in the reporting capabilities - just the fact that all of our distribution channels are flowing through the same system, it allows us to have a more holistic view of our revenue, and better manage the decisions that we're making, and take a more strategic approach to how you want to maximize our timeline.

We have set up what you guys call a "Secret deal"; what we call a 'Member Rate.'" If you're familiar with what Marriott or Hilton does, they offer a ... if you login, you're able to get a slightly lower rate than through the OTAs; through Expedia or Booking.com. So, that's something that, up until partnering with Vertical Booking, we haven't been able to take advantage of, just because we were too small of a company. But, that's been a really beneficial tool for us, and it has allowed us to increase our direct bookings and overall contribution from our website, which obviously is more profitable revenue than the alternative.

The biggest issue that we've had has been the integration with other partners. Obviously, I'm sure that's not unique to Vertical Booking. When you have different companies working together, there's bound to be challenges here and there. But, team has been very responsive, and very flexible, and willing to kind of take that extra step and work with our other partners to make sure that the issues are resolved as quickly as possible.

Prior to switching to Vertical Booking, we worked with one of the larger CRS and channel managers, and while their platform is good, the challenge that we had were, one was on the cost side - it just was too expensive for us to continue to work with them. But secondly, the level of service and attention that we got from them was really not sufficient. They are a much larger

company, and they obviously have bigger fish than we were, so that I was really frustrating. And, it's been a huge benefit, and one of the reasons that we partner with Vertical Booking in the first place, is that, both the relationship that we had with Mark and everyone else on the team, and also the fact that as you guys are growing, were growing with you, or vice versa, so that approach has been very beneficial for us.

I would recommend Vertical Booking USA to another hospitality company or hotel. I think the ability to be flexible, and work towards a solution that works best for each hotel; I think that's been the shining moment of our relationship, so I would recommend it."

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Josh Runes

Director of Digital Marketing and Social Media, Modus Hotels, Washington, D.C.