

Tripleseat's Year In Review 2020

1.MERGER WITH GATHER

Vista Equity Partners, a leading investment firm focused on enterprise software, data, and technology-enabled businesses, acquired Tripleseat in March 2020. Through this acquisition, Gather, already owned by Vista, was merged with Tripleseat. The new combined company operates under the Tripleseat brand with Jonathan Morse continuing as the company's CEO. For more information please follow the links below.

RESOURCES:

Blog post:

[Tripleseat Acquired by Vista Equity Partners](#)

[Learn About Migrating from Gather to Tripleseat](#)

[Videos on the process of migrating from Gather to Tripleseat](#)

2.TRIPLESEAT BOOKING NETWORK: VENUES & EVENTUP

The [Tripleseat Booking Network](#) is home to two separate venue directories, VENUES and EventUp, both industry leaders in delivering leads directly to you. As a Tripleseat customer you automatically get free venue listings on both sites. Released in 2020, both VENUES and EventUp directories now offer Premium and Premium PLUS subscription options which unlocks enhanced top search results, competitor tagging, expanded profiles, and much more. Click the links below for more information on these two powerful sites helping drive leads to your venue.

RESOURCES:

Blog posts:

[Tripleseat Relaunches EventUp](#)

[Tripleseat Sponsored Listings Now on VENUES and EventUp](#)

[EventUp's Homepage and Partner Page Get a New Look](#)

[How to Get Your Venue Listing Ready for the Holidays](#)

[EventUp Blog Link](#)

[EventUp Handbook Series](#)

[Partner with EventUp](#)

[EventUp Benefits](#)

[Sponsored Listings Info](#)

3. TRIPLESEAT FOR HOTELS

[Tripleseat for hotels](#) has unique hotel features, including the ability to book group business in one or hundreds of hotels, manage event and guest room blocks easily, and access a flexible and dynamic sales and CRM platform. Released in 2020, Tripleseat for hotels now integrates with several Property Management Systems (PMS). For more information on Tripleseat for Hotels follow the links below.

RESOURCES:

Blog posts:

[Hotel Event Management](#)

[Top 6 Videos to Watch to Become a Pro at Tripleseat for Hotels](#)

[8 Types of Tripleseat Integrations to Take Your Hotel Sales and Catering to the Next Level](#)

[The Tripleseat Partnerships that will Help your Hotel Manage and Grow your Sales and Catering Business](#)

[Hotel Training Videos](#)

[Hotel Marketing & Reporting Videos](#)

4. TAKEOUT & DELIVERY LEAD FORMS

In an effort to continue to support our customers in any way we could in 2020, we introduced a new lead form feature to facilitate delivery and takeout services. Check out all of the resources below to learn how to implement this feature at your venue.

RESOURCES:

Blog posts:

[New Feature: Takeout & Delivery Lead Forms](#)

[Using Tripleseat for Takeout Business](#)

[Takeout & Delivery Lead Forms One Sheeter](#)

Videos:

[Takeout & Delivery Lead Forms Overview](#)

[Managing Takeout Orders with Tripleseat](#)

[Webinar: Adapting Your Business to Change with Tripleseat](#)

5.DIRECTBOOK

DirectBook was launched at the end of October with the hopes that it would assist our customers as they adapt to our "new normal". Tripleseat's DirectBook offers restaurants, hotels, and unique venues the ability for their customers to complete the entire event or catering booking process, from choosing the perfect space or room to selecting their menu to making payments in just a few clicks. Check out our resources below for more information on how DirectBook streamlines the booking and planning process for both the client and the venue even further.

RESOURCES:

Blog posts:

[3 Ways That DirectBook Makes Event Professionals Lives Easier](#)

[Top 3 Benefits to Tripleseat's New DirectBook Feature](#)

[6 Ways to Use DirectBook to Generate Revenue this Holiday Season](#)

[DirectBook One Sheeter](#)

[DirectBook Course on Tripleseat University](#)