



hotelinking

The new platform aimed at hotels for acquiring, connecting and retaining more guests.



What is **Hotelinking?**

Hotelinking is the new platform for hotels to acquire, engage and retain more guests. More specifically, Hotelinking is a set of products that will improve your hotel brand's online reputation, marketing, direct sales, and loyalty.



Hotelinking primarily **helps** you to:

1. Upgrade your guests' WiFi login experience

The first captive portal specifically designed for hotel guests. Easy and fast to access, customizable with your brand and pictures, and gathering verified data.

- Emails are all verified in real time.
- GDPR 100% compliant.
- Welcomes repeating guests.



2. Build the perfect guest profile adding PMS data

We have developed a unique data match process based on machine Learning that enables both data silos to consolidate creating the ultimate guest profile, which gives a priceless marketing advantage.

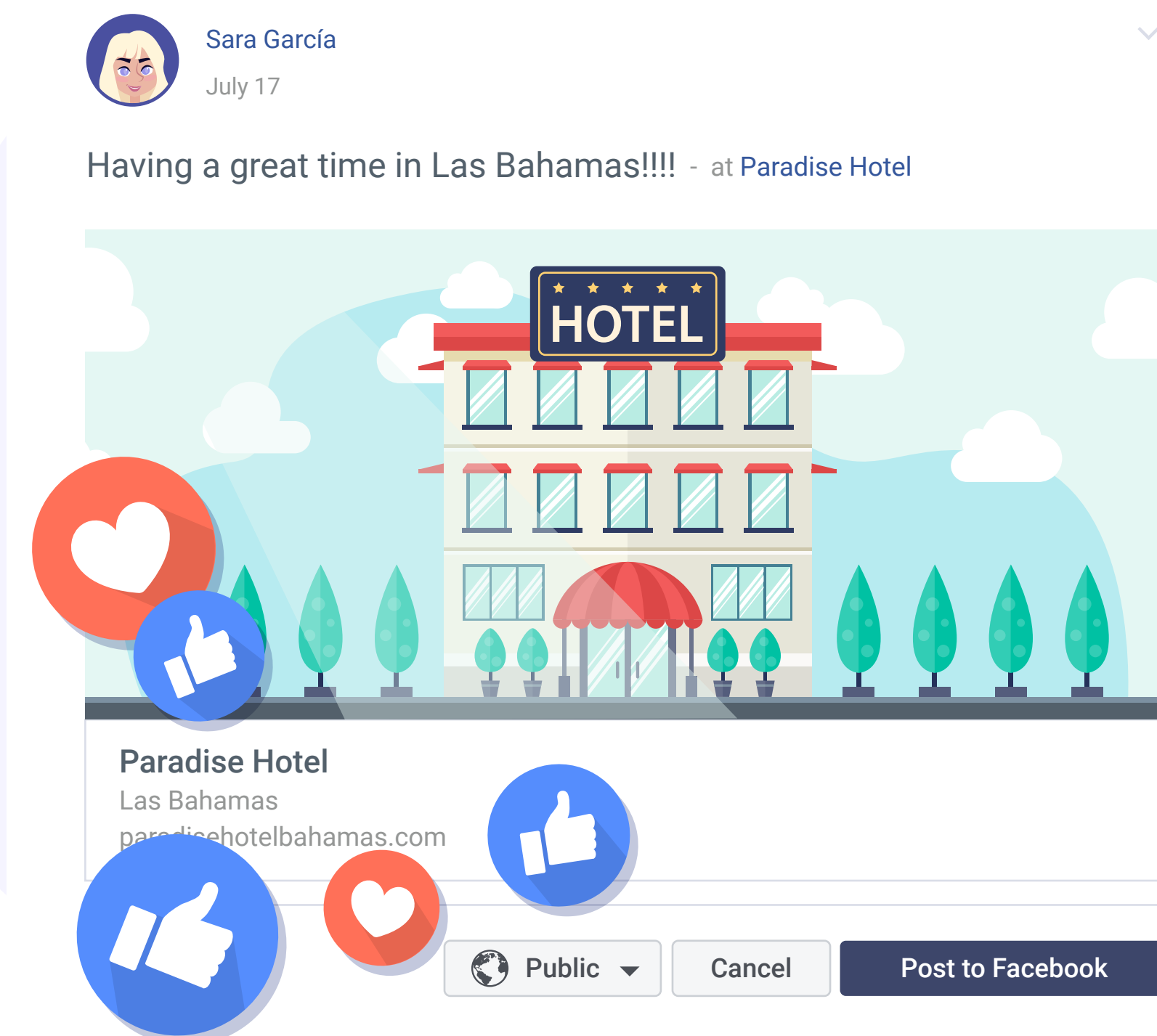
- Automated data match process.
- PMS integrations already developed.
- Automated import to Hotelinking CRM.



3. Let thousands of your guests refer their friends

Guests who love your hotel will be enticed to share a post on Facebook during the WiFi login process, so their friends will instantly know about your hotel brand.

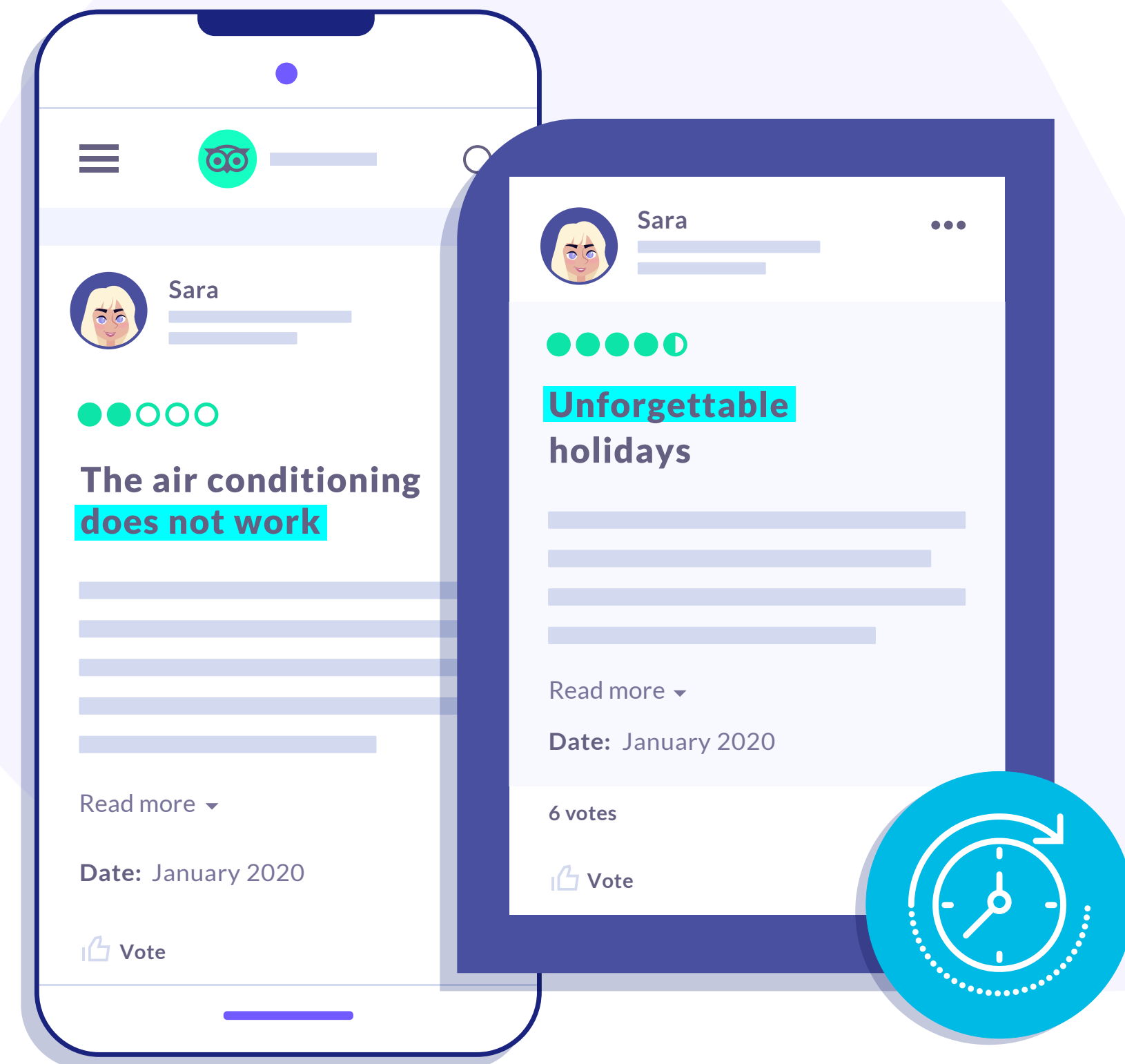
- Set rewards for any guests who refer their social media friends.
- Get thousands of referral clicks and track them.
- Booking engine integration for sales tracking.



4. Turn unsatisfied guests into brand ambassadors

We automatically notify front desk when checked-in guests are not satisfied, helping your staff turn the situation before unhappy guests leave the property. A must-have to avoid unfair reviews on public sites, which can seriously harm the hotel's online reputation.

- Automated email alerts sent to Frontdesk staff.
- Set the satisfaction score to receive filtered alerts.
- Track who is actually solving guests issues.



5. Climb up in most popular online reputation rankings rapidly

Send automated post-checkout emails to every guest, asking for a Tripadvisor, Holidaycheck, Tophotel, or Zoover online review.

- Guests are redirected to the right online reputation channel based on their nationality.
- See improvement on rankings within weeks.
- Get hundreds of new reviews from real guests only.



6. Set smart email campaigns to boost direct bookings

Now that you have a high quality guest database thanks to Hotelinking, it's time to get your customers back. Send them directly to your website and track every new booking generated.

- Advanced segmentation specifically designed for hotel's loyalty campaigns.
- Behavioral email with smart advanced logic.
- Automate email campaigns to be sent any time in the future.





GUEST JOURNEY
AUTOMATION PLATFORM

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