Media Kit

hotelinking

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About Hotelinking

All-in-one platform for digitalizing & automating strategic processes for hotels.

Hotelinking has the optimal solutions for marketing, operations and IT departments, enabling customer databases generation in order to establish a direct communication without middlemen, digitalizing the check-in process, or monitoring and solving the health status of the WiFi network.

This set of technological products can work autonomously or integrated with each other, generating unique synergies as well as allowing an optimal degree of automation.

Founded in Mallorca (Spain) in 2016, Hotelinking is one of the fastest growing travel tech companies. Today, more than 1000 hotels already rely on the platform to acquire, connect and retain more guests with contactless solutions.

Philosophy
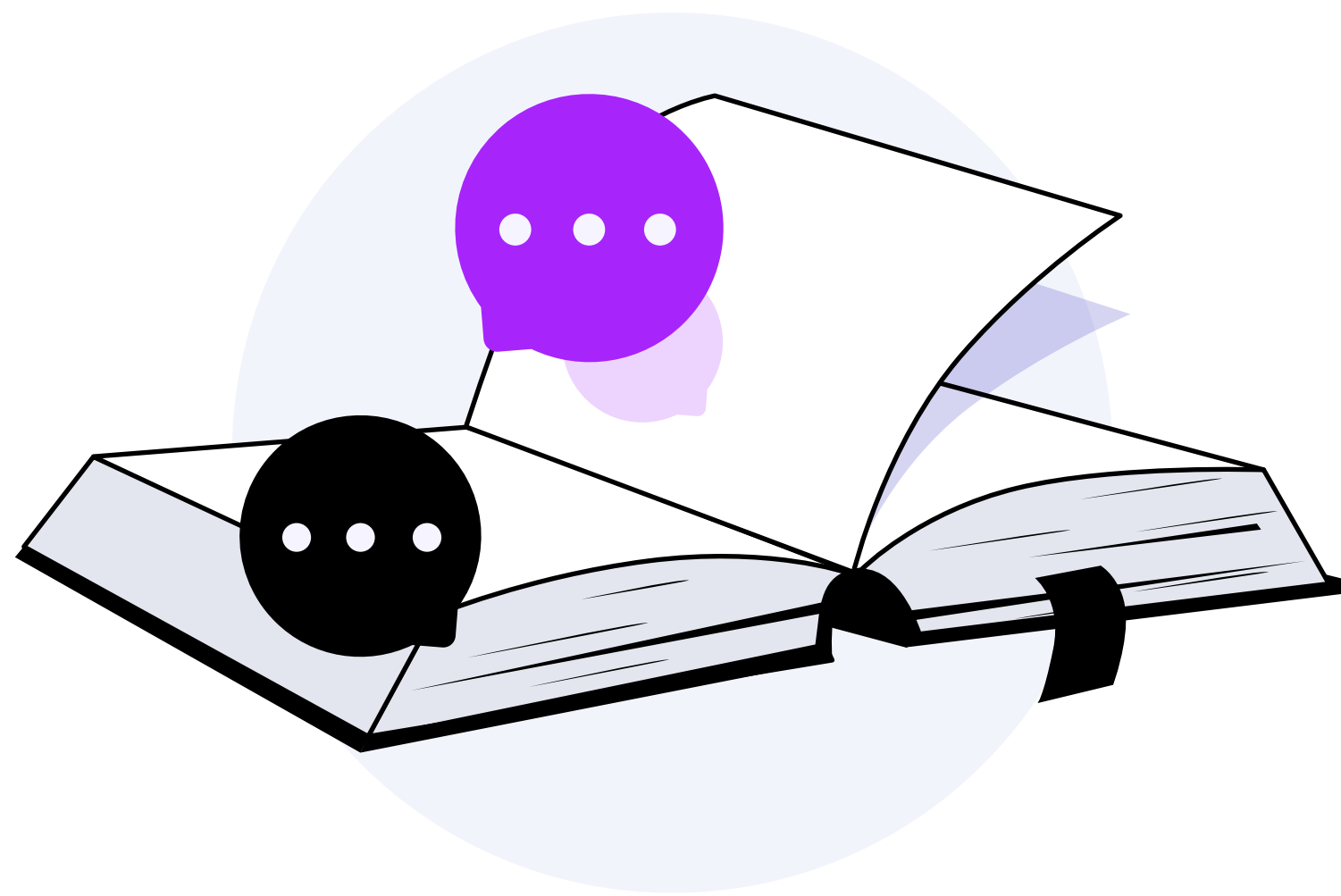
Mission

We work to redefine the way hoteliers connect with their guests.

Our technology focuses on directly connecting hotel brands with their customers, creating lasting, fully digitised relationships.

Vision

Leading the contactless revolution within the hotel sector.

We want to help hoteliers around the world create valuable experiences for their guests through digital solutions.

Values

Innovation: we take risks to go beyond limits, and experiment. We strive to connect new ideas with business realities.

Adaptability: we adapt ourselves to new challenges in a fast and flexible manner. We see every change as an opportunity and to us, the capability to change is something essential.

Trust: we are honest and sincere about our products, both with our clients and employees. We want to build open relationships and authentic communications.

History

2016
2017
2019
2020
2021
2022
2023
2024
2025

Winners of Premios Emprendedor XXI (entrepreneurship awards) to the best company in the Balearics.
Science and Innovation Ministry.

We reach the 1000 hotels milestone.

We are present in Europe, the Caribbean and Asia.

We achieve special Mikrotik Train the Trainer certification.

We create our first own event together with 5 companies in the industry: "Loyalty Sessions: The Infinite Strategy".

Modernisation of our brand image.

Obtaining the Balearic Islands PYME innovative seal.

Renewal of SME seal innovative Spain

The platform is launched.

Named as one of the top 10 marketing automation technologies in the world.
US CIO Magazine.

Winner of the 14th edition of the Eureka awards.
Palma City Council.

Starts the internationalization of the company. The first pilots abroad are placed.

Selected one of the ten most innovative start-ups in Spain by entrepreneurship newspaper El Referente.

The platform evolves into a contactless suite after the development of AutoCheckin and WiFiBot.

Official sponsors of Wanderlust 2023, one of the leading events for tourism professionals at FITUR.

Selected in the Top 100 Startups (Spanish Association of Science and Technology Parks).

Hotelinking is presented as outstanding startup at the VIII TRAVEL INNOVATION SUMMIT event organised by Deloitte

Reservation search

RESERVATION NUMBER

✏️ ...

NAME

✏️ ...

CHECK-IN   CHECK-OUT

✏️ ...   ✏️ ...

SEARCH BOOKING

Start your check-in

👤 ADULT BOOKING HOLDER
DIANA PERICÁS   ✓

👤 ADULT
CHECK-IN

🐻 CHILD
CHECK-IN

Products

DeskForce
Front Desk Automation System

It enables guests to **checkin from any device**, online, automatically and with no need of a receptionist.

Travellers coming from **any channel (direct web, TTOO, OTA)** can check-in online on the hotel web prior to their stay or upon arrival to the property using the hotel's WiFi.

Making the check-in process digital means **less crowding by the front desk** while making it easier to **maintain a quality service.**

Your privacy
is important for us

| I am a guest | I have a code |

Name:
David

Last Name:
Brown

Room Number:
243

Accept

Hotel Paraíso

✓

Welcome back
to Hotel Paraíso, David

You can connect

WiFi now

Products

GuestMaker
Marketing Cloud Captive Portal

Knowing your guests is the first step to **make your hotel grow.**

Our **First Party Data generator Captive WiFi Portal** gathers information that enables you to **keep in touch** with your guest at all times and be aware of their needs.

Thanks to automated features such as personalised **satisfaction surveys** or the **rewards system** for repeat guests, you can **disintermediate thousands of reservations**, promote your hotel brand, increase customer satisfaction or **improve your online reputation ranking position.**

Products

WiFiBot
## Proactive Network Guardian

It automatically solves guests' connection problems to the network through IoT technology.

With this system, we guarantee a **total, good-quality signal** so that user experience is positive anywhere.

It can **identify performance problems and evaluate network components** to maintain and optimise their availability and therefore avoid idle time or failures.
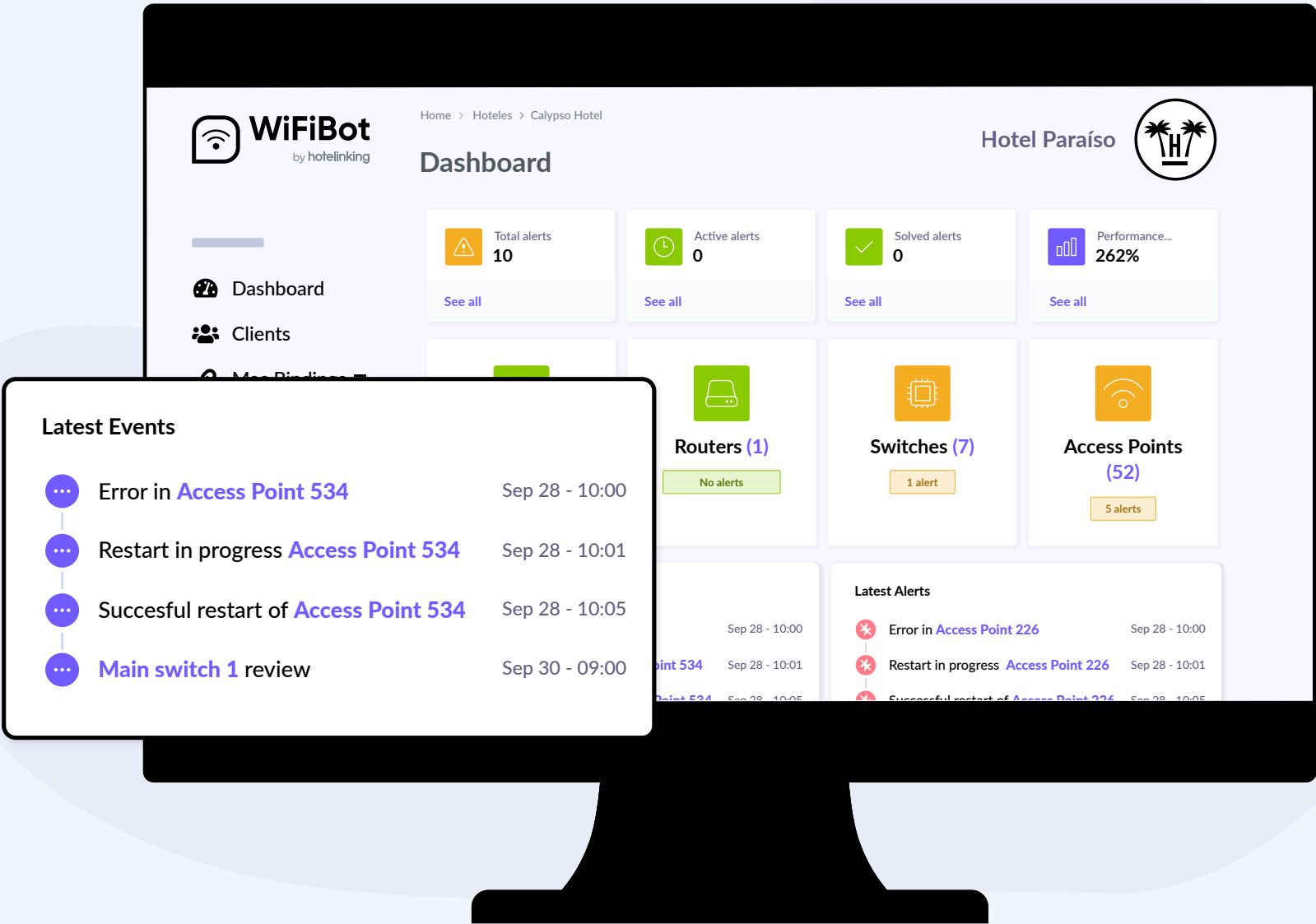
Books edited by Hotelinking
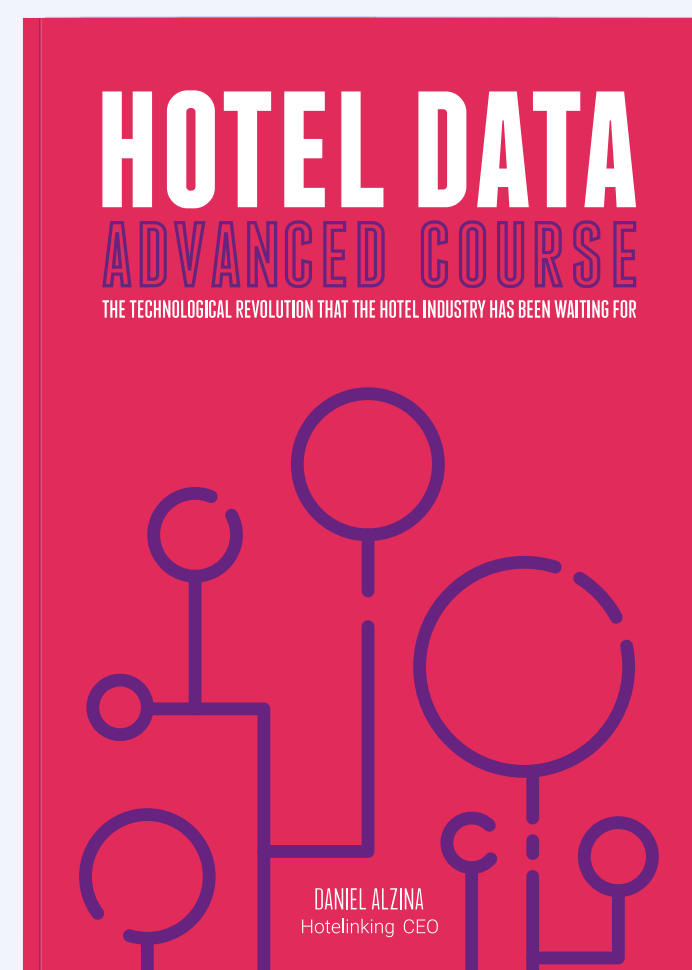
Hotel Data Advanced Course

The book covers, from different perspectives, one of the main concerns for hoteliers: knowing their guests. Through examples and comparisons, it shows how the obtention of Hotel Data can not only substantially improve the direct relationship with guests but also boost direct sales and decrease dependence on intermediaries.

Advanced hotel email marketing course

A complete manual that provides an in-depth insight of email marketing basics and gathers the most important points to keep in mind when launching a campaign. It contains explanation and key useful tips to develop and implement advanced marketing and loyalty strategies in the hotel industry.
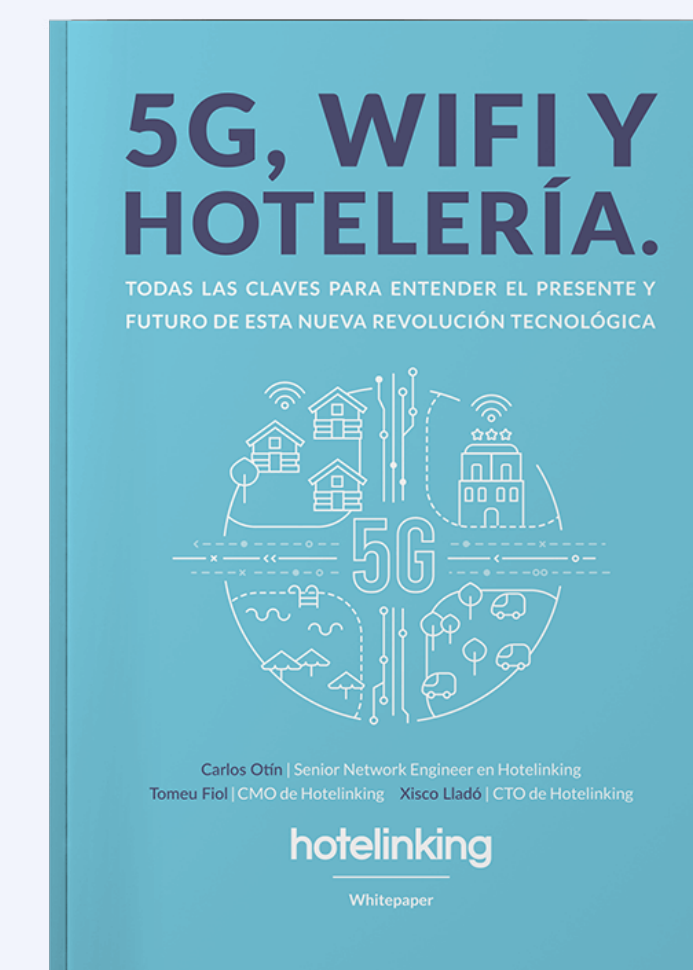
5G, WiFi and hospitality.

A guide to discover everything you need to know to face this new technological revolution in all areas of your hotel. This book offers an in-depth explanation, condensed and in an easy to understand language, of all essential technical aspects and implications that the 5G technology implies for a hotel.
Written for all these people interested in new technologies, with or without technical knowledge, who want to be prepared for the new industrial revolution.
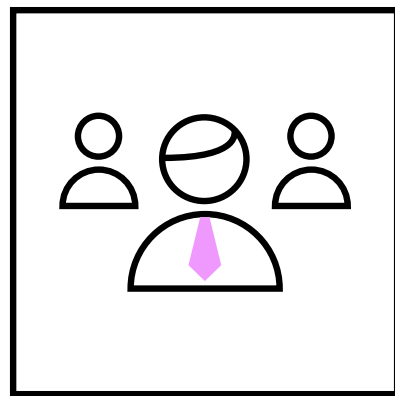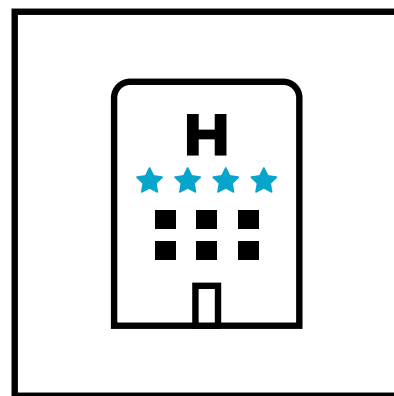
Free download

Figures and data
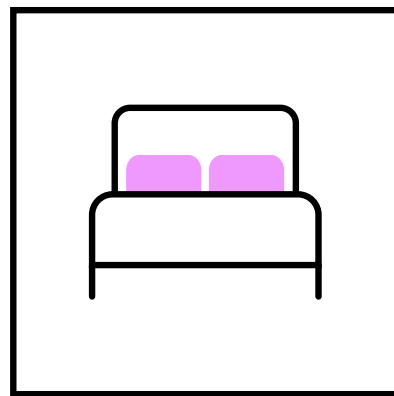
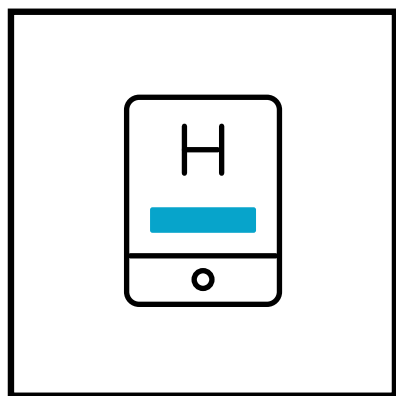**More than 1,000 hotels**
totalling over
150 thousand rooms
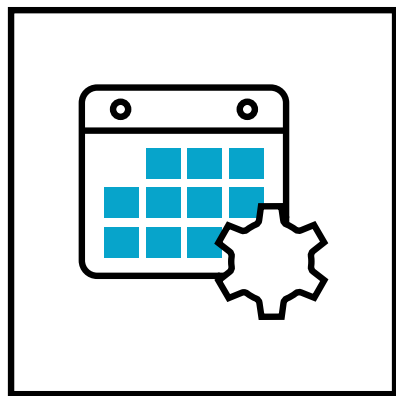
Over 120 active integrations
with several
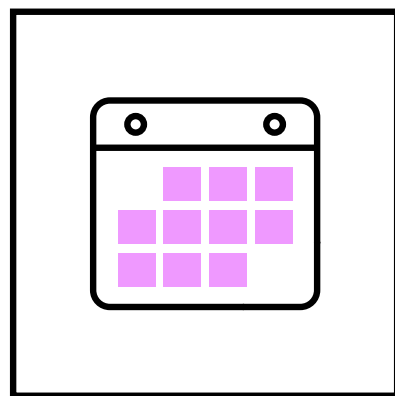**PMS, booking engines
and CRM**

A team with
more than
40 talented professionals

Penetration in 60%
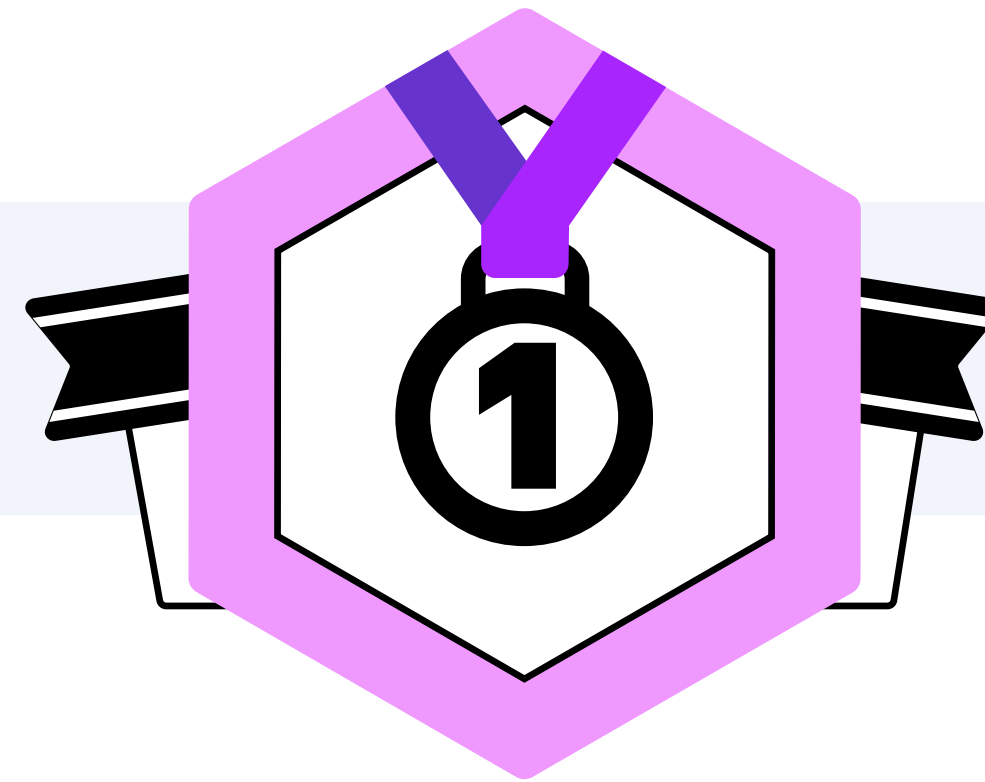of hotel chains in Spain

**More than 10 million total
guests/users**
registered through Hotelinking

**We disintermediate
thousands of bookings**
every month

Prizes and awards

- The ten best marketing automation technologies in the world.
  CIO magazine (USA), 2016

- Winner of the 14th edition of the **Eureka Awars.**
  Palma Townhall, 2016.

- Winner of the **Premios Emprendedor XXI** (entrepreneurship awards)
  to the best business in the Balearics.
  Ministry of Science and Innovation, 2018.

- Third finalist in the **Tourism and Tech category of the national Premios Emprendedor XXI** (entrepreneurship awards).
  CaixaBank and Enisa, 2019

- 15th finalist in the **ranking of the 100 most innovative startups**.
  El referente, 2019

- Chosen in the **Top 100 Startups 2023 APTE**.
  Association of Science and Technology Parks of Spain

Certifications and Badges

Member of:

We collaborate with:

Pyme Innovadora insignia:

Top 100 Startups 2023:

Certificaciones técnicas:

Founders

DANIEL ALZINA
—

XISCO LLADÓ
—

Daniel Alzina is one of the founders and **CEO at Hotelinking**.

He holds a bachelor's degree in Business and Finance Administration by the University of Barcelona. Also, he has a master's degree in Digital Business by ESADE Business School and another one on Technologic Innovation by the EOI. He has worked in companies within the tech sector and the hotel industry and has five years experience in an M&A position in London City and as a consultant for KPMG in the Barcelona office.

Xisco Lladó is founder and **CTO at Hotelinking**.

He is an expert environment artist and frontend developer. He has developed web projects for big companies within the tourism sector and is a web design, user experience and user interface enthusiast. Cofounder of several startups, he is a natural-born entrepreneur, with leadership and development of complex programming projects capabilities.

Main investors

LLUÍS RULLÁN

Former Managing Director CaixaBank
Former President of Port Aventura
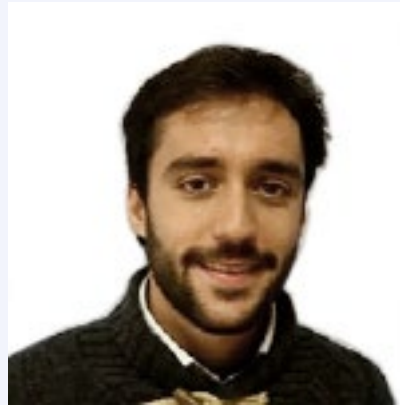
ÁLEX RODRÍGUEZ VEYRAT

CEO Reus Capital Partners

JORDI BER

Non Executive Director Habitissimo

CARLOS MONCHO

SVP Cendyn Marketing Cloud

PACO GIMENA

Founder of Mola.com
Former Managing Director Globalia

JAUME ALZINA

CEO Winhotel

HIPOTELS
Hotels & Resorts

WORLD OF HYATT. *Inclusive* COLLECTION

WCH

HC·CH
HOTELES CENTER

Best Hotels

GLOBALES

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aparthotel
fontanellas playa
aparthotelfontanellas.com

BLUESEA

GHT
HOTELS

GRUPOTEL

MarSenses
HOTELS & HOMES

PULITZER
HOTELS

ACERCA
hospitality

ZAFiRO
HOTELS

PortBlue
HOTEL GROUP

HN
NEGRESCO
BEACH HOTEL
★★★★

HOTELES POSEIDON

Astoria Playa ★★★★ *Only Adults*

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inturotel
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BE·LIVE·HOTELS

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hotels
fresh & friendly

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GUITART
HOTELS

CONCEPT
HOTEL GROUP

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hdhotels
www.hdhotels.com

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★★★★

blau.
hotels for holidays

PARQUE
SANTIAGO

CORAL HOTELS
Happiness in the Sun

LAS TERRAZAS
ABAMA RESORT TENERIFE

Parque Nereida
SUITES HOTEL ★★★★

Hotel Las Artes

SB
SohoBoutique
HOTELS

Customer testimonials

JOSÉ MARTÍNEZ
—

Marketing & Direct Sales Manager

'Hotelinking is our chosen marketing automation tool. I would recommend it to all those hotel marketing professionals whose critical project is direct sale'.

Bluesea Hotels

MARÍA SERRA
—

Ecommerce Manager

'Hotelinking works in a completely automated manner and is playing a key role in our direct web sales strategy. After a few months, we have experienced a significant increase in direct sales'.

Zafiro Hotels

Watch testimonial videos

Hotelinking in the media

"

'The company Hotelinking has been awarded in the 11th edition of Caixabank's Emprendedor XXI entrepreneurship awards in the Balearics. [...] The Govern explained that Hotelinking captures the details of each guest automatically to subsequently export them through the automated events, so that hotels increase guest loyalty, their reputation and branding. The awards aim at recognising and accompanying innovative companies which have been recently created and have the biggest growth potential'.

Diario de Mallorca

Read more

"

'Some of the projects that have been successfully launched from this programme (Emprenbit) and that have also been awarded an Emprendedor XXI award (one with the best economic prizes in Spain) is Hotelinking, a software for the management of hotel marketing campaigns'.

Economía de Mallorca

Read more

"

"Hotelinking has been included in the ranking of the 50 most innovative startups in Spain created by entrepreneurship newspaper El Referente. Specifically, the start-up from Mallorca has reached the 10th position in this ranking about innovation'.

Hosteltur

Read more

"

Hotelinking launches a guide on all the essential technical aspects and implications of 5G technology for accommodations.

The guide is specially created for hoteliers, but also for everyone interested in modern mobile communication, including non-technical people, as well as marketing professionals and managers from all walks of life'.

Tecnohotel

Read more
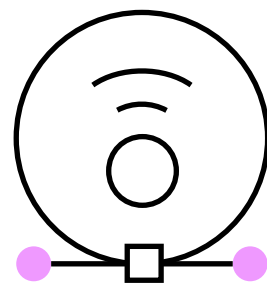
Also seen in:

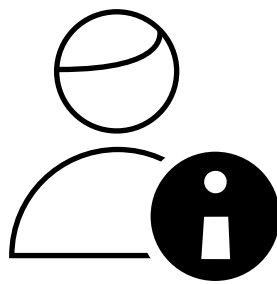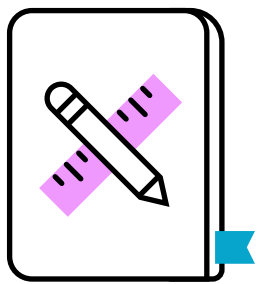SMART TRAVEL NEWS   20 minutos   LA VANGUARDIA   arabalears   SER

Related content

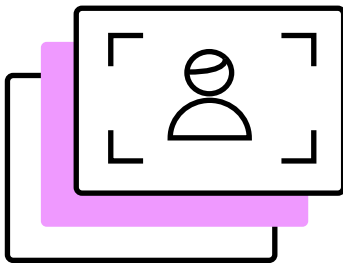| Logos | About Us | Brand Guidelines (Lite) | Photo package CEO |

hotelinking

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