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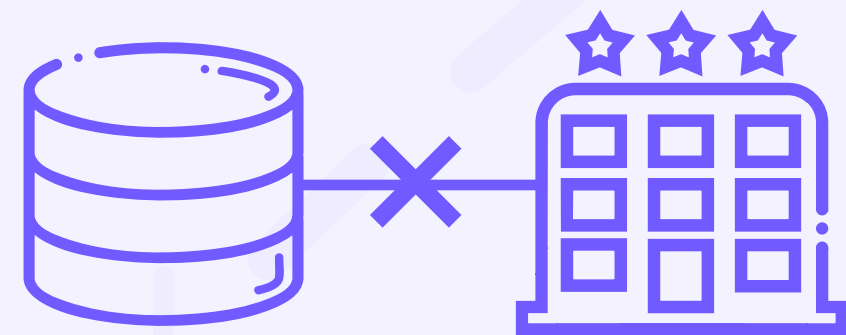
The new platform aimed at hotels for acquiring, connecting and retaining more guests.

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**hotelinking**

# The world has officially entered the new era of digital data.

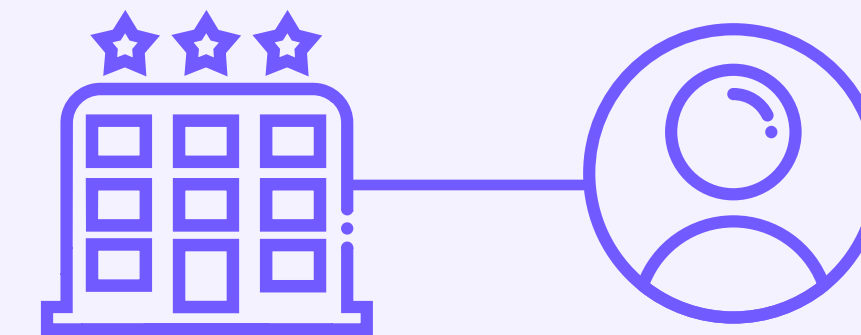
But in hospitality...



**OTAs and Tour Operators accumulate over 85 %**

of hotel reservations.

Valuable guest data, from a marketing point of view, never reach the hotel.



**Now hotels can obtain these extremely precious data**

and communicate directly with the guest.

Benefits are impressive.

# How much does it cost to a hotel to operate with no guest hotel data?

Download our [‘Hotel Data Advanced Course’](#) book



## Data collection

- It is manually done during the process.
- Scarce data quantity and quality since it is not a digital process.



## Reputation

- Unfair negative comments are directly posted on TripAdvisor.
- Positive ones are not encouraged.



## Disintermediation

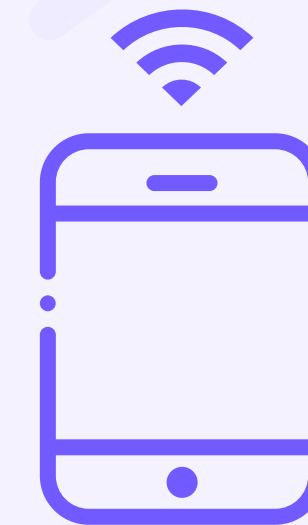
- Limited capability to attract repeat guests to the direct channel.
- Repeat guests book through the same commissioned channel.

# Data are key to change.



## Manual collection during check-in

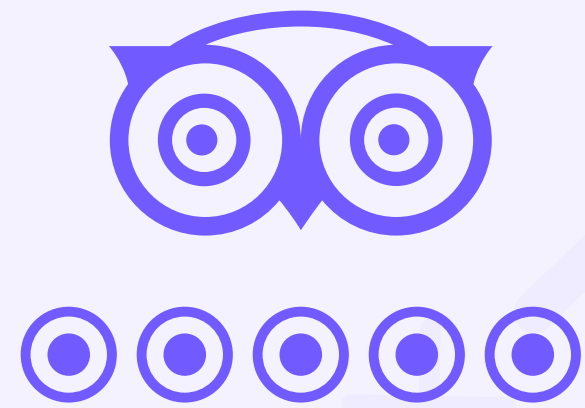
- Data collected manually through a form.
- Human mistakes, false emails.
- Manual transfer to the PMS.
- GDPR difficult to collect on paper.
- +90 % of data are lost.



## Digital WiFi collection

- Data automatically collected and digitalised.
- Emails checked in real-time.
- Two-way integration with the PMS.
- GDPR integrated into the WiFi registration process.
- +85 % of guests register on the WiFi.

# What happens when we activate Hotel Data?



## Improvement on TripAdvisor

The hotel recovers control of its online reputation, avoiding that TripAdvisor posts unfair negative comments while positive ones are encouraged.



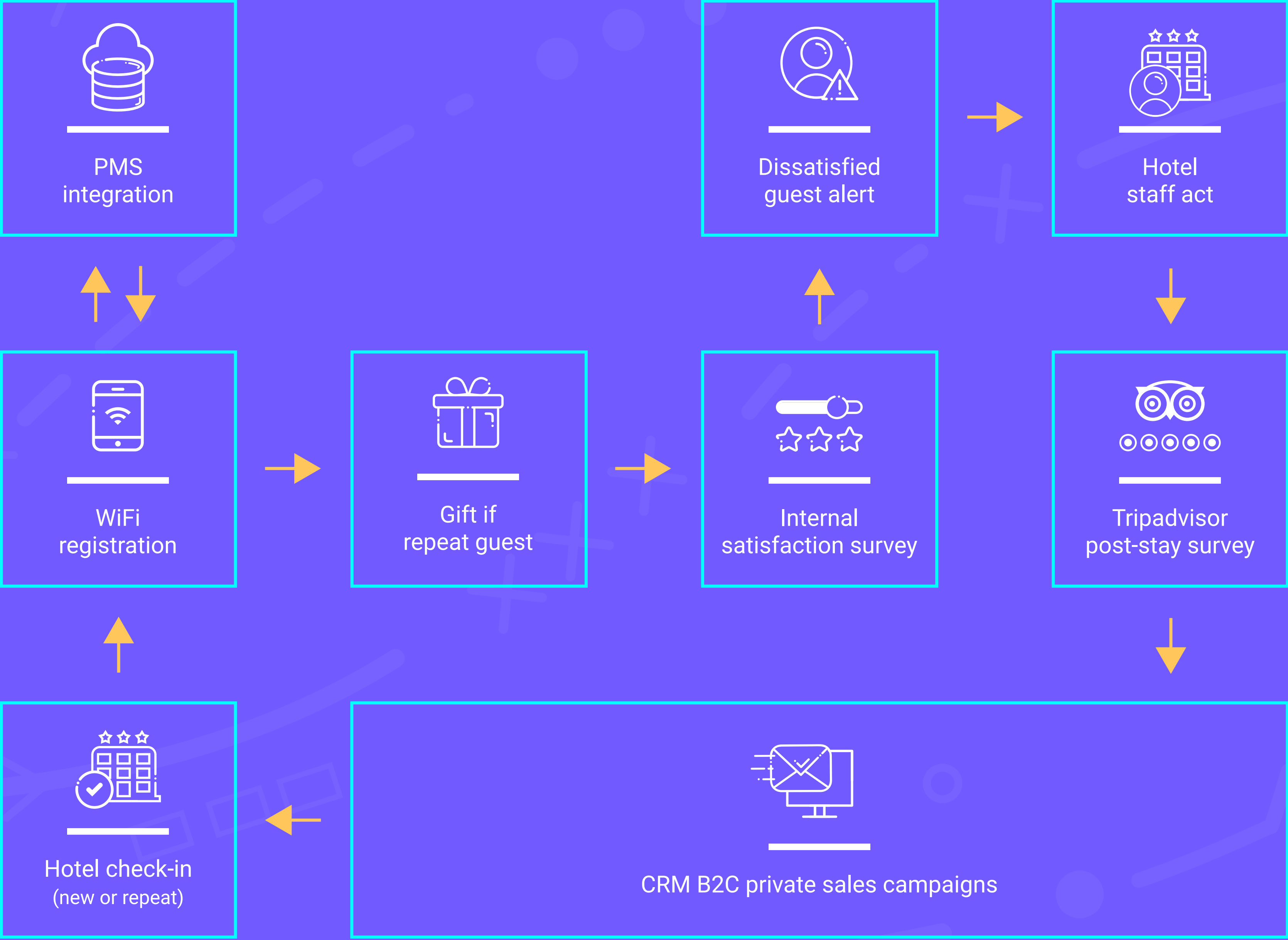
## Brand awareness is increased

A bond is created between the guest and the brand, which is crucial for future reservations to the direct channel.



## Savings in commissions

Hotel Data is a very significant source of disintermediation when activated through email marketing.



# Implementation.

| 1



## WiFi technical contact

We will check technical details with the company managing your WiFi and will certify viability.

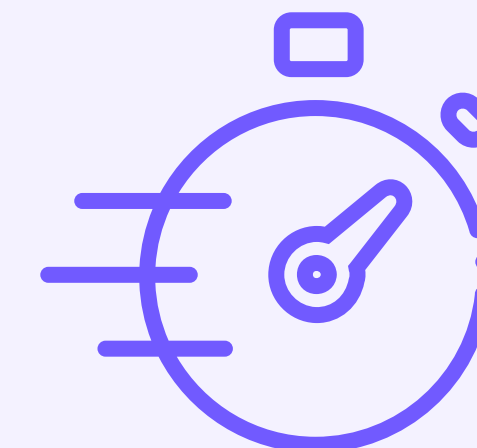
| 2



## Implementation team

You will be assigned a specialist to configure the tool so that it meets your needs.

| 3



## Close service

Our support service is available for any issues, even during weekends.



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