

hotelinking

LOYALTY & MARKETING PLATFORM FOR HOTELS





**LET'S
TALK
ABOUT
HOTEL
LOYALTY?**



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CEO'S NOTE.

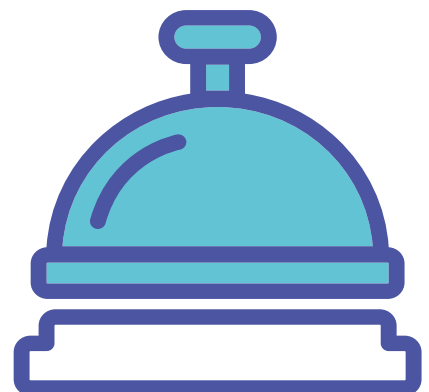
What an exciting year for everyone who has been involved with Hotelinking. In just 12 months we have managed to grow in more than 600 hotels, which have helped to incorporate more than 100,000 rooms of the best chains in Spain. We have more than 18% of the total number of chains in Hosteltur's 2017 ranking, and in 2018 we have projected to exceed 40%.

In just 20 months of life as a technology company, we have positioned ourselves as leaders in a very young market such as that of direct marketing automation platforms and loyalty building in the hotel sector. Being our focus exclusively on the hotel sector, allows Hotelinking to advance firmly and mature as the favorite platform for independent hotel chains and hotels seeking to fully automate the process of loyalty through the direct web channel. Those who already know Hotelinking know that it is a unique product where the value is perceived from the first minute it is put into operation in the property. And the best is yet to come.

Thank you all for your support!



Daniel Alzina Antich,
Co-Founder, CEO, Hotelinking





WHAT IS HOTELINKING.

Hotelinking is a platform of direct marketing automation and customer loyalty for the hotel sector. The tool captures the data of each guest automatically, and then exploits it through automated events, so that hotels increase loyalty, reputation, and branding.

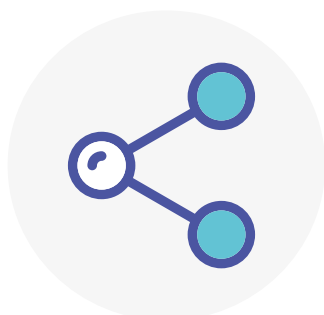
WHAT BENEFITS WE GET FOR OUR CUSTOMERS.



Hotelinking captures on average more than 85% of the total number of guests staying in each property. The data is validated in real time, generating a high quality database. Hotelinking complies with the new European data processing standard GDPR.



More than 50% of the online guests choose to log in using Facebook as a WiFi login method. The second method offered is by means of a form. Both in the Facebook option and the form option the email is validated in real time.



More than 35% of users who log in with the Facebook option share a post on their own wall recommending the hotel to their friends. This is already happening naturally, but thanks to the Hotelinking process we achieve unique levels of brand viralization.



Each "share" posted on Facebook, thanks to the fact that a guest has shared it with his friends, will generate on average 2 visits to the corporate website of the independent hotel or chain. In addition to producing visits, each publication will generate impressions, which are equivalent to brand visualizations.



On average, every thousand visits redirected from Facebook to the corporate website, thanks to the recommendations on Facebook of the guests, 1 reservation will be generated. For example, in a chain of 25 hotels in 12 months, more than 100 reservations can be generated by recommendations.



Hotelinking media, avoids a negative opinion in Tripadvisor and/or Holidaycheck for every 15 opinions generated internally during your stay, thanks to the automated internal reputation module. On average, 3 opinions are generated for each guest captured through the WiFi module.



Hotelinking manages to divert on average, more than 500 bookings annually from repeating customers to direct web sales (for every 100K guests captured by the WiFi module). In the absence of Hotelinking, repeating customers tend to re-book through the home commissioner channel.



Hotelinking achieves email openness ratios of over 45% on average. The sector average is 20%. The reason for this is the quality of the data, the degree of personalization of the communications via email, and the right moment of sending with positive values for each guest.

WHY YOU SHOULD BET FOR HOTELINKING.

Because we are the first fully automated marketing and loyalty platform for hotels, which will help you to quickly increase the number of repeating customers booking through the direct channel.

HOTELINKING IS THE TOOL YOU NEED IF:



You want to become less and less dependent on OTAs and TTOO, while rapidly increasing repeating customer bookings through your direct channel.



You get the feeling that you pay high commissions over and over again for attracting repeating customers.



You want to increase customer loyalty through your direct web channel.



You want to know in depth the needs of your customers, to send them segmented and personalized loyalty campaigns, but you have no data because OTAs and TTOO do not share the data with you.



You are looking to offer your clients advantages by booking directly with you, but you have no way of communicating with them, once they have already checked out.



BLUESEA



HOTELES CENTER



Hoteles GLOBALES



Gran Isla Hotels



GRUPOTEL
HOTELS & RESORTS



GUITART
HOTELS



HIPOTELS

HM hotels



H-TOP
Hotels & Resorts Group



Join the community
of independent hotels
and chains that already trust us.



PLAYASOL
IBIZA HOTELS



PRINSOTEL
Hoteles y Apartamentos



Senses Hotels



Typic
Hotels



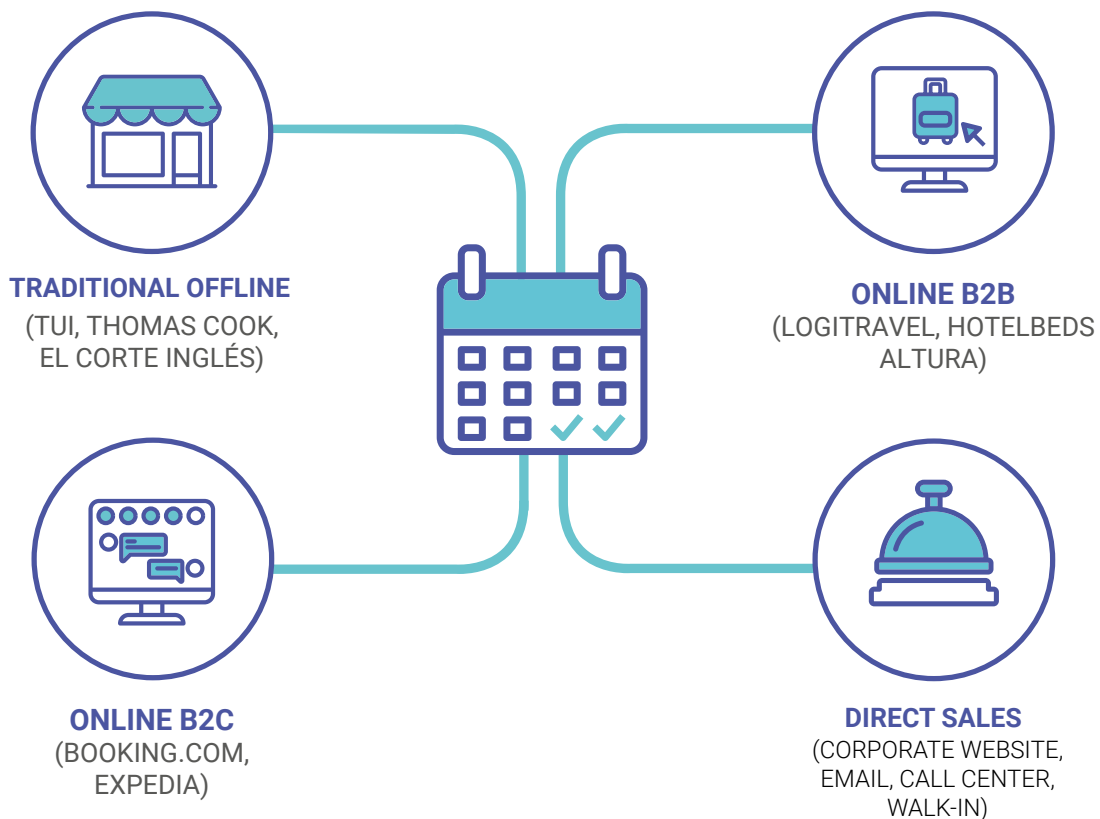
URRHOTELIERS

whala!hotels



THE HOTEL BUSINESS MUST RECONQUER THE CLIENT WITH DIRECT BOOKING.

If we take a look at how hotel reservations are distributed in the hotel sector, we will be able to differentiate mainly between the following channels:



Depending on the typology of each hotel or chain (urban, vacation), we will have a different mix of the above-mentioned channels. For example, we can expect that an urban hotel depends very little or nothing on the TRADITIONAL OFFLINE and much more on ONLINE, but the situation will be very different if we look at the composition and origin of the reservations of a holiday hotel (high component of OFFLINE, sometimes over 80%).

If something they have in common the OFFLINE and ONLINE (regardless of whether it is B2B or B2C), is that none of them shares the guest's contact details, beyond the information of the reservation itself. They have no interest or motivation to make it easier for the hotelier to build loyalty through the direct channel to the customers that these channels have managed to bring to the hotel.

Of the 100% of guests who pass through a hotel or chain over 12 months or an entire season,

between 3 and 50% (depending on many factors) are repeating guests from previous years. But to the detriment of the hotelier, such repeating customers usually book over and over again through the same channel as the previous times. It is an undesirable situation for the hotelier to have to pay repeatedly, a purchase cost of the reservation by the same guest.

It is well known that the direct channel seldom exceeds 20% of total reserves, the most common being that the direct channel (which is the most profitable and least expensive) represents less than 5% of total reserves.

An ideal situation would be to be able to build the loyalty of repeating guests coming from commissioned channels to the direct channel. Thus, after the first visit any subsequent stay crystallized through the direct channel, avoiding unnecessary acquisition costs.

What currently prevents hoteliers to avoid this undesirable situation?

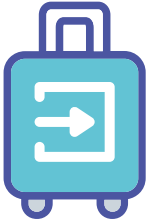
- Inadequate and insufficient data capture in reception at check-in.
- Emails captured without validating and therefore are useless for loyalty.
- Lack of data to send personalized campaigns.
- Databases without minimum segmentation capability.
- Guest dissociation between hotel and brand.
- Lack of the necessary technology.

How does Hotelinking solve the problem?

- Automated capture over 85% of all the data of each guest staying in the hotel.
- Automatic and real-time validation of customer data, with up to 99% data quality.
- Automated communication and engagement system via email to ensure brand association with the hotel and significantly increase the success of post-stay loyalty campaigns.
- Diversion of committed channel reservations to the direct channel of those repeating clients, thanks to the CRM module.

GUEST WORKFLOW.

CHECK-IN



CAPTIVE PORTAL



CAPTURED
DATA



AUTOMATION
BEGINS

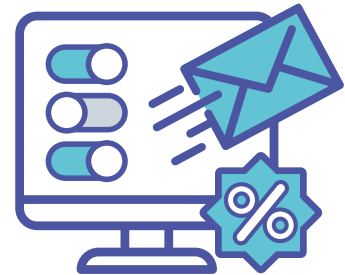


BRANDING GENERATION
SHARING ON FACEBOOK

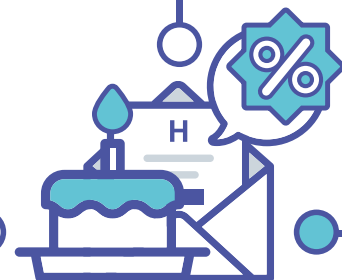


DIRECT BOOKING

VISIT
CORPORATE
WEBSITE



SEGMENTED
LOYALTY
CAMPAIGNS



BIRTHDAY GREETINGS WITH
EXCHANGEABLE OFFER ON THE WEBSITE

WIFI WELCOME GIFT



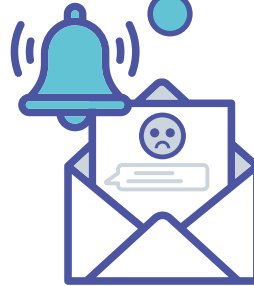
INCREASES LOYALTY AND REPUTATION

SATISFACTION ASSESSMENT DURING STAY



NEGATIVE

POSITIVE



AUTOMATIC EMAIL NOTIFICATION TO THE PERSON RESPONSIBLE

PROBLEM SOLVING, AVOIDING NEGATIVE REVIEWS



REMINDER MESSAGE FOR FARM REVIEWS, RANKING RISE



CHECK-OUT

REPEATING CUSTOMERS ARE THE GOLD MINE OF DIRECT WEB SALES.

In any commercial department of independent hotels or chains, as objective of the year we always consider increasing direct sales. We increase the budget for Google Adwords, Goals, Display, Affiliation, Retargeting and Remarketing, but rarely think about customer loyalty that has already been hosted in our property.

It is widespread in the hotel business to think beforehand that the client who has already stayed in the hotel, little can be done proactively to repeat soon.

One of the great reasons is the lack of commercial data to communicate with our guest, giving him/her a thousand and one reasons to come back, and to do so through our direct channel.

As a result, in the hotel business, the very expensive mistake of filling the hotel over and over again with new people, either through OTA and TTOO, or by direct channel. If we let this happen, we are forced to pay high acquisition costs for new customers, and worst of all, repeating customers have to pay for the same commission channel that did it the first time.

Talking about a customer's acquisition cost is extremely important. Let's think of a reservation that comes to us through Booking.com. Take for example a hotel where your average stay is 3 nights, and the average number of guests per booking is 2. If the average daily rate (ADR) is €130, it turns out that the average booking fee is €390. The minimum purchase cost to apply for a reservation from Booking.com is 66 €.

Booking.com sends us the booking, or we receive it directly in PMS thanks to the integration we have with our Channel Manager. When the client arrives at the hotel, we can think that thanks to the pre-check-in or cardex document, the client will leave all relevant data and then contact him/her through loyalty campaigns.



We all know the reality, and it is very different. If we do the exercise of calculating the number of guests that passed through our property in the last 12 months and compare it with the useful database to send campaigns, we will notice that it coincides with the percentage of direct sales, which rarely exceeds 15%. The reason is that captured from reception is rarely valid.

But if we had a database of nearly 100% of the guests, and if the data were all validated and with enough information to segment and personalize the campaigns by language, sex, tastes, booking channel, type of room, or even by average spending, we could achieve a radical and rapid change in the growth of the direct channel.

On average between 5% and 20% of the guests staying in your property today, depending on the strength of the brand and destination, will repeat in the next 24 months.

With the right data, and the right email loyalty campaigns, you'll ensure that many of your repeating customers do not do so through the channel they're commissioned from, but through your direct web channel.

To give you an idea, you can divert 150 reservations every year for every 25,000 customers who stay in your property.

A chain of 10 city hotels, with 1,100 rooms, has the capacity to divert in 4 years more than 10,000 reservations to direct sales, and prevent more than 20,000 guests from repeating through commissioned channels. The savings in commissions would be greater than 800 thousand €. And the increase in direct sales could mean the biggest increase the chain has experienced in its history.

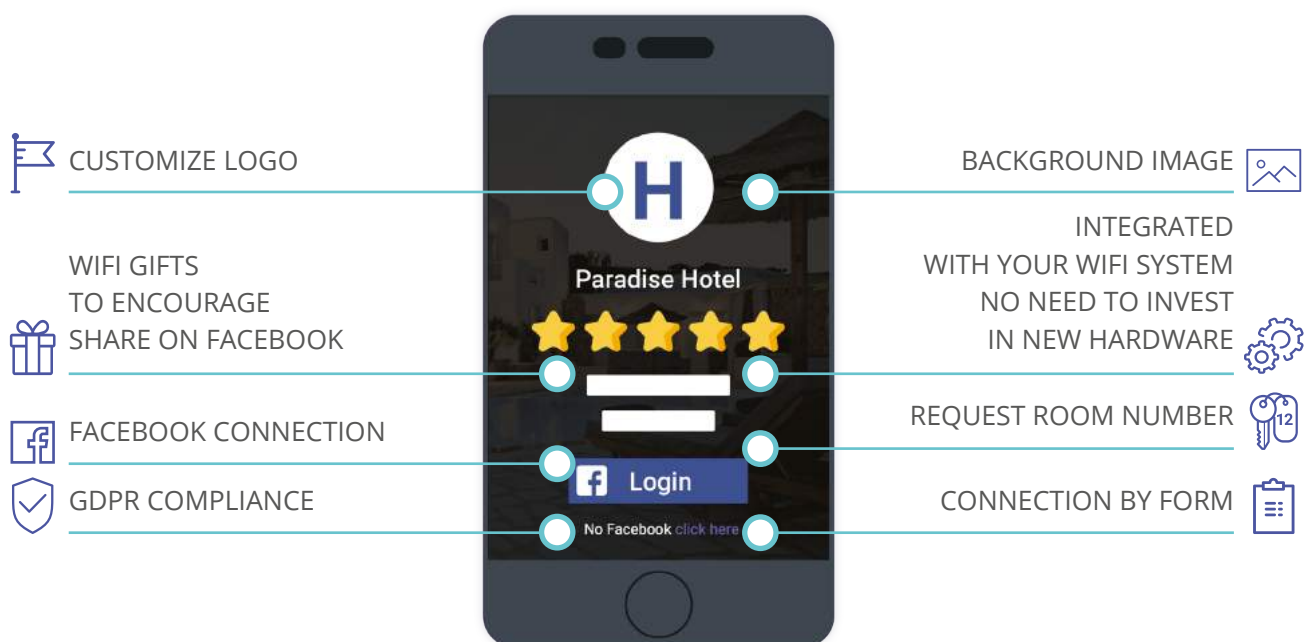
It is very important to think about the cost of acquiring clients, and to act so that it is a cost that is paid only once by the same client. Customers want to repeat and will do so again, but we must lay the foundations for our direct channel to be the gateway to customer loyalty.

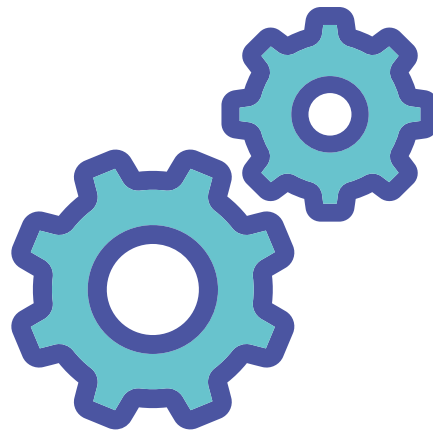
A TOTALLY AUTOMATED PLATFORM.

From data capture, viralization of your hotel's brand or chain, automation of communications during stay, dashboard analytics, to the traceability of web sales, Hotelinking is the perfect machine for the hotelier who seeks the ultimate change with minimal effort.

WIFI DATA CAPTURE.


A portal with the ability to customize, where each client will connect comfortably and provide the necessary data that we will use to build the database automatically.







BRAND VIRALIZATION.

Guests in your hotel or chain are willing to share naturally that they are staying in your property. In Hotelinking we get that on average more than 40% of the guests who log in with the Facebook option, also share a publication on your wall over the hotel. This way you can discover the brand to thousands of potential customers every week.


HOTEL IMAGE 

PERSONALIZED WITH THE NAME OF THE FRIEND WHO IS ALSO A CUSTOMER, GIFT OR DISCOUNT INTEGRATED WITH THE PROMOCODE 




H

Tell your Facebook friends about us and you both get rewarded

 Continue with Facebook

Having a great holidays in Paradise!!! — at Hotel Paradise



Hotel Paradise
Majorca Island, Spain
WWW.PARADISEHOTELMAJORCA.COM

Like · Comment · Share

326

432 shares

62 Comments

H


Congratulations Anna Jones


Because you have shared your next stance at Hotel Paradise with friends, you have earned a:

Free champagne bottle.

HLBUXLOQ

Claim your gift using the above code at your arrival.

 INCENTIVE TO SHARE

 HOTEL DESCRIPTION



COMMUNICATIONS PACK OF ENGAGEMENT WITH GUESTS.

One of the main problems we encounter in the hotel business is that guests recognize and remember perfectly the name of the hotel where they stayed, but not necessarily the brand.

As a result, when campaigns are sent from the brand there is a dissociation between the hotel and the brand, and the results of the campaign are not as desired. From Hotelinking we know

the problem, and we have found the way to solve it through automated communications and pre-set via email during the stay and post stay of the guest.

1

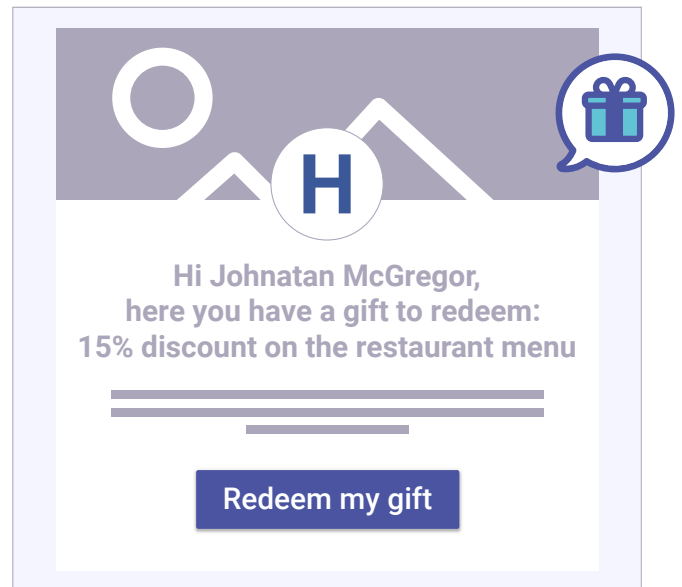
WIFI WELCOME GIFT:

We will be able to configure a gift per hotel, which will serve as a welcome to the guest, and as a first communication to start associating the hotel and the brand.

The customer will receive the communication and will be able to access the automatic redemption screen, which avoids the repetition of exchanges.

The screenshot shows the 'WIFI GIFT EDITOR' interface. It includes a header with a gift icon and navigation icons. The main area is divided into several sections: 'Upload an image' with a placeholder image of a person and a mountain; 'WiFi users gift' with a dropdown menu and a plus icon; 'Type of redemption' with a dropdown menu; 'Gift Reset Days' with a dropdown menu; 'Description' with a text area; 'Title and start date' with a text input and a calendar icon; and 'Terms and Conditions' with a text area.

GIFT CONFIGURATION



COMMUNICATION OF THE GIFT



Media coverage of this communication get a engagement from the

65%

2 SATISFACTION DURING STAY:

90% of dissatisfied customers write an opinion in Tripadvisor while they are still staying at the hotel. Hotelinking automatically sends an email for each client to report their degree of satisfaction plus a comment, so that hotel staff can resolve the problem while the guest is still staying.

SATISFACTION SURVEY FILTER

Days of stay for sending

Minimum score for sending the review email: **7.9**

If the score is below, send an email to:

SATISFACTION FILTER CONFIGURATION

Johnatan McGregor rate your satisfaction, and help us improve your stay.

Score: **5**

SCORE AND COMMENTARY COMMUNICATION

Pay attention, this is a satisfaction score alert.

Score: **6**

ROOM 205

SATISFACTION ALERT EMAIL

SCORE AND COMMENTS | AVERAGE SCORE 8.2

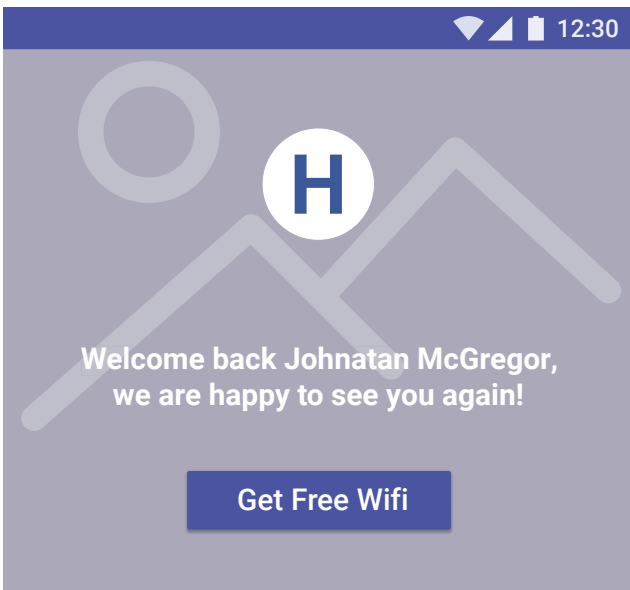
| Name | Room id | Score | Comment | Date | Actions |
|------|---------|-------|---------|------|---------|
| | 205 | 6 | | | ✉️ |
| | 127 | 9 | | | ✉️ |
| | 404 | 7.8 | | | ✉️ |
| | 309 | 8.5 | | | ✉️ |

SCORE DASHBOARD

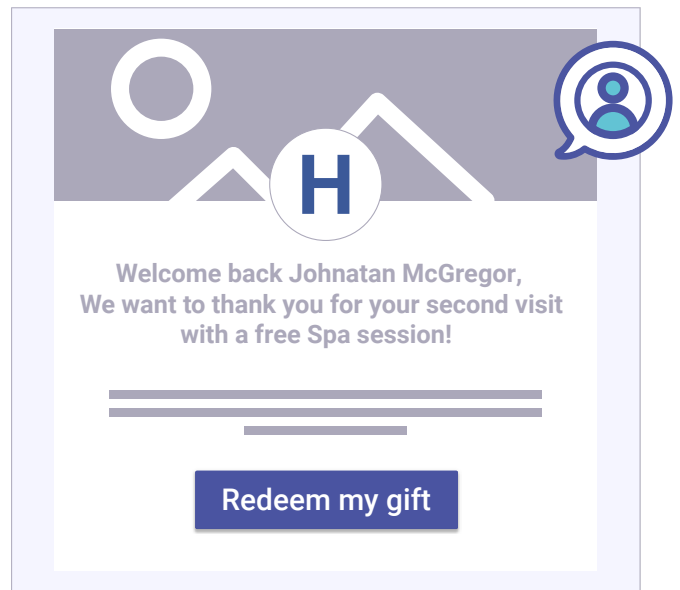
Media coverage of this communication get a engagement from the **45%**

3 REPEATING CUSTOMERS:

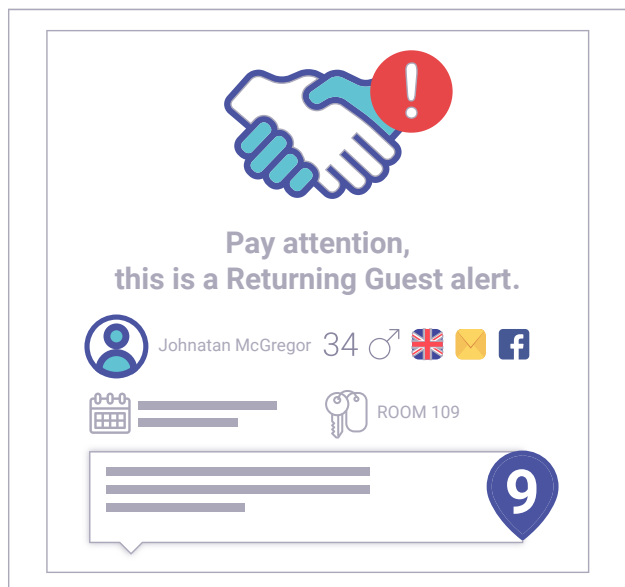
It is a frustration for any receptionist, not having the information to welcome a repeating customer. In Hotelinking we welcome repeating customers by hotel or chain level, and also advise the reception desk so that you can give special treatment to guests who visit us again.




WIFI WELCOME SCREEN



WELCOME STATEMENT



EMAIL OF NOTICE TO RECEPTION

 **Media coverage of this communication get a engagement from the** **55%**

4

BIRTHDAY CONGRATULATIONS:

One of the most successful communications in history. With a single click, congratulations will be activated in the client's language, and it is also possible to add a gift, which must be associated with a PROMOCODE of the booking engine.

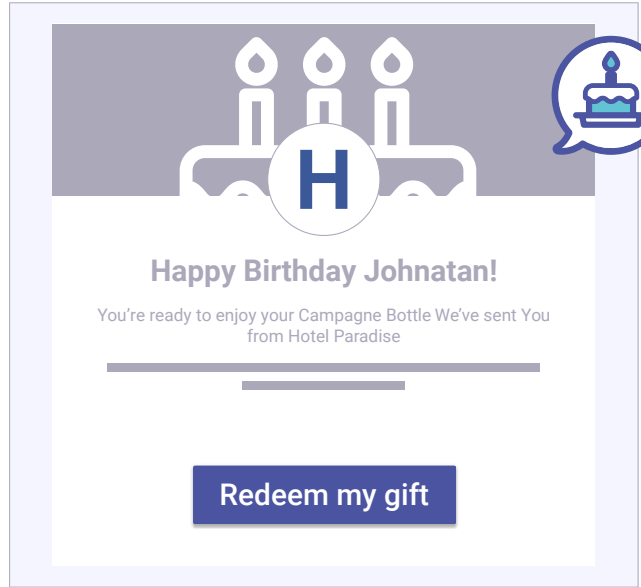
BIRTHDAY GIFT

Select gift

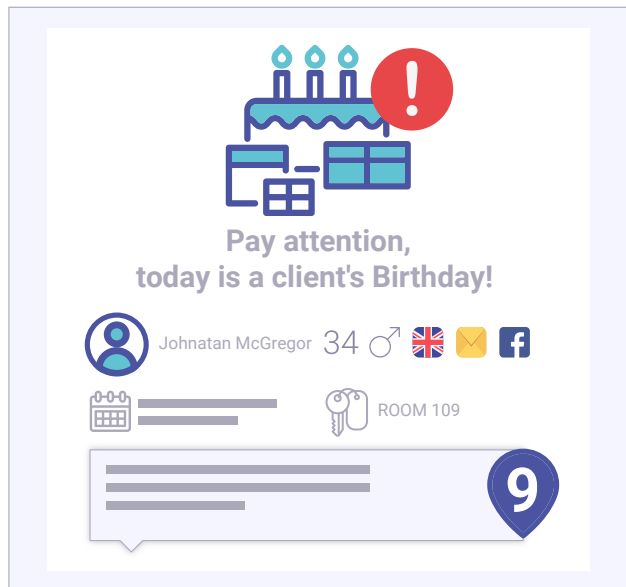
Booking engine code

Send notification to:

GIFT CONFIGURATION



GIFT COMMUNICATION



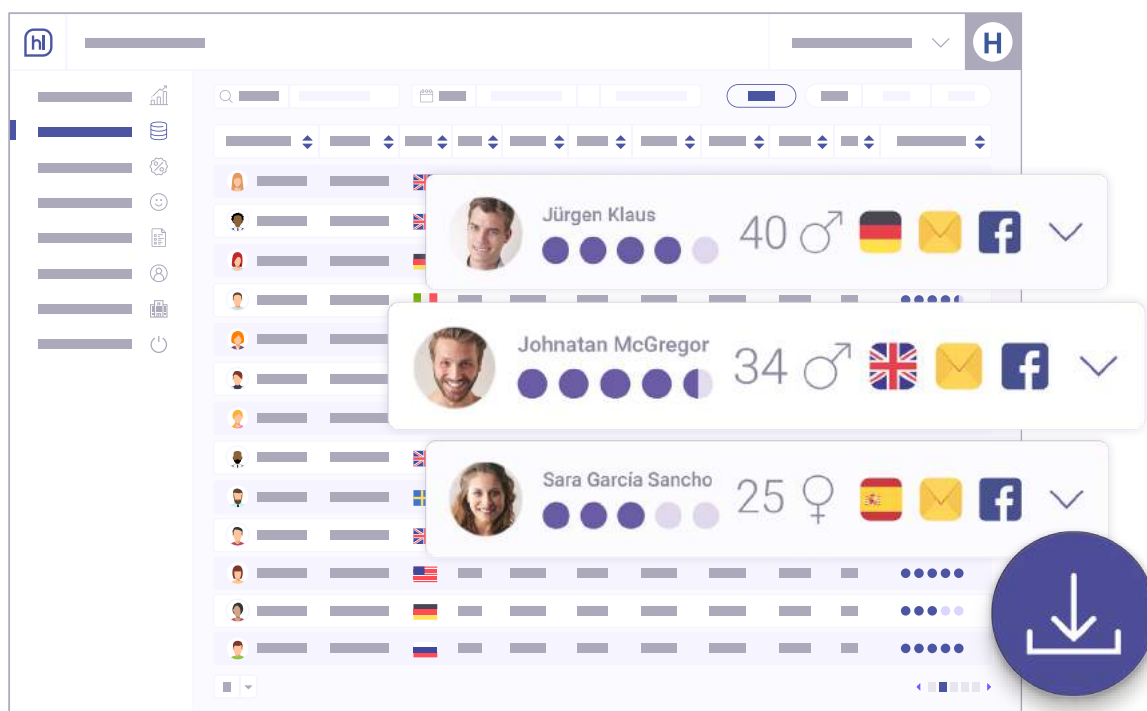
EMAIL NOTIFICATION TO RECEPTION

Media coverage of this communication get a engagement from the **75%**



DATABASE AND ENRICHMENT WITH TRANSACTIONAL PMS DATA.

Hotelinking guarantees a centralized database by chain, or also called multi-hotel. If a customer visits a hotel of the chain and we capture their data through the WiFi tool, when visiting a second hotel of the same chain we detect it and mark the second visit, but never duplicate the same guest twice in the centralized database.



The data we capture through WiFi, thanks to the fingerprint of each device we can obtain high value information from a commercial point of view, without having to ask the guest everything.

With Hotelinking our clients manage to capture on average more than 85% of all the guests that visit each property. The data will be available in

real time from the CRM tool to prepare customised loyalty campaigns.

But there is another silo of information such as the PMS, which consolidated together with the captured and enriched WiFi data we can complete the perfect profile of the customer, for a personalization of campaigns never before available for the hotel industry.



BID MANAGEMENT AND GIFT.

Hotelinking has its own creator of gifts and offers, which can be linked to a promocode generated in the booking engine. Gifts can be applied to different automations such as birthday greetings, WiFi gifts, loyalty prizes, discounts for friends of customers, and much more.

The screenshot shows the 'CAMPAIGN EDITOR' interface. At the top, there is a gift icon, the title 'CAMPAIGN EDITOR', and navigation icons (send, save, delete, back). The main area is divided into several sections:

- Upload an image:** A placeholder for an image with a person icon and a mountain range.
- Language selection:** A dropdown menu with a Spanish flag icon.
- Booking engine code:** A text input field.
- Descriptions:** A large text area with three horizontal lines representing text.
- Title and start date:** A text input field and a date picker icon.
- Terms and Conditions:** A large text area for entering terms.

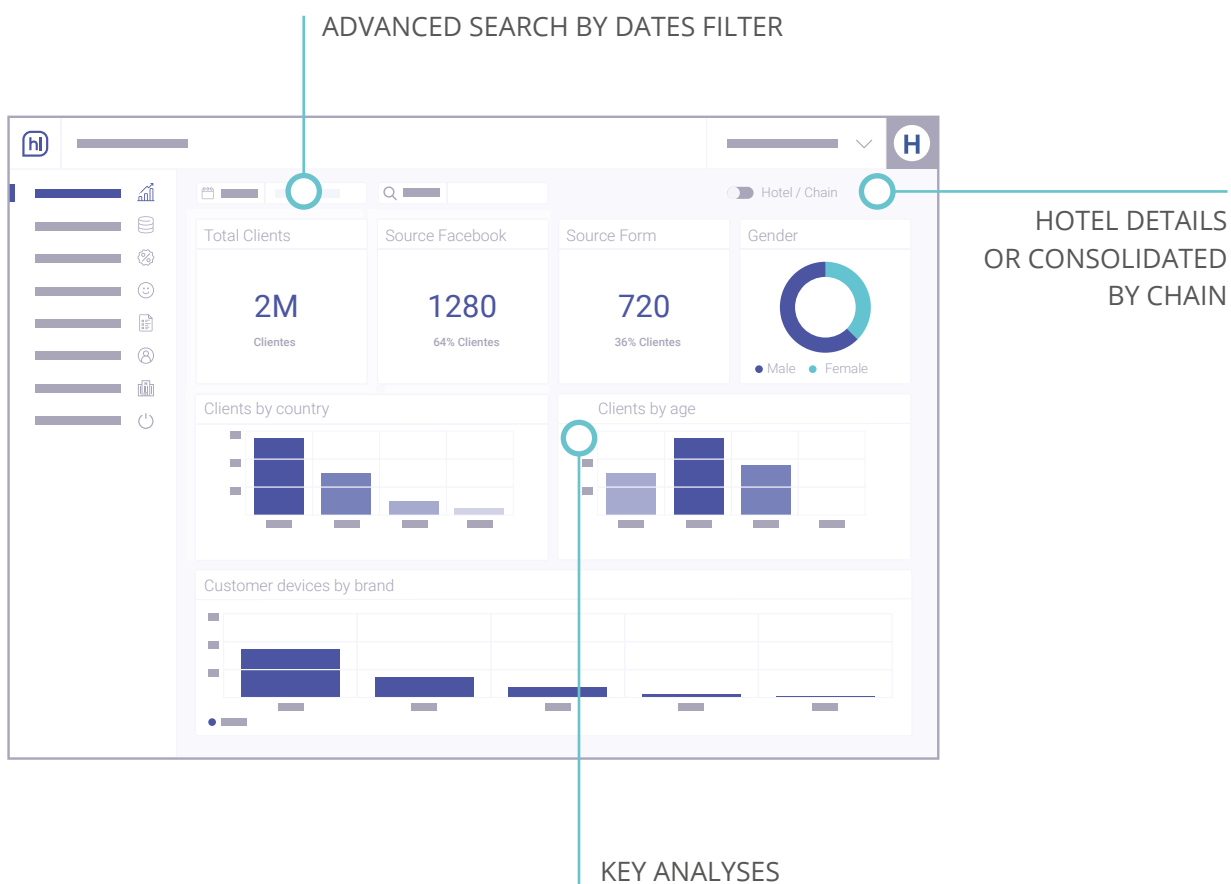
It is very important that hotel guests feel from the very beginning that we care about their well-being, and that we really want your stay to be remembered in the best possible way. Only in this way will we create a positive impact, so that each guest will think about returning in the near future.

The absence of positive communication at the right time, of optimal treatment through gifts, and ultimately to make each guest feel like a special customer leaves the brand in a difficult position as far as loyalty strategy is concerned.



DISCOVER YOUR GUESTS IN DETAIL THROUGH THE BIG DATA ANALYTICS.

The hotels and chains that have the knowledge of their guests at your fingertips will have an unmatched competitive advantage.

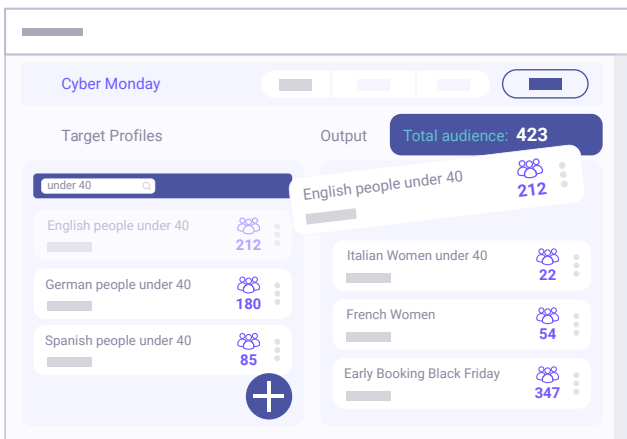


If you know your client you can anticipate their needs, you can adapt the services you offer to the tastes of your guests, increasing the overall satisfaction of your brand. It is key to have a

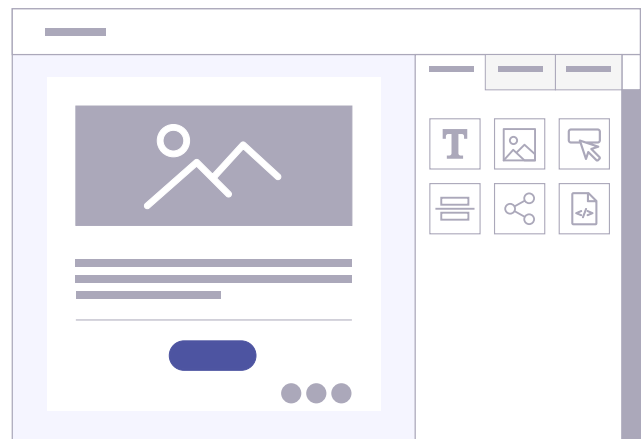
Big Data tool that allows you to give yourself the in-depth knowledge of your clientele, detecting trends and making decisions based on quality data.

CRM EMAIL MARKETING AUTOMATION.

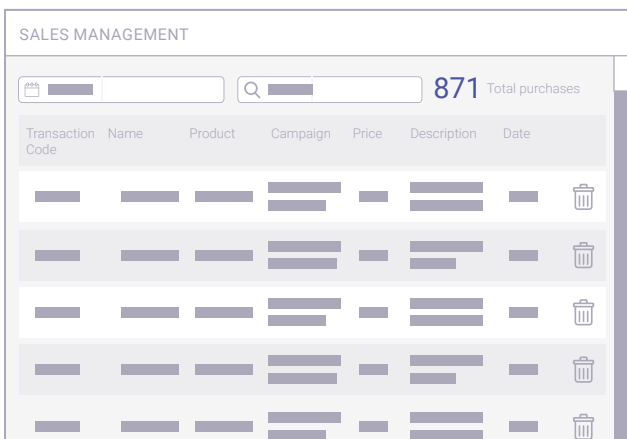
It is the tool that receives the database captured from the WiFi and enriched with key commercial data from the PMS (provided that the intention to enrich and consolidate both databases has been established).



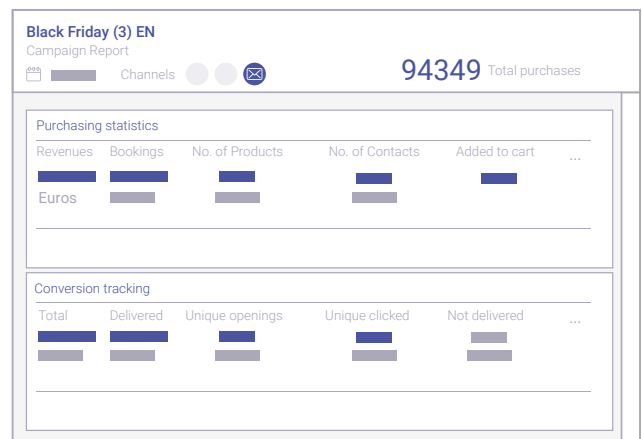
AUDIENCE SEGMENTATION



CAMPAIGN DESIGN



BOOKING TRACKING



CAMPAIGN ANALYSIS

CRM should be understood as a tool to build customer loyalty through the direct channel. We're going to get a large number of customers to repeat, but not through the commissioned channel of origin, but through the corporate website.

The functions of segmentation, automation, programming, and tracking are specific to the hotel sector and very advanced, but always very easy for the user to use.

In addition, the system has an API so that web

and booking engine can integrate into the CRM the specific steps of the reservation funnel: availability request, room type selection, filling in bank details, shopping cart abandonment, etc.

POWERED BY



WEB WIDGETS.

Thanks to the simple implementation of our GTM (Google Tag Manager) on both the corporate website and the hotel or chain booking engine, we instantly enable the Hotelinking Web Widgets. They can be activated or deactivated at any time by clicking on the dashboard. They are intelligent widgets and are displayed according to specific conditions.



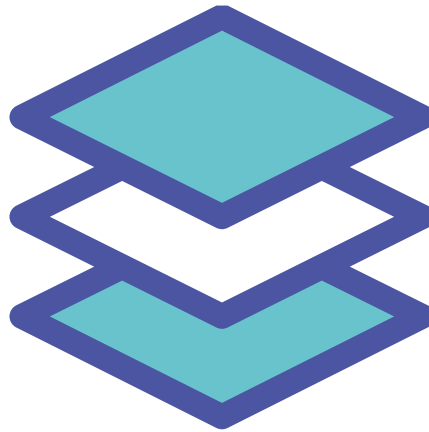
***WEB SOCIAL LOGIN:**

Allows you to generate a database of potential customers before they request availability. The widget manages to convert customers by offering them an advantage by booking on the web, but in return the user must log in with Facebook or form. The system will launch automations, depending on the time elapsed without reserve. It is 100% automated remarketing.



***REVIEW WIDGET:**

Filtered display of guest comments generated through the satisfaction module. You will be able to show in the corporate web the comments and the degree of satisfaction, filtered by the note. It is a very useful tool to help convert new users who visit the corporate website with intent to purchase.



LEAD WIDGET:

If you want to create a Facebook friends database recommended by your own guests, Hotelinking offers this unique lead capture widget. You will be able to offer an exclusive discount only for friends of customers, and that can be redeemed only on your corporate website. All the sales generated through this channel are completely traced, thanks to the implementation of our web tracking and booking engine.



PRE-STAY WIDGET:

It allows users who book through the corporate website to receive a gift for recommending their friends on Facebook. In this way, we will manage to generate virality, and friends of customers will discover the brand at the moment when customers are making the reservation. The widget appears automatically on the booking confirmation page. The gift to receive is configurable by hotel, and will be redeemed at the time of the customer's arrival at the hotel. The customer receives an email automatically with the gift.

GPDR AND EPRIVACY, THE NEW EUROPEAN FRAMEWORK ON HOW TO LEGALLY MANAGE CUSTOMER DATA.

The different interactions between Hotelinking and hotel guests are currently regulated by the LOPD, and we effectively comply with all requirements related to the protection of user data.

But in a short time, specifically in May 2018, the new European law on user data protection, known as the General Data Protection Regulation (GDPR), will come into force, and ePrivacy will certainly come into force. The new European framework for user data protection was adopted in May 2016, but a two-year adaptation period was stipulated.

One of the points that generated more debate about the legal processing of user data, is the new need to request consent from the user to process their data. It is now a widespread practice, but we usually see only one checkbox. The most alarming change is for those companies that besides capturing, processing, and storing customer data require sending email campaigns. The law in this case requires a double opt-in, one

to confirm the consent of data processing, and the second to consent to receive communications via email.

For a marketing professional, adding a second checkbox can result in a significant performance reduction. Negotiations are currently under way if this measure becomes somewhat more flexible, or the initially proposed version is retained.

By carefully studying the regulations, both GDPR and ePrivacy, we find two alternatives to double opt-in, which are perfectly suited to data capture through WiFi, and the subsequent sending of personalized communications to hotel guests.



The first alternative appears in Article 6.1 of the GDPR, in particular paragraph (f). Specifically, it talks about the eligibility of legitimate interests. Legitimate interests include network security and fraud, as well as direct marketing, although the latter has yet to be confirmed. With the latest update of the law, which is expected to be published in the coming months, the doubts will be clarified.

In these specific cases, it is not necessary to seek consent for data processing. To prevent cyber fraud, in addition to ensuring that users' data when surfing a private network is safe, it is necessary to retain customer data in the face of any possible court injunctions.

In addition, ePrivacy law states that we are not required to request consent to send communications via email, as long as they are our own customers, provided that communications sent via email offer the possibility to unsubscribe. All the users we capture with the Hotelinking WiFi mod-

ule are direct hotel customers, and therefore we can avoid the second opt-in.

In any case, both laws require that the privacy policy include with complete transparency the legal reasons why the user's consent is not requested, as well as clearly explaining how the data will be processed and why, and how the user will benefit from total privacy of their personal data, as well as the possibility of exercising their new rights embodied in the GDPR.

All our servers are in the cloud, and in particular with Amazon Web Services. The servers are hosted in Germany, and we comply with all GDPR regulations.

CONNECTIVITY WITH WIFI, PMS, AND BOOKING ENGINE.

In Hotelinking we know in depth the ecosystem of technologies used by both independent hotels and hotel chains. That's why we want you, as a hotelier, to get the maximum performance by connecting Hotelinking to the key systems of each property.

WIFI SYSTEMS

One of the key elements of Hotelinking's implementation is the implementation of the WiFi module. The Hotelinking team understands perfectly well that both independent hotels and chains already have their own WiFi infrastructure. Therefore, we adapt to the existing hardware, without the need to acquire new hardware for the implementation of the tool.

Typically, the complete installation of an property takes 15 to 30 minutes and is remotely performed. Our technical team takes care of all the configuration, together with the collaboration of the person in charge of systems, or in its absence of the external company designated.

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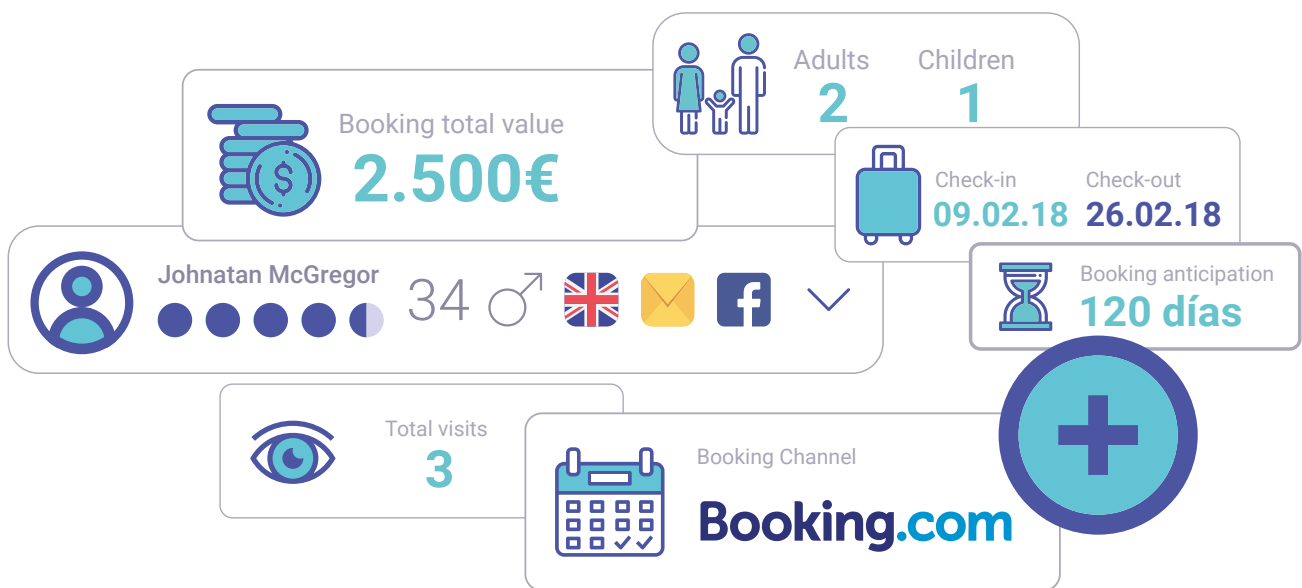
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PMS:

For the marketing department, it is essential to have the maximum number of courses for each guest, in order to customize and segment loyalty campaigns. It's no secret, that the more personalization in email communications, the greater the result and conversion of direct bookings.



The data captured through WiFi, and later enriched by Hotelinking by multiple automated methods, already provide the marketing department with information necessary to customize email campaigns and communications, obtaining extraordinary results.

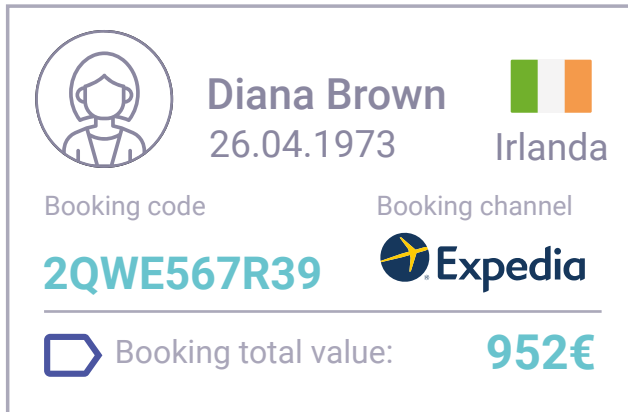
However, in PMS we generally have valuable information to achieve greater data depth, which combined with the data captured through the WiFi module provides the marketing department with the perfect intelligence in data for superlative performance.

Hotelinking has its own "Data Matching" tool, based on probabilistic algorithms that allow consolidating and enriching historical data from both data sources with an effectiveness of more than 85%.

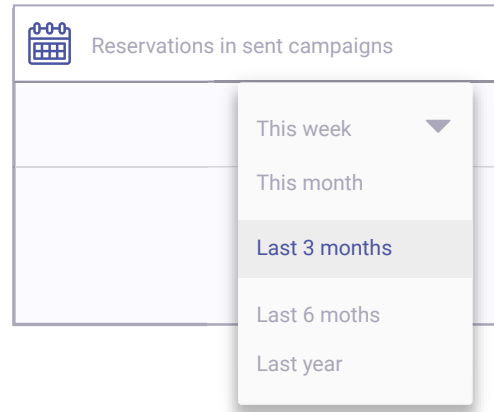
All we need from Hotelinking is access to the existing PMS database. Once we get it, our tool consolidates the data and adds the enrichment layer to the data captured through the WiFi module. The result is a 360° profile in the CRM module, thanks to techniques applied by our Data Science team.

BOOKING ENGINE:

With the simple implementation of our Google Tag Manager on both the corporate website and the booking engine, we will instantly activate the functionalities of the Web Widgets described above (p. 28), and the tracking of each new booking generated thanks to Hotelinking.



A user profile card for Diana Brown. It features a circular icon of a person's head and shoulders. To the right of the icon, the name "Diana Brown" is displayed in a bold font, followed by the date "26.04.1973" and the country "Irlanda" with a small Irish flag icon. Below this, the "Booking code" is "2QWE567R39" and the "Booking channel" is "Expedia" with its logo. At the bottom, a blue outline of a house icon is followed by the text "Booking total value:" and the amount "952€".



A dropdown menu titled "Reservations in sent campaigns" with a calendar icon. The menu is open, showing a list of time periods: "This week", "This month", "Last 3 months" (highlighted), "Last 6 months", and "Last year".

Although when campaigns are sent today, we can know the return from Google Analytics by simply adding a UTM, we will not know exactly which client was the one who booked because from Google Analytics and observing the UTM of the campaign we see the information in aggregate and not detailed form.

The advantage of Hotelinking tracking is the ability to know exactly which customer you have booked, how many, and what is the booking channel of your first visit. In this way we will be able to verify the amount of reserves that we manage to divert from commissioned channels to direct channel.

Another benefit, no less important, is the ability to segment customers who have booked through the loyalty campaigns sent, preventing them from receiving the next campaigns. It is key to ensuring that customers do not receive more campaigns than necessary.



YOUR KEY ACCOUNT, YOUR TEAM GROWS.

At Hotelinking we know first-hand the resources available to independent hotels and hotel chains. It is difficult to adopt new tools, and have enough time to make the most of them. It requires training and dedication, and in many cases there is neither the time nor the necessary resources.

Hotelinking itself is a fully automated tool, and that generates value whether we are monitoring it or not. But it is very important for you as a hotelier to know that in Hotelinking you will always have the support of an expert at all times.

It is not a call center, where you call and you are attended by a different agent each time. At Hotelinking we assign you a personal Key Account, who knows the tool perfectly, and is also fully

up to date with how your account evolves. You will have your phone and email to report doubts, changes to the platform, or new product ideas. The most important thing is that as a hotelier, you can focus on your business and don't spend more time learning new tools that you don't have the time to manage properly.



HOW TO TURN HIGH QUALITY CUSTOMER DATA BASES INTO A VALUABLE FINANCIAL ASSET.

Recently we are seeing a high number of purchases of properties in the hotel market. Investment funds are acquiring medium-sized hotel groups, independent hotels and hotels seized by banks.

This situation is causing a consolidation of properties in major hotel groups.

As a hotelier you should think about how to increase the value of your company. Among the greatest values of your hotel or chain, you will have considered reinvesting profits in improving the quality of facilities, guest services, and reputation and notoriety of the brand among other factors.

Whether or not you plan to sell one or all of your properties in the future, it is imperative to look for ways to increase the value of your hotel or chain's assets.

One of the factors that independent hotels and chains have so far been unable to incorporate as a major asset value is the database of their own clients. However, it will be one of the assets that any qualified purchaser will take into account.

A specialized hotel buyer will want to assess whether he or she will inherit a quality customer database, which represents a high percentage of all guests who have visited the hotel. In addition, the database must be verified and validated, and must be of sufficient quality to demonstrate that it is capable of generating online direct sales.

At Hotelinking we are aware of the importance of data, since it is a secure source of commission-free direct sales. If a purchaser inherits an unuseful database from a direct selling point of view, its value will be null.

Hotelinking allows you as a hotel operator to accumulate a valuable database, which you can activate as goodwill in your financial books with a value of between 2.5 € and 3 € per contact.

As an example, an average chain of 10 hotels can generate in 4 years a database of more than 400,000 contacts. Financially, it can be activated as goodwill between 1M € and 1.2M €.

The value of each contact will be increased if the data captured through WiFi has been consolidated with the existing data in the PMS. From Hotelinking we offer a data enrichment and consolidation service to all our clients. Our data consolidation system is based on Data Science and Record Linkage methodologies. This service is led by our Data Science department, made up of mathematicians and specialized programmers.

HOW WE GOT IT.

Hotelinking's leadership team brings extensive hotel knowledge, with previous experience in companies such as Hotelbeds, Orizonia, Trustyou, Holidaycheck, or Winhotel.

In recognition of its quality of service, technical expertise and management capacity, Hotelinking has just received two prestigious awards in early 2018:



The best company in the Balearic Islands 2017. Ministry of Science and Innovation, Spain.



Top 10 "marketing automation" technologies in the world. CIO Magazine, USA



Daniel Alzina
CEO



Xisco Lladó
CTO



Kevin O'Hagan
Chief Data
Science Officer



Jordi Franquesa
Business
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Manager



Javier Arroyo
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David Luis
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Operations



Elena Díaz
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Juan Miguel Alomar
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Developer

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Port Aventura



Jordi Ber
CEO at Habitissimo



Paco Gimena
Founder of Mola.com,
Former Managing Director of
Oasis Hotels (Globalia)



Alex Veyrat
Reus Capital Partners



Carlos Moncho
CEO at Pushtech



Jaume Alzina
CEO at Winhotel

**YOUR CUSTOMERS
ARE WAITING TO
BECOME LOYAL.**

WHEN DO WE START?



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LET'S TALK ABOUT HOTEL LOYALTY?



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