

A modern hotel terrace with a swimming pool, lounge chairs, and a wooden building facade. The scene is set during the day with a clear blue sky and a view of mountains in the distance. The terrace features a wooden deck, two lounge chairs with white cushions, and a large glass window reflecting the landscape. The building has a prominent wooden beam structure.

Hotelverse.

The new hotel digital experience

Hotelverse.

The Hotel.

The problem.

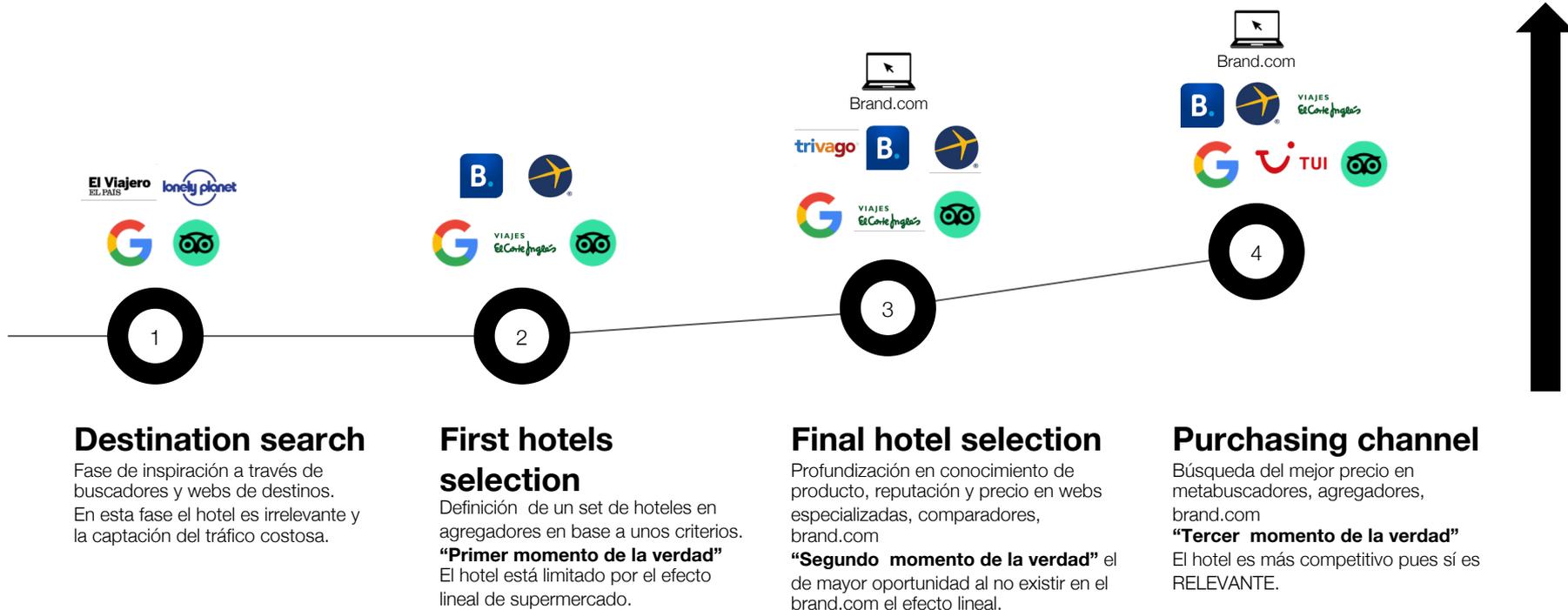
Leakage of profitability due to the growing dominance of OTAs (Online Travel Agencies).

 **-40%**

Decrease in profitability

A more mediated sales route increases the hotel's distribution costs.

The Hotel, the weakest actor in the customer journey



Hotelverse.

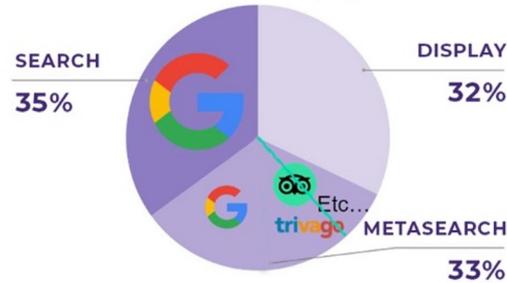
Hotels are defenseless against OTA's



Capturing costs

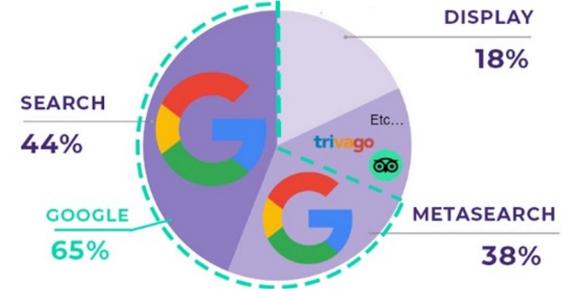
The hotel cannot compete with OTAs and metasearch engines to capture guests at the beginning of their purchase journey, therefore losing relevance.

Evolución de las reservas hoteleras a través de medios digitales | 2019 VS 2022



2019 revenue repartition per media per partner

Source : D-EDGE study



2022 revenue repartition per media per partner

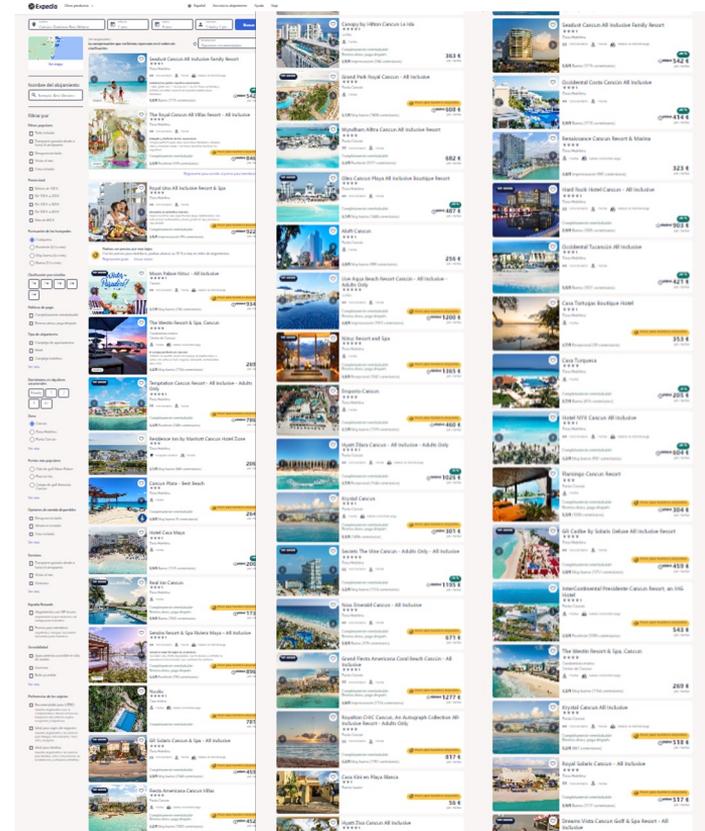
¿cómo me has ganado?

Hotels are defenseless against OTA's



Linear supermarket effect

OTAs capture consumers in their sales environment, where the hotel loses differentiation.



Hotels are defenseless against OTA's



Price, price, price...

The hotel owns their product but does not have a differential value, other than price, that stops travelers from booking with an OTA.

Paradisus Cancún
★★★★★ Hotel
Cancún, a 3.2 km de liberostar selection cancún
Excelente (6685 opiniones)

Roomdi: Todo incluido, 3 noches por 1136 €
379 €
Ver oferta >

Meliá.com: 378 €
Nuestro precio más bajo: 378 € (Meliá.com)

General Info Fotos Opiniones **Ofertas** Compartir por enlace X

Ofertas que te encantarán

Proveedor	Oferta	Precio
Meliá	Nuestro precio más bajo	378 € /noche
Roomdi.com	Precio recomendado Todo incluido	379 € /noche
Meliá	Nuestro precio más bajo con cancelación gratuita	378 € /noche
Trip.com	Nuestro precio más bajo con desayuno gratis y cancelación gratuita	436 € /noche
Trip.com	Nuestro precio más bajo con desayuno gratis	436 € /noche

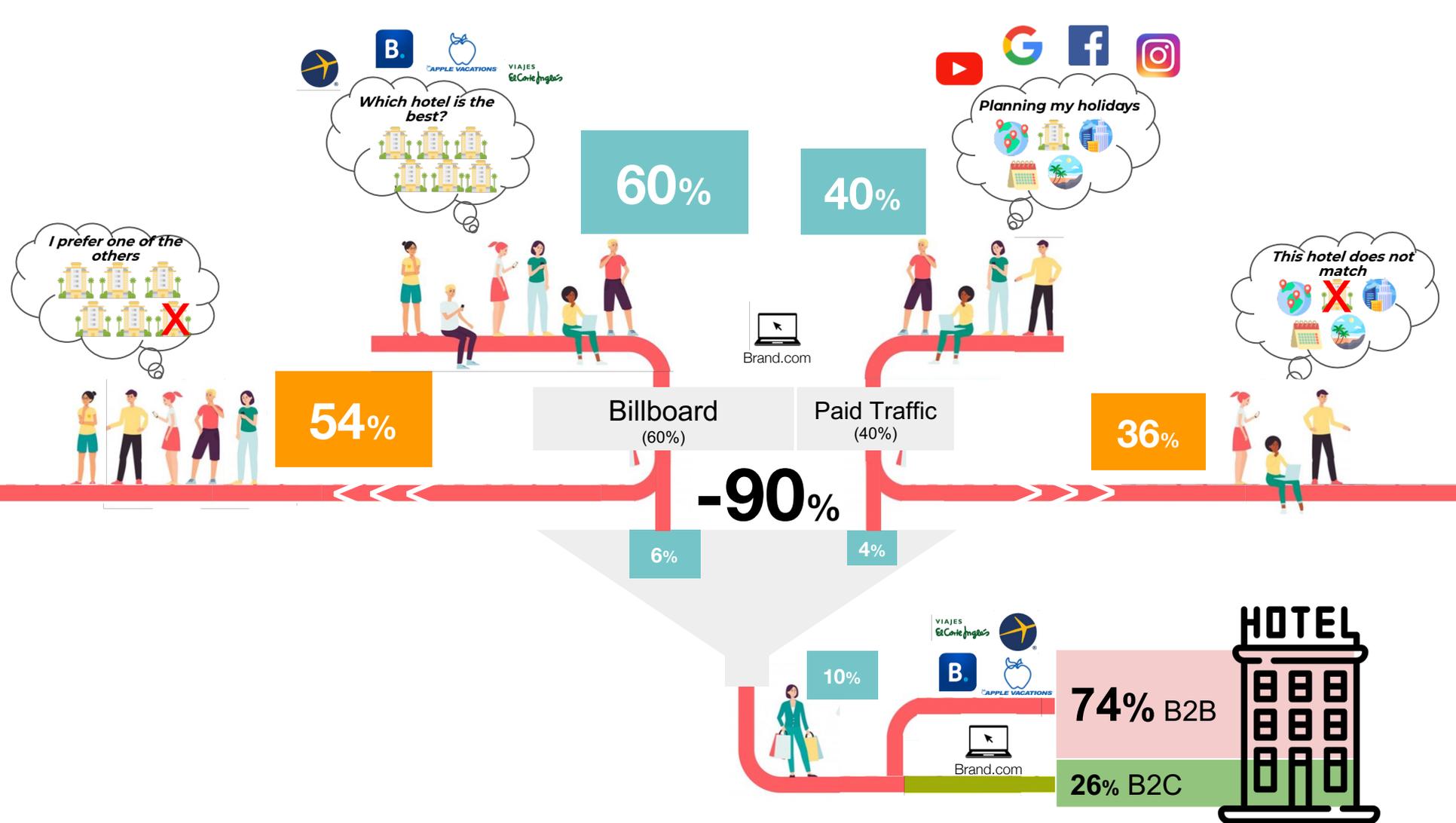
Todas las ofertas

Mostrar ofertas con: Cualquiera opción

Proveedor	Oferta	Precio
Meliá	Tarifa Flexible Meliáwards JUNIOR SUITE VISTA LAGUNA - Web del hotel Cancelación gratuita - Todo incluido - Pago en el alojamiento	378 € /noche
Roomdi.com	Junior Suite - Vista Laguna Todo incluido	379 € /noche
Trip.com	Suite tipo boutique, con vistas al lago Cancelación gratuita - Desayuno no incluido	390 € /noche
Hotels.com	Suite junior, vistas a la laguna Cancelación gratuita - Todo incluido - Pago en el alojamiento	468 € /noche
lo!travel	LAGOON VIEW JUNIOR SUITE Cancelación gratuita - Todo incluido	451 € /noche
eDreams	Suite junior, vistas a la laguna Cancelación gratuita - Todo incluido - Pago en el alojamiento	468 € /noche

Hotelverse.

Understanding of the Sales Funnel. The path to profitability



B APPLE VACATIONS VIAJES El Corte Inglés

YouTube G Facebook Instagram

Which hotel is the best?

Planning my holidays

I prefer one of the others

This hotel does not match

60%

40%

54%

Billboard (60%)

Paid Traffic (40%)

36%

-90%

6%

4%

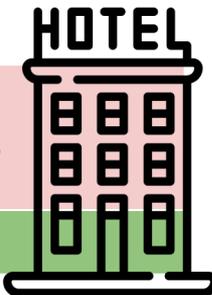
10%

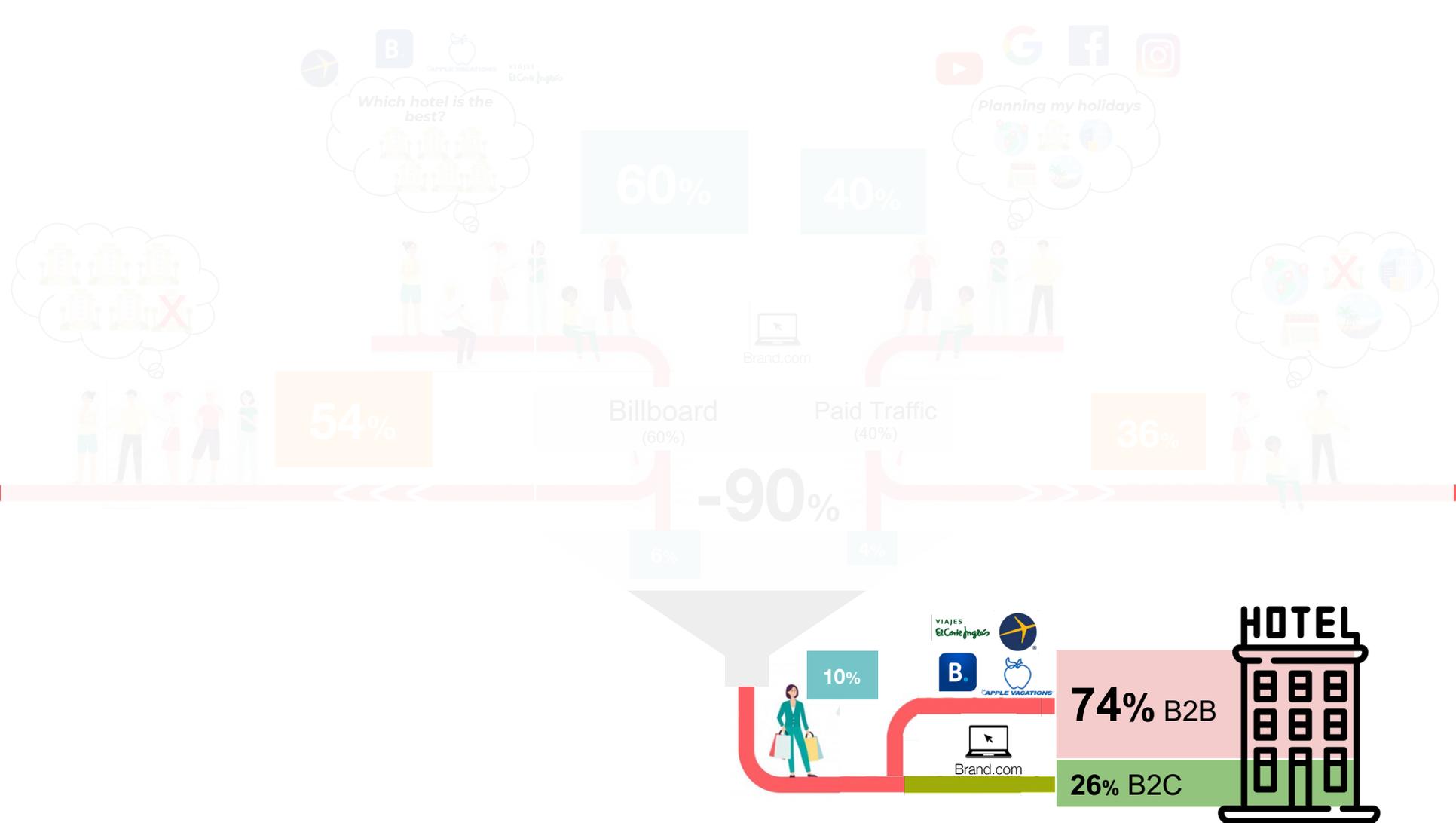
74% B2B

26% B2C

VIAJES El Corte Inglés B APPLE VACATIONS

Brand.com





10%

60% Billboard

40% Paid Traffic

B2B
(80%)

B2C
(20%)

B2B
(65%)

B2C
(35%)

48%

12%

26%

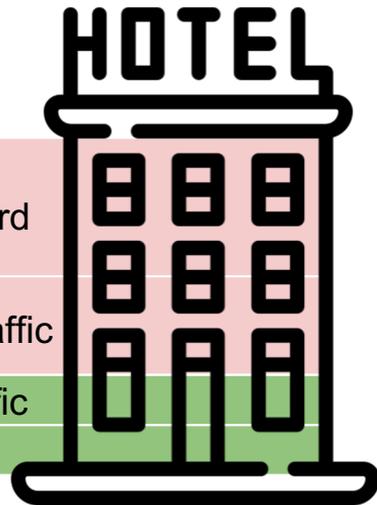
14%

48% B2B - Billboard

26% B2B - Paid Traffic

14% B2C - Paid Traffic

12% B2C - Billboard



Final hotel selection

-90%

**Loss of potential
customers**

Purchasing channel

-74%

**Loss of customers to
B2B at a cost of 25%
commission**

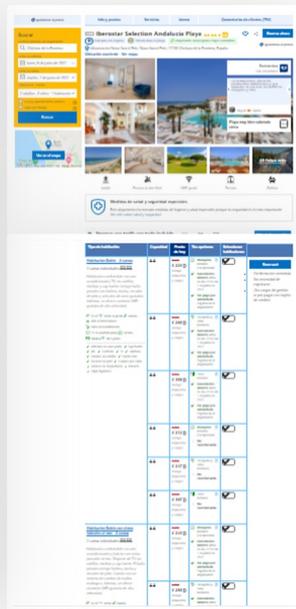
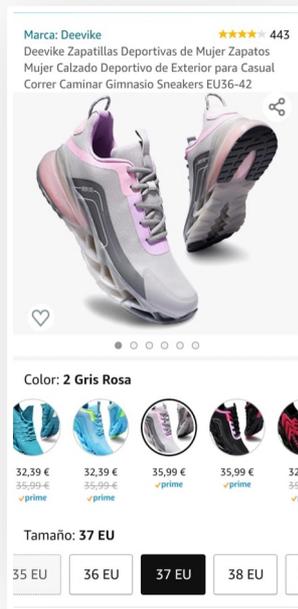
The Customer.

The problem.

The problem

The hotel purchasing experience is very different from the purchase experience for other products.

Consumers have a disappointing purchase experience with very little information about the hotel they are going to stay at.



Retail, “going shopping”

Customers enjoy the experience and know exactly what they have purchased:

- Product personalization
- 360° visualization
- Pricing per item
- A simple process that revolves around experience

Hotels, “frustrating process”

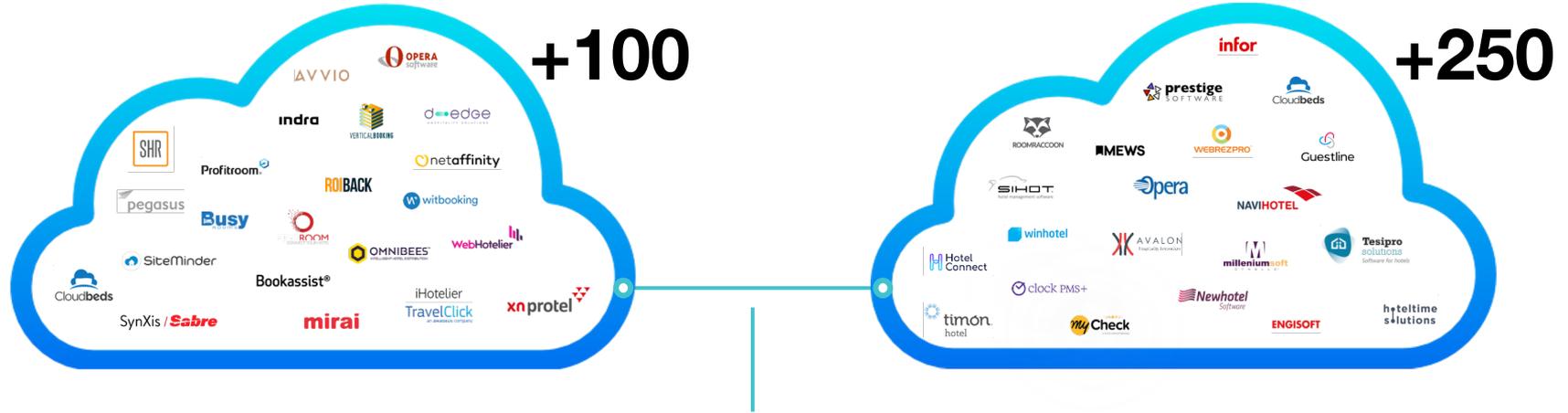
The guest does not know what they have purchased until they arrive at the hotel.

- Generic room types
- Illustrative photos
- Endless lists, icons and complex pricing policies
- A complicated process that revolves around the transaction

The Industry.

The problem.

Hotel stack hurdles



CRS's

Central Reservation System

- Rates & Availability
- Booking Engine / Room Type
- Reservations

Technological and operational gap that hinders the evolution of the customer experience.

PMS's

Property Management System

- Check-in & Check-out
- Room number assignment
- Floor plan

Hotelverse.

The solution.

Reimagine the customer experience with a value proposition irreplicable by the OTA's so the hotel takes back control over its distribution and increases its profitability improving its conversion rates over the billboard traffic.

The solution



Hotelverse has reinvented the experience. Developing an APIfied digital twin with a marketplace of solutions focused on disintermediation and the generation of extra revenue.

The hotel takes center stage again

- Having new offerings on its brand.com that cannot be replicated by OTAs.
- Displaying its facilities and stands out with an immersive experience.
- Selling its services prior to guest arrival.

Guests can “go shopping”

- Enjoying the process because their vacation begins as they book.
- Exploring the hotel, fly over its facilities and hyper-personalize their purchase by choosing an specific room number, type of bed, views, m², orientation with the sun.
- Making a reservation of an specific room before the arrival date.



[Ver video](#)

Impress potential guests,
and showcase your hotel
as never before

We have developed an immersive experience that allows you to showcase your hotel and its facilities precisely as the customer wishes to see it. It shows the exact location of the restaurants, the swimming pools, the Spa, the superb beach and the gardens, allowing the customer to explore and to understand your hotel just as if they were there.

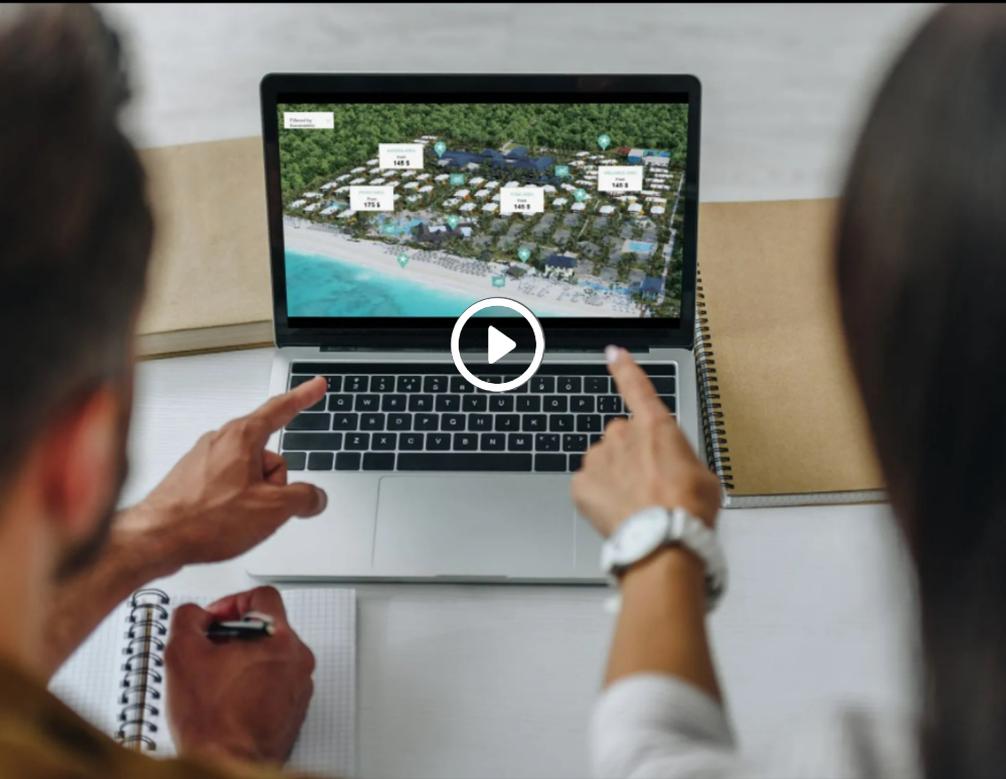
[Ver vídeo](#)

The first algorithm to assign prices by guest room number

Not all the rooms in any particular category are the same, but no longer should current booking limitations constrain your capacity to optimise the price of each guest room. There is always a customer who is willing to pay more for a feature that you cannot currently sell, such as quiet rooms, or rooms close to the restaurant or near the swimming pool so that they can keep an eye on their children.

But... what if you could also show an exclusive price on your website for a particular room which may be more attractive to a customer than an OTA? Now, Hotelverse brings all this within your reach.





[Ver vídeo](#)

Customisation? Yes, really!

Sick of hearing about customisation? There's no need to reinvent the wheel: all you need is the capability to enable your customer to choose what they really want from all that you can offer them.

We redraw the rules of the game and 'eliminate' room categories, allowing the customer to find, via the system, exactly what they are looking for — and yes... to book it! "I'd like to be able to view the sunset from my room, or I'd like to make sure that I have a double bed... and what about a terrace with sun loungers?"

Benefits for the hotel



The hotel controls distribution, increases profit and improves guest satisfaction.

The ultimate disintermediation solution

- Increase in conversion rates for traffic on brand.com.
- Room number on brand.com vs. room type on OTA.
- Pricing by room number and improved Average Daily Rate.
- Scarcity effect and exclusive product with immediate confirmation.

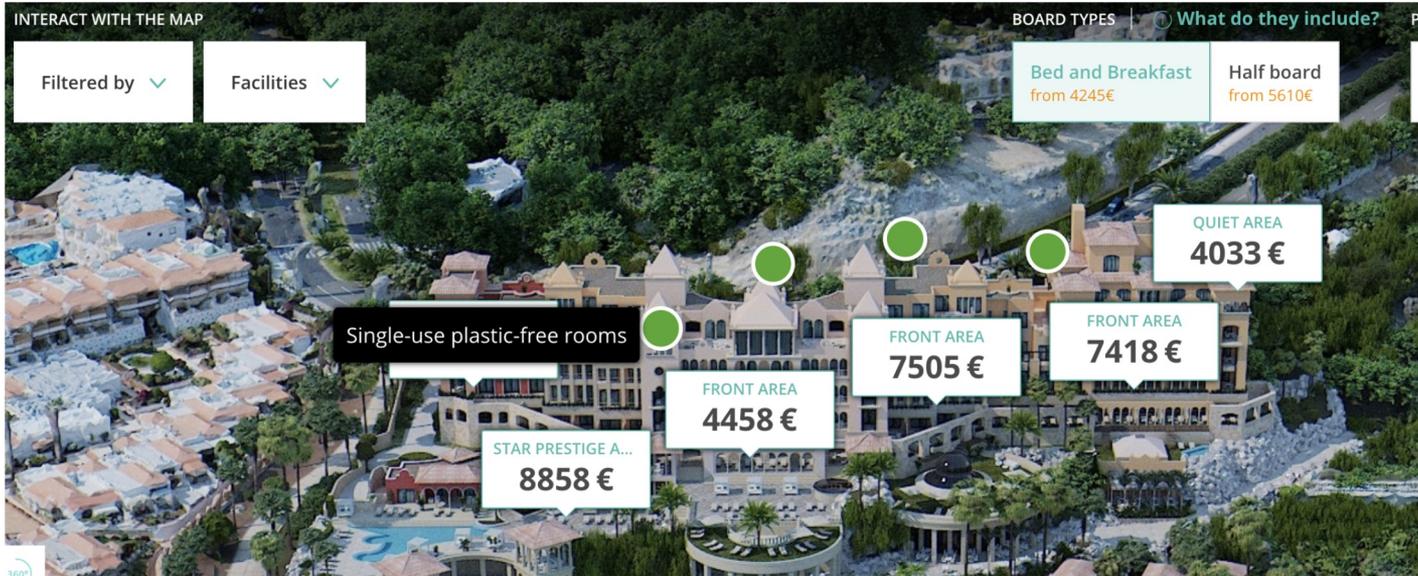
Boost ancillary revenue with new digital solutions

- The hotel displays its facilities and stands out with an immersive experience.
- Marketing becomes more efficient with new conversation points.
- “Amazonization” of rooms and increased profits from upselling.
- New line of income from mediated room selection.
- Book a meeting room, sunbeds, tee time, SPA treatments, experiences, etc.

Display Sustainable Initiatives in your Digital Twin

Hotelverse.

The new hotel digital experience



Display your Actions

- Free of single use plastic
- Water Fountains
- Centers
- Biogas Stations

Solar Plants

Recycling

Educational Centers

Etc

**Simple and smart
technology.**



Innovation, and simple, smart technology

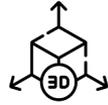
Let's make this simple... we could come over all technical and tell you that we've developed an API platform which can be integrated with any Booking Engine in the world, and with any PMS you can think of, and that we're working through a process of mechanisation and upscaling of content to create 3D models in relation to which we have built innovative UX processes.

But what we'd really like to say is that we have a very smart, usability layer which will allow you to greatly improve your sales, and that we can also help you to work with your current supplier so that you won't need to change a thing. That's right — you won't need to change anything at all; all you need is the desire to increase your sales and to pay less commission to OTAs.

HOTELVERSE: International patent pending | Wipo Proof 2020 | Copyright USA

APIfied Digital Twin

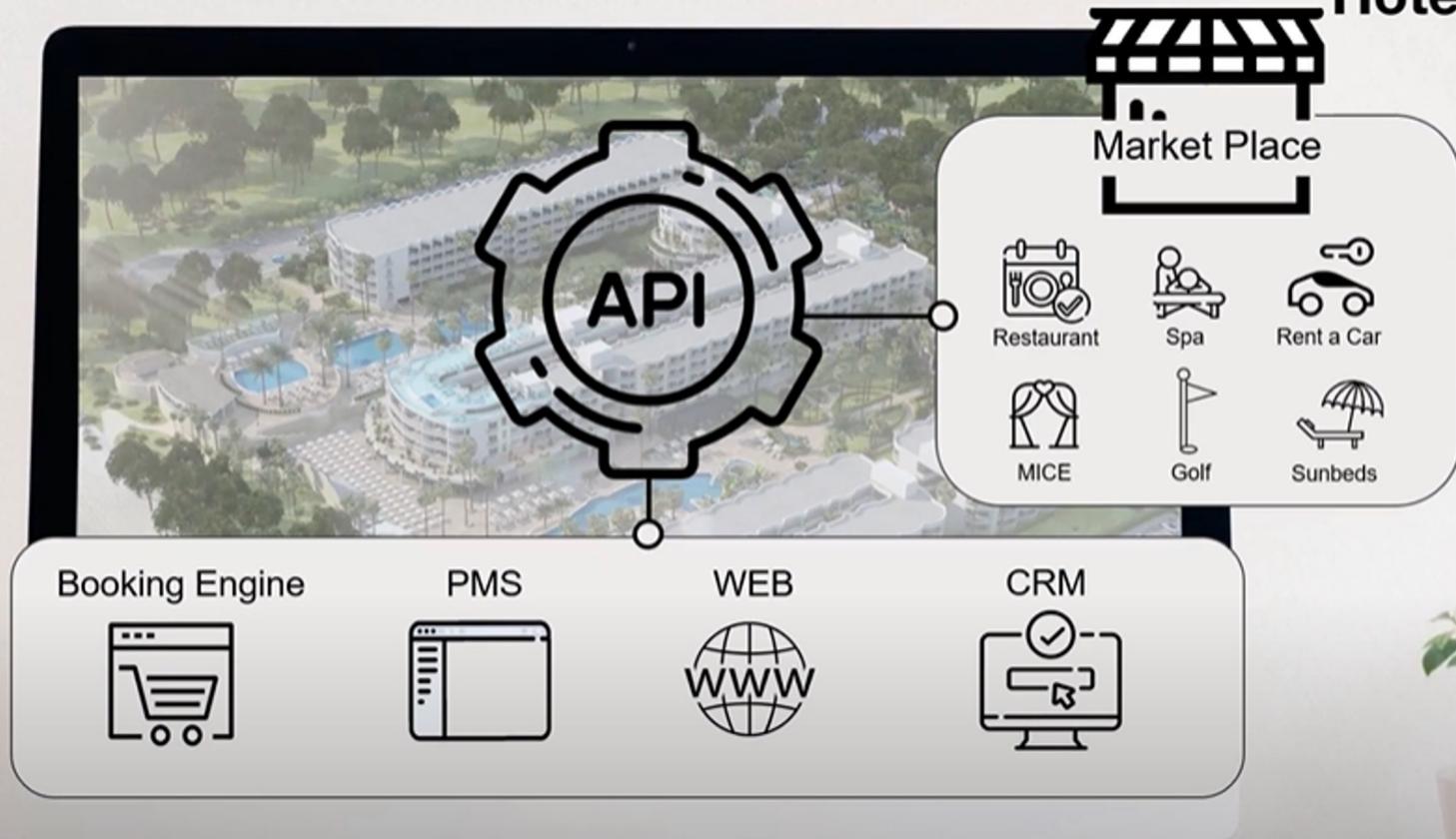
We reimagine the Customer experience



We create 3D digital twins of each hotel over which we develop products and services in any area of the hotel.



Hotelverse.



The results.

Hotel profits are increased thanks to the purchasing experience

+60%

**Improvement
Conversion rate**



Disintermediation

Metasearch engines convert more on brand.com due to a unique value proposition.

92%

**Prefer
the map**



Security

Travelers know exactly what they are booking thanks to an environment that is 100% focused on user experience.

+30%

Superior room



Scarcity

Users perceive real value while browsing and become more willing to pay for this value.

**Hotel profits are increased thanks to the
purchasing experience**

+15%



GOP Increase

Hotelverse.

The new hotel digital experience

Hotelverse.