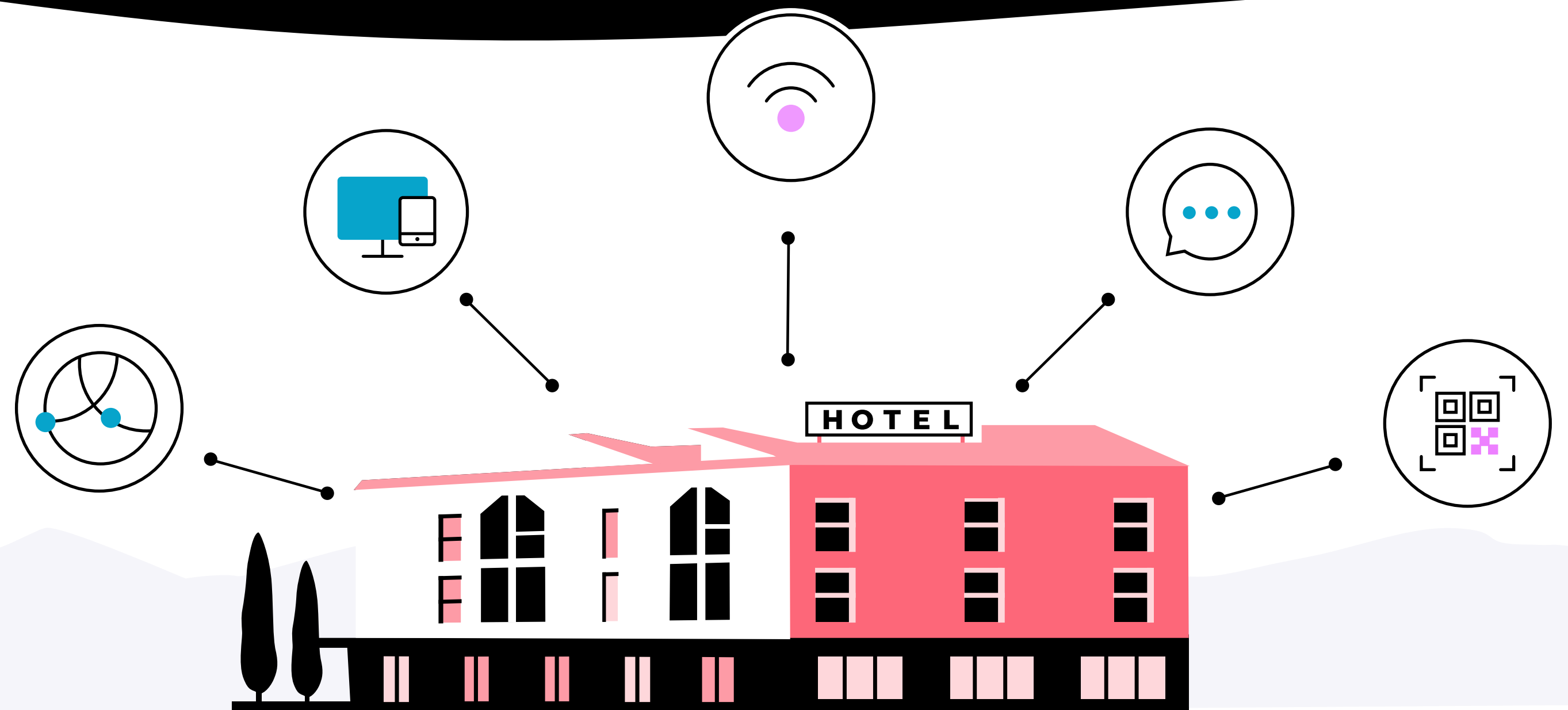


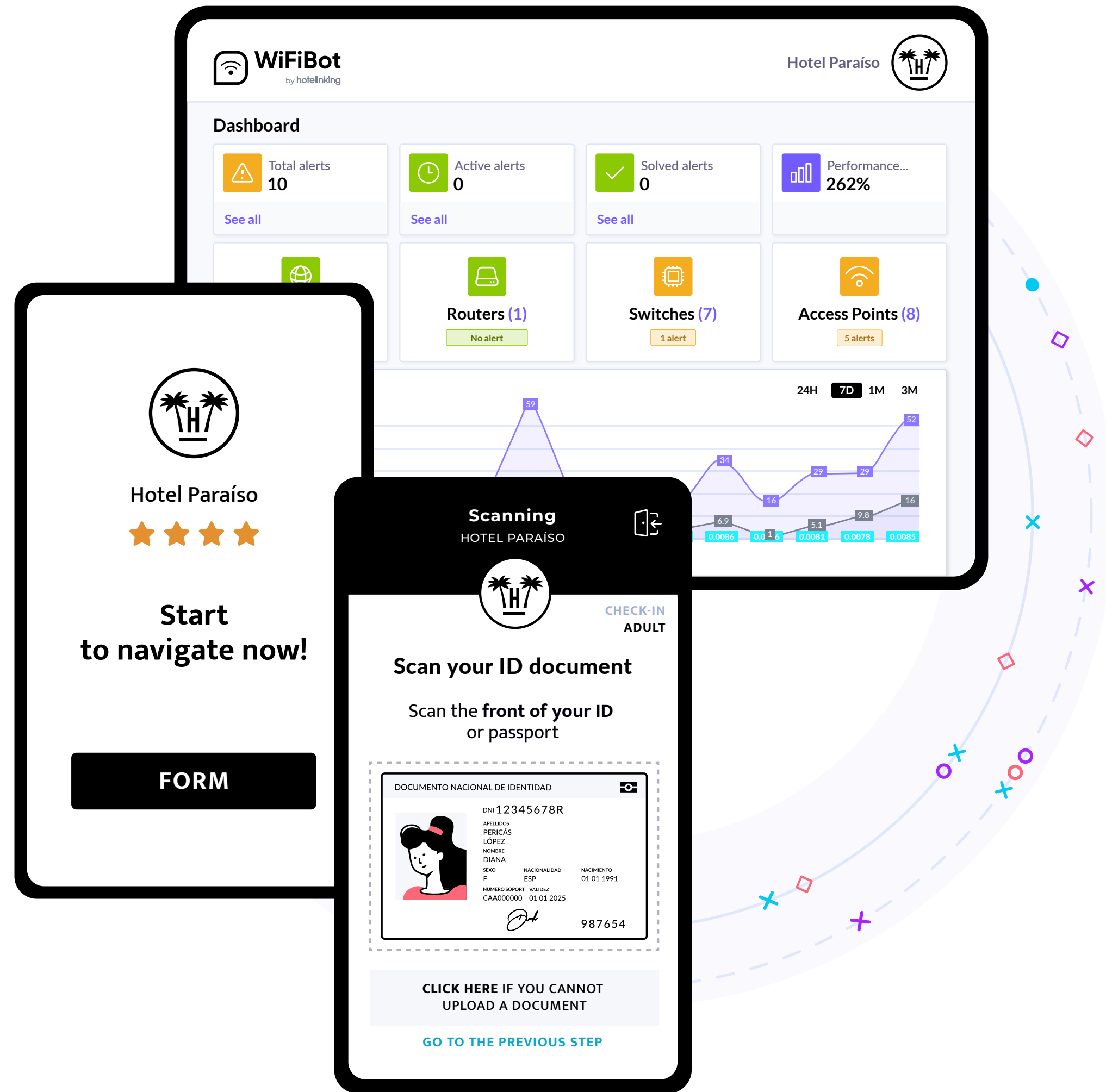
# Media Kit



hōtelinking

# Index

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# About Hotelinking

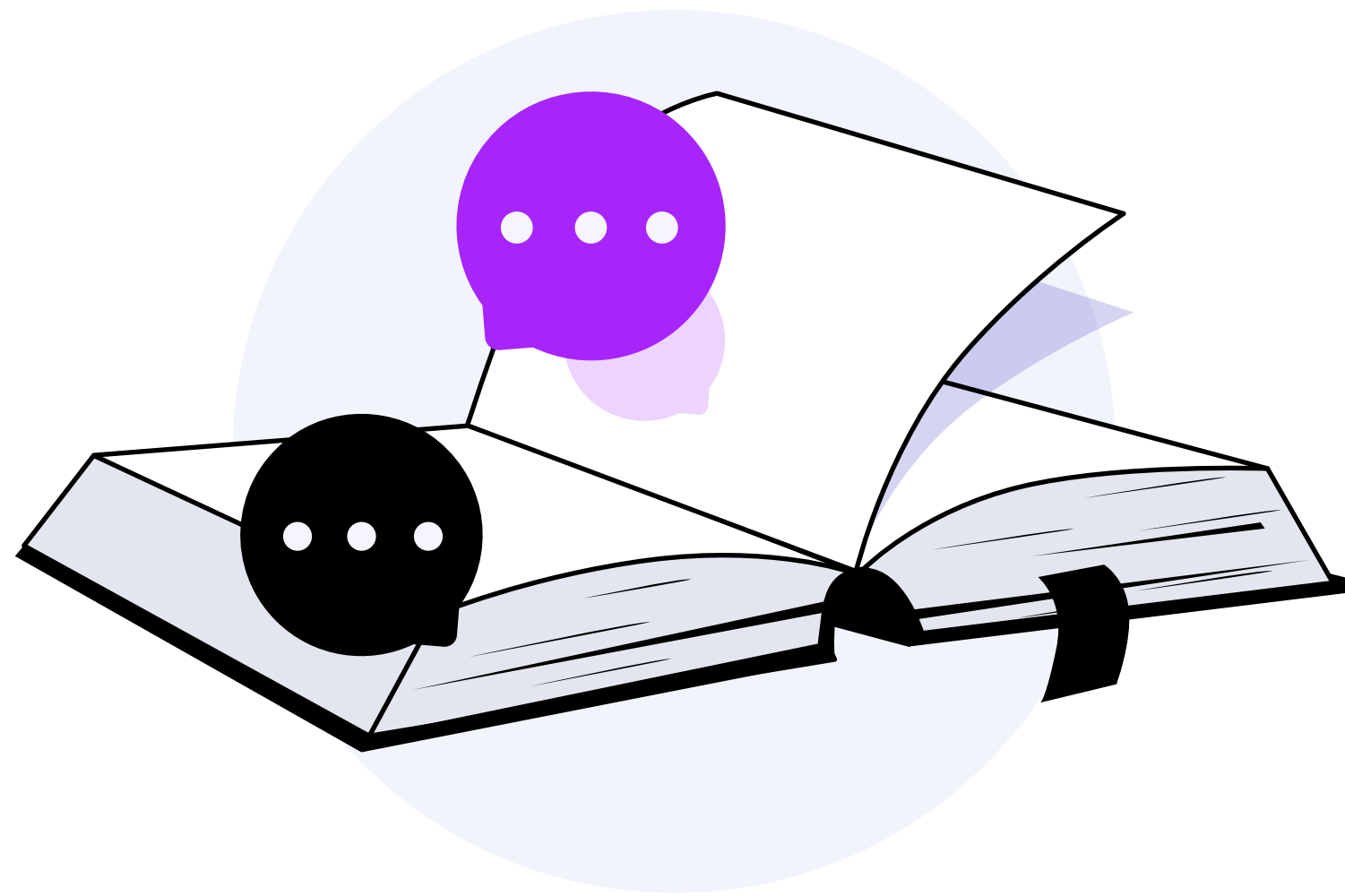
All-in-one platform for digitalizing & automating strategic processes for hotels.

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.

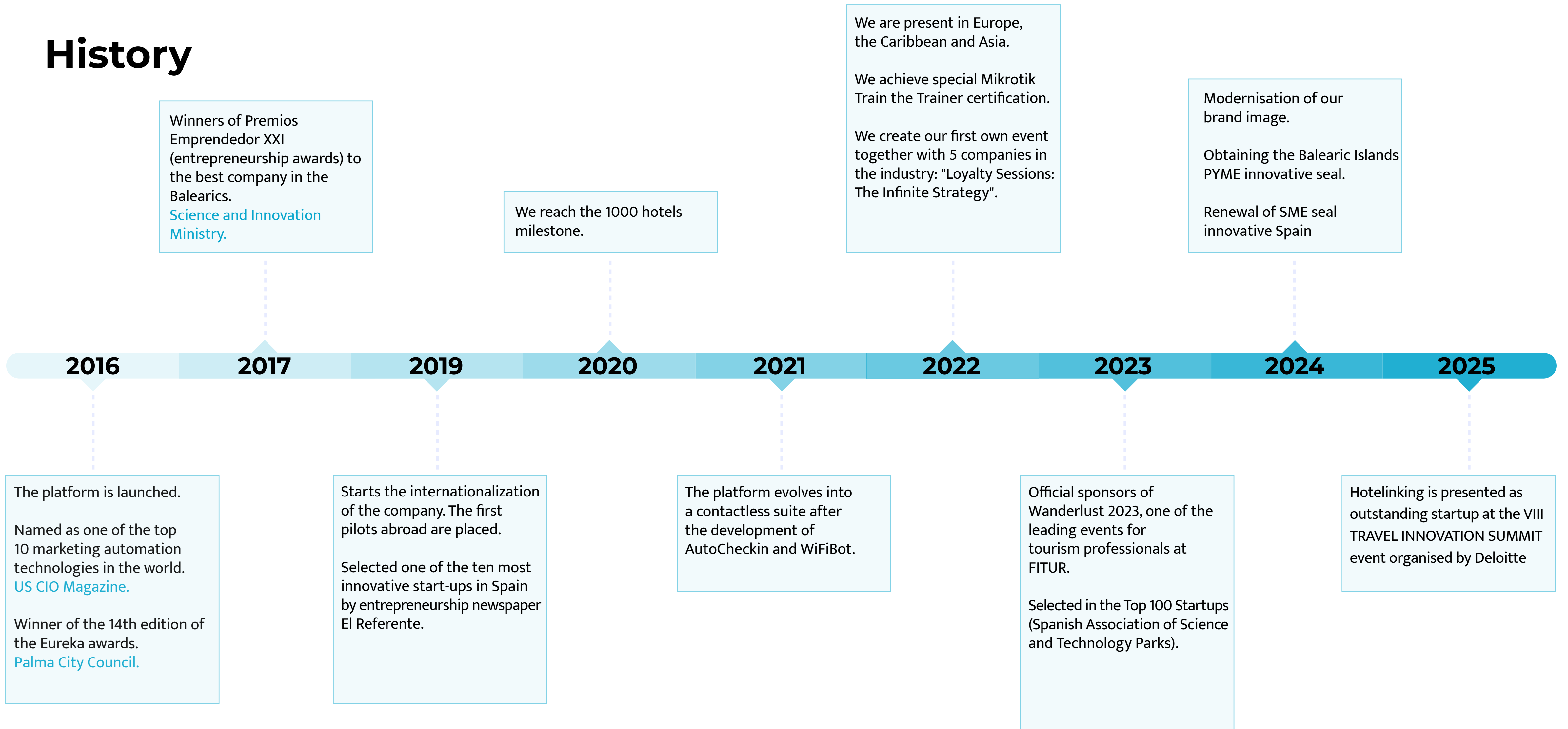
## Values

**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



**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

### AutoCheckin

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**.

**Hotel Paraíso**

Your privacy is important for us

I am a guest | I have a code

Name:

Last Name:

Room Number:

**Accept**

**Hotel Paraíso**

✓

Welcome back to Hotel Paraíso, David

You can connect

**WiFi now**

## Products

### Portal WiFi

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**.

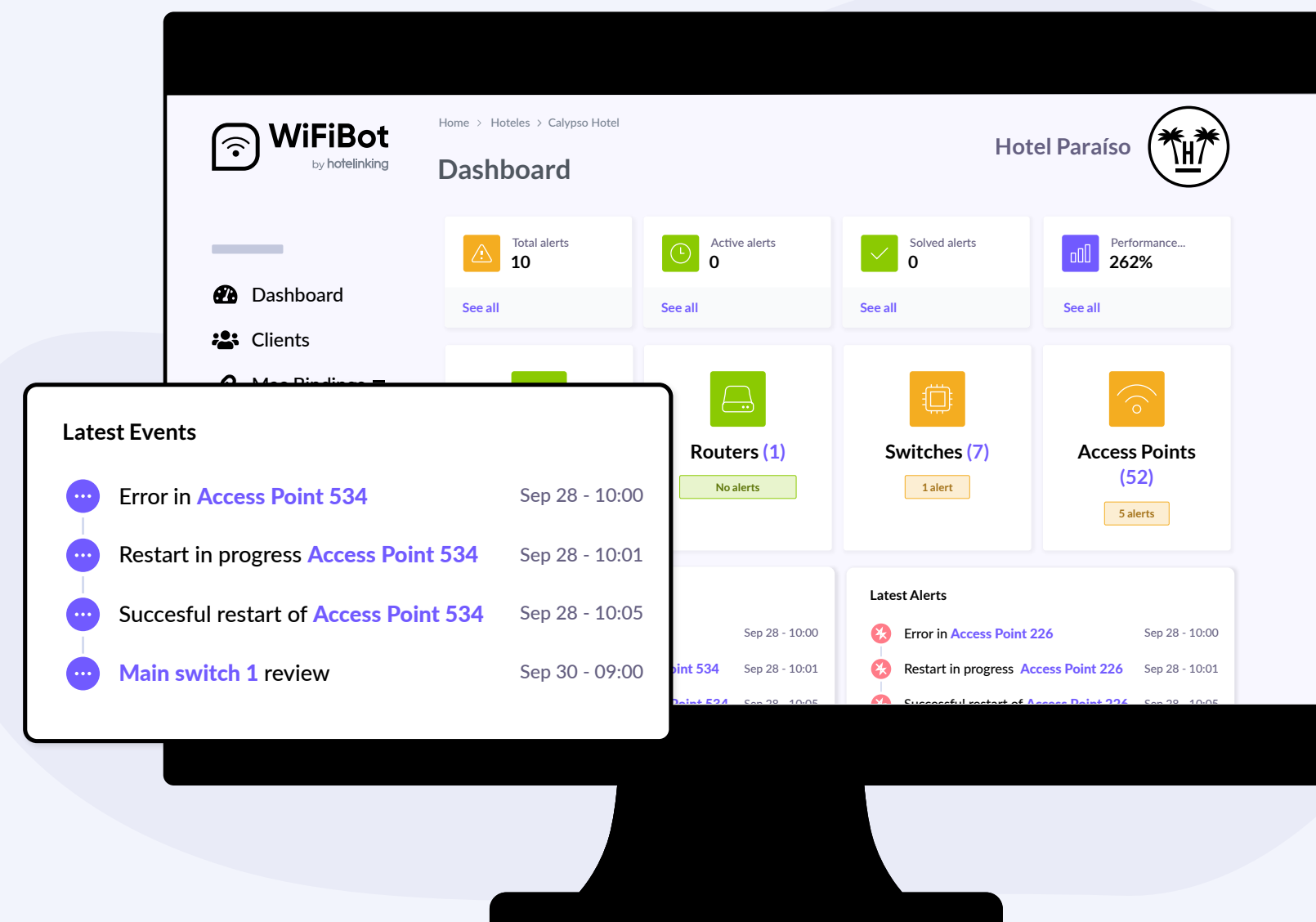
## Products

### WiFiBot

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

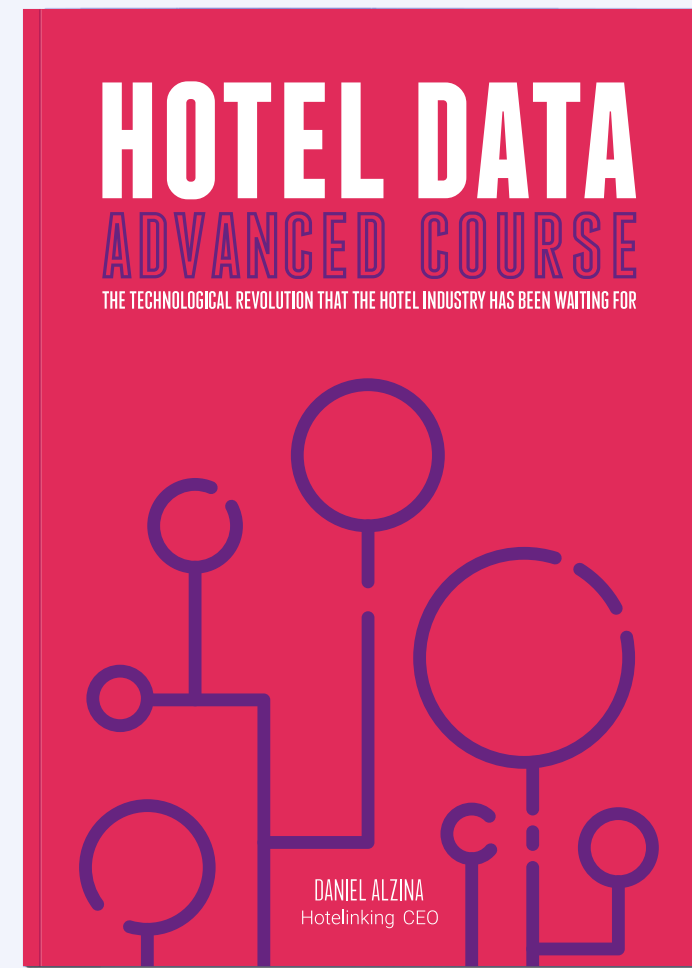
With this system, we guarantee a **total, good-quality signal** so that user experience is positive anywhere.

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.

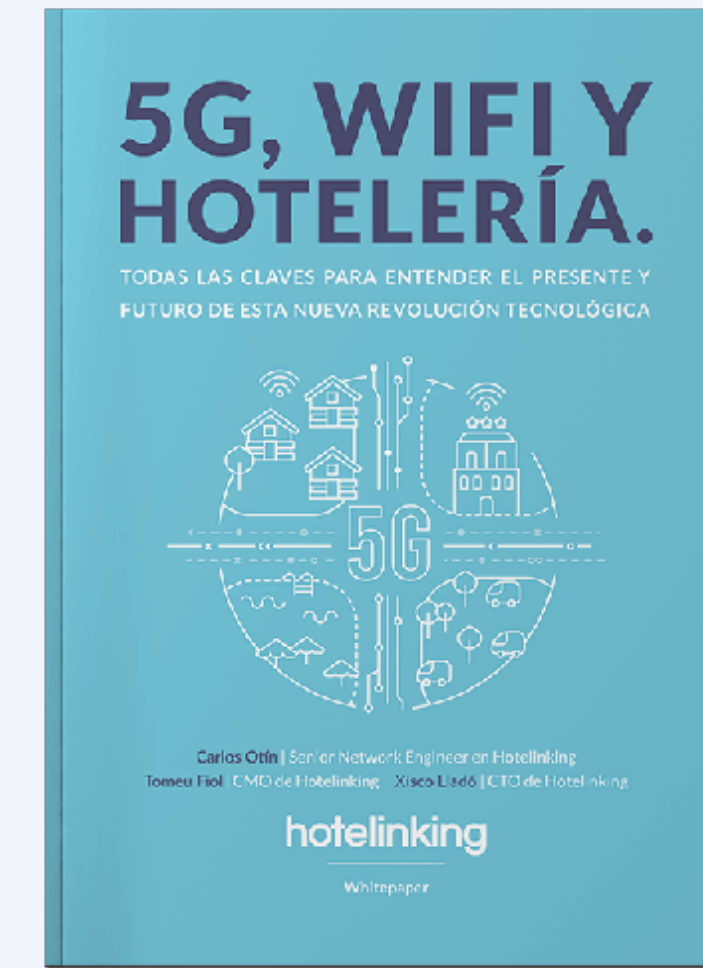
[Free download](#)



### 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.

[Free download](#)



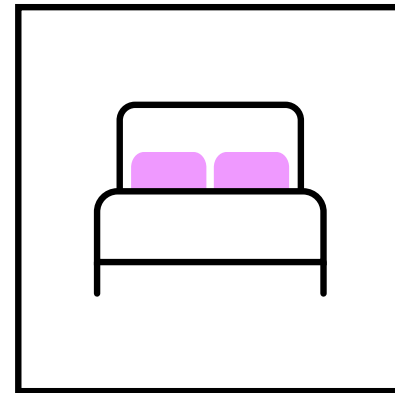
### 5G, WiFi and hospitality.

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.

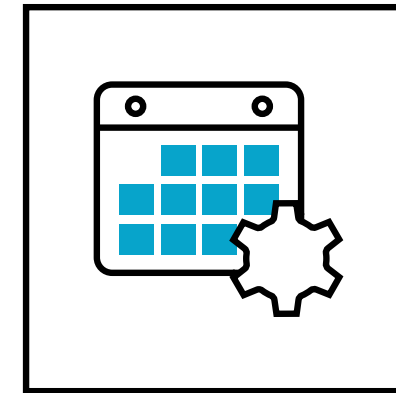
Written for all these people interested in new technologies, with or without technical knowledge, who want to be prepared for the new industrial revolution.

[Free download](#)

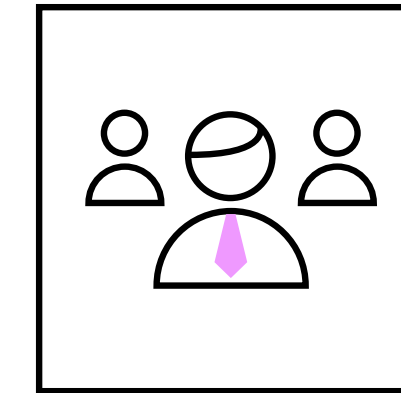
# Figures and data



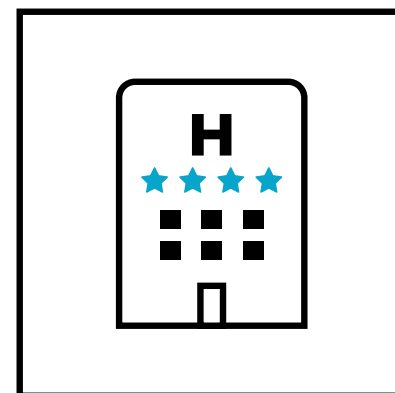
**More than 1,000 hotels**  
totalling over  
**150 thousand rooms**



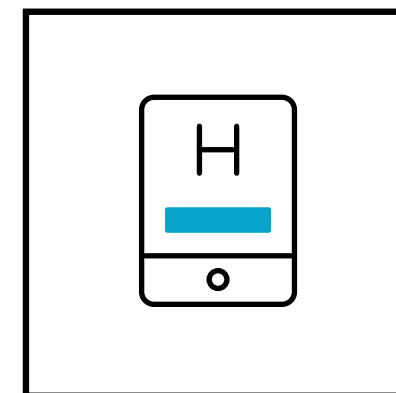
**Over 120 active integrations**  
with several  
**PMS, booking engines**  
and **CRM**



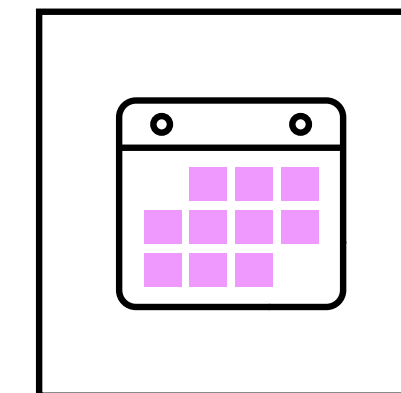
**A team with**  
more than  
**40 talented professionals**



**Penetration in 60%**  
of hotel chains in Spain

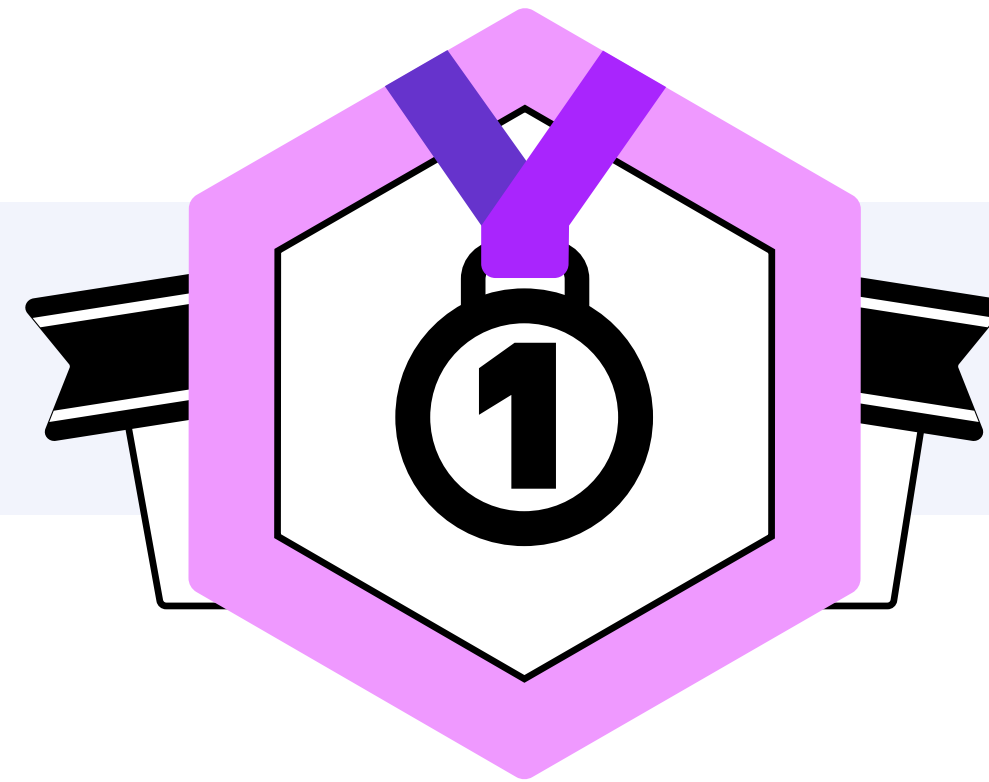


**More than 10 million total**  
**guests/users**  
registered through Hotelinking



**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 Awards**.  
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

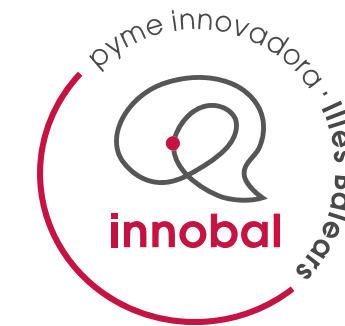
# Certifications and Badges

Member of:

We collaborate with:

Pyme Innovadora insignia:

Top 100 Startups 2023:



## Certificaciones técnicas:



# Founders



DANIEL  
ALZINA

---

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

---

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.

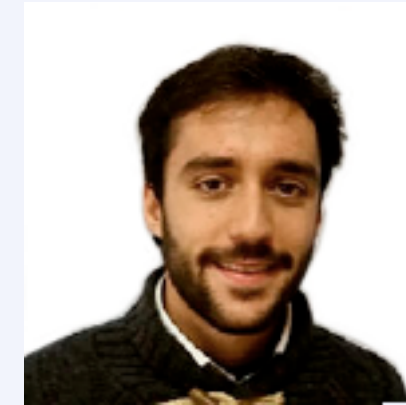


# Main investors



**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



## Some of our satisfied customers



# 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’.

**Blusea 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

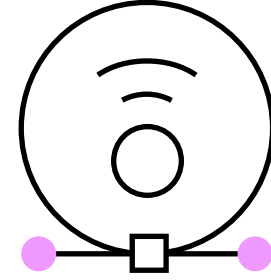
20  
minutos

LA VANGUARDIA

arabalears

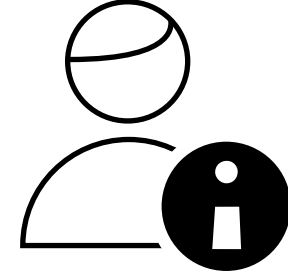
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# Related content



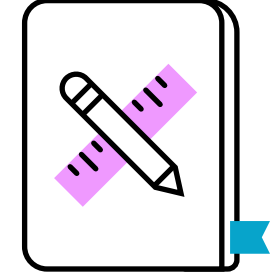
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Logos



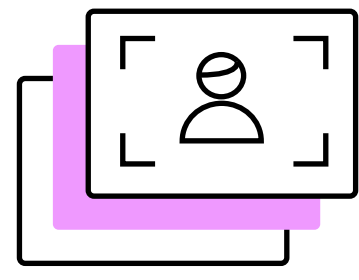
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About Us



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Brand Guidelines  
(Lite)



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Photo package  
CEO

# hötelling

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Carretera de Valldemossa, Km. 7,4 Parc Bit. Edifici Disset 3ª Planta Puerta D9, 07120

[www.hotelinking.com](http://www.hotelinking.com) | [sales@hotelinking.com](mailto:sales@hotelinking.com)

