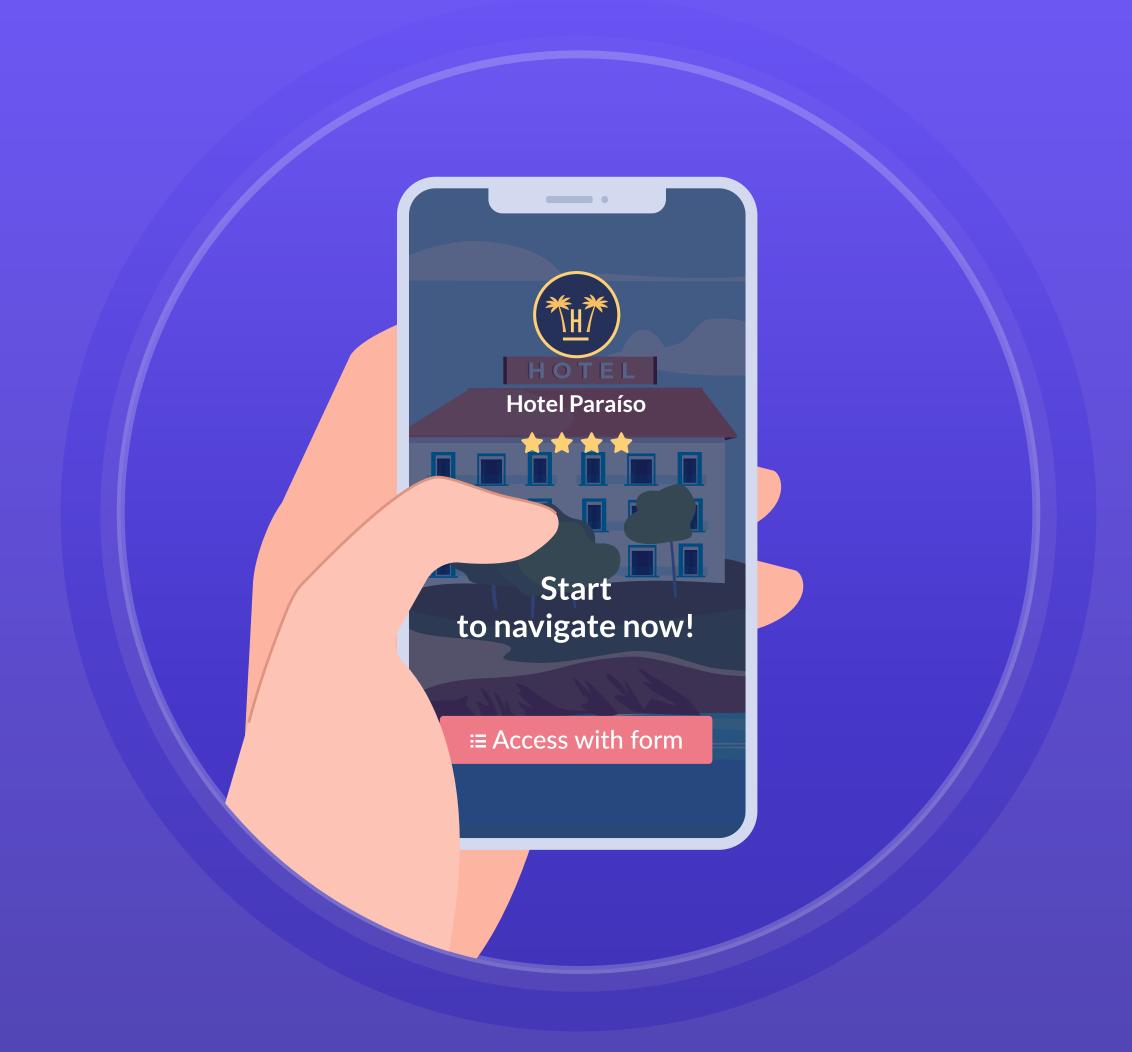
Loyalty, hotel marketing and WiFi solutions for a 100% contactless guest experience

hotelinking



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



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?



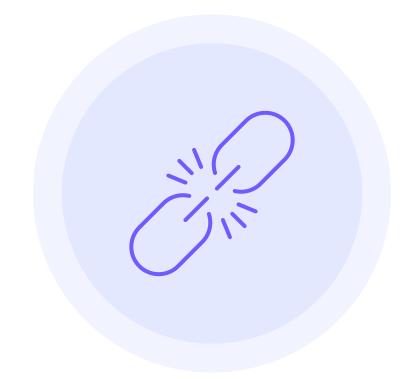
Data collection

- 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.

Download our 'Hotel Data Advanced Course' book'



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.



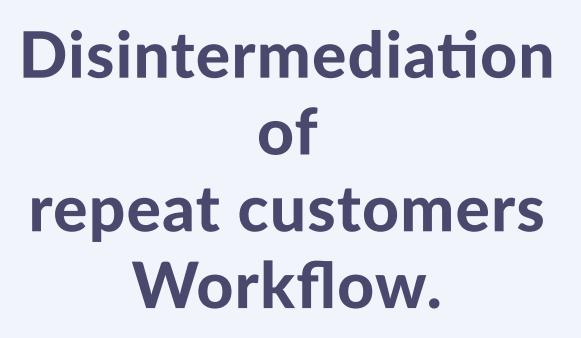
Brand awareness is increased

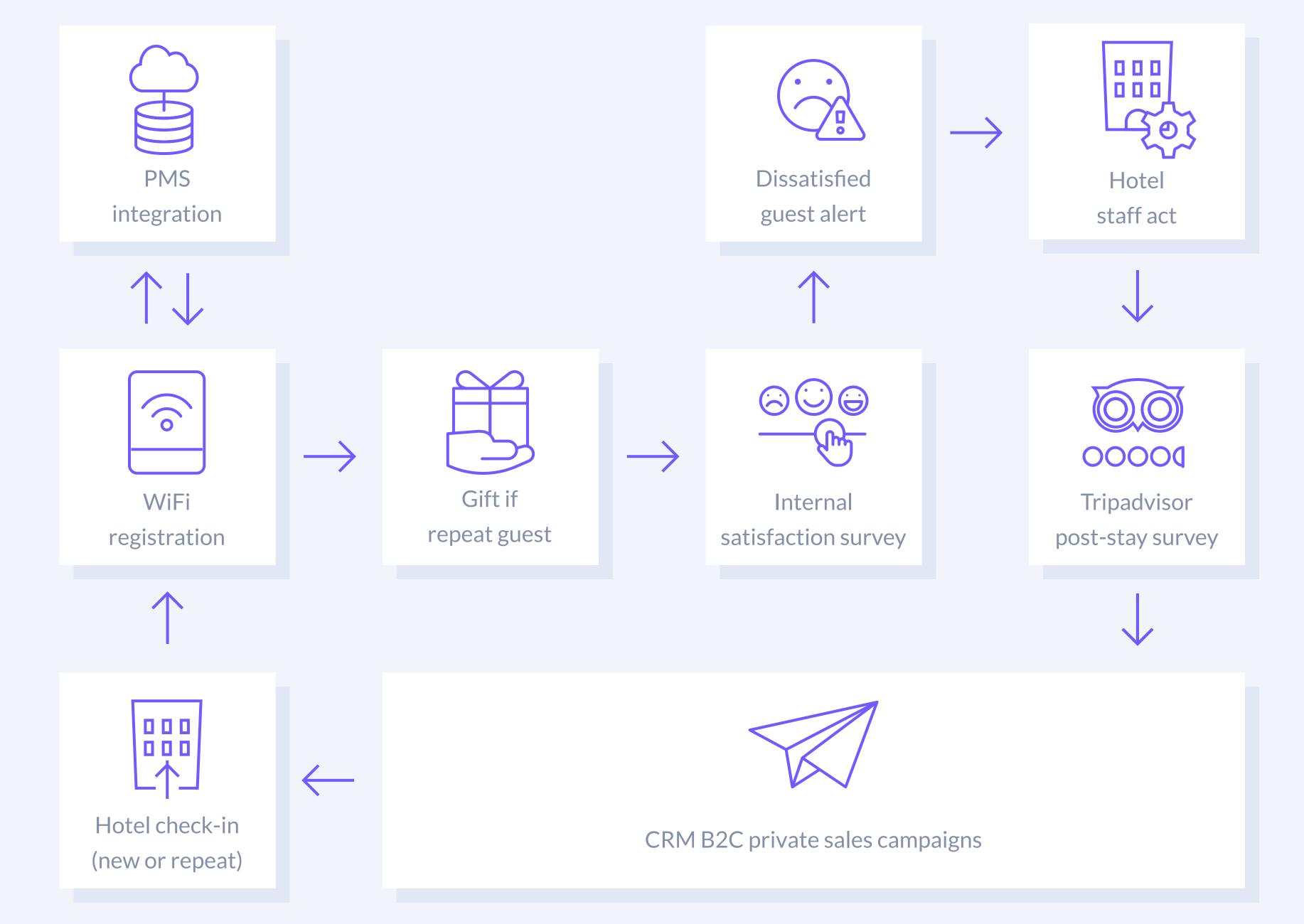
A bond is created between the guest and the brand, which is crucial for future reservations to the direct channel.



Savings in commissions

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





Implementation.



WiFi technical contact

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



Implementation team

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



Close service

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



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