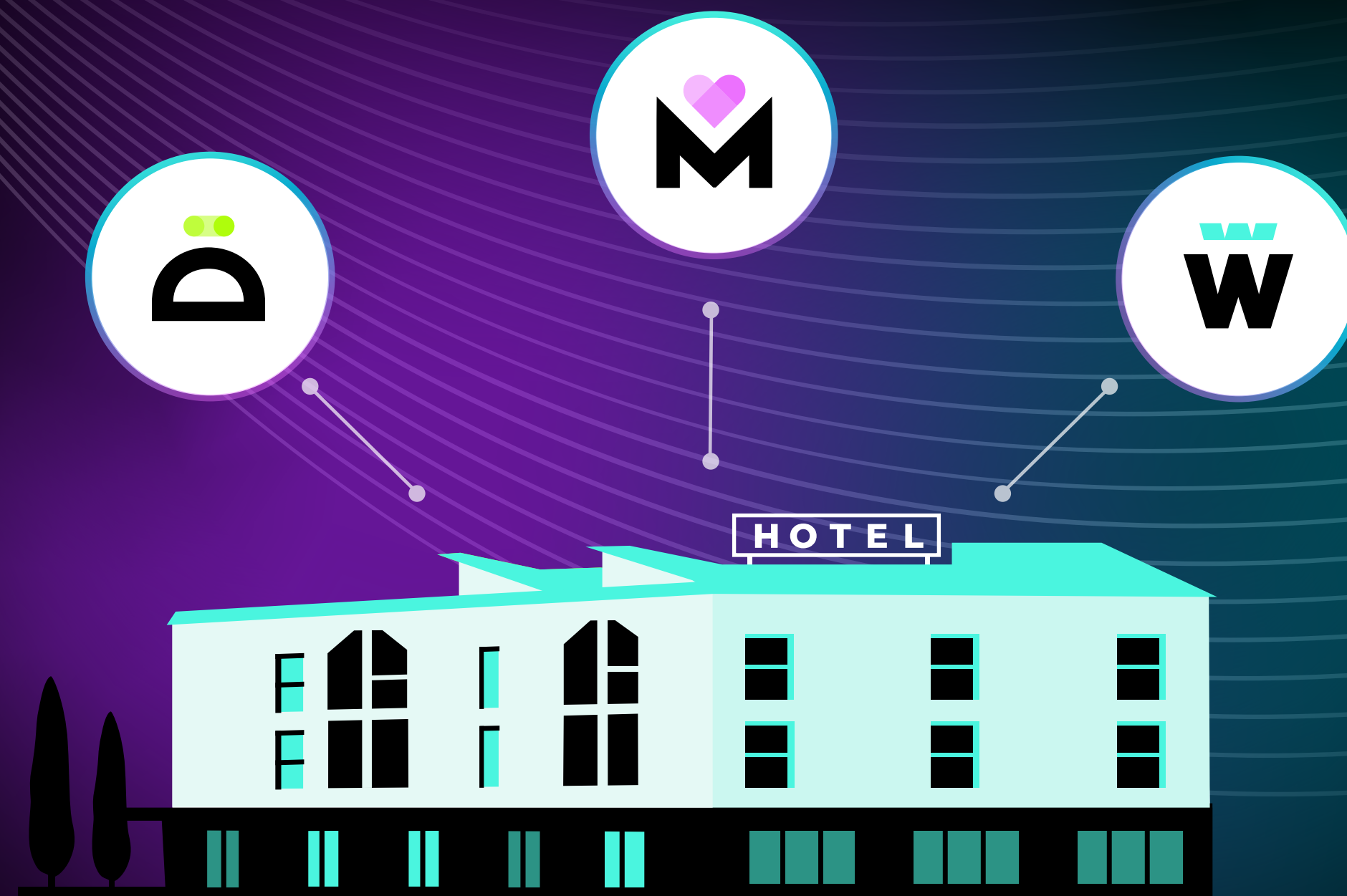


Media Kit



hôtelling

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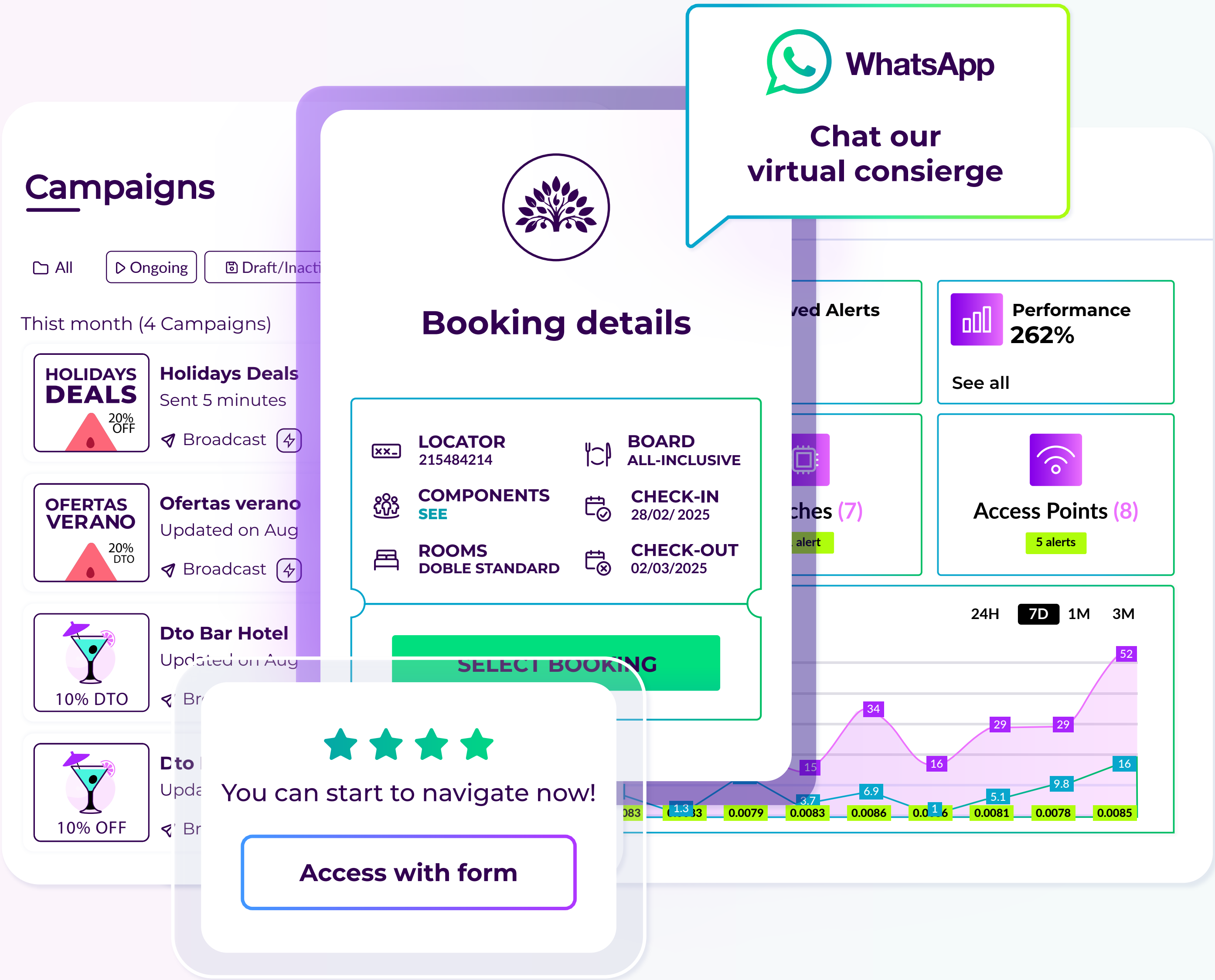
About Hotelinking

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.

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.

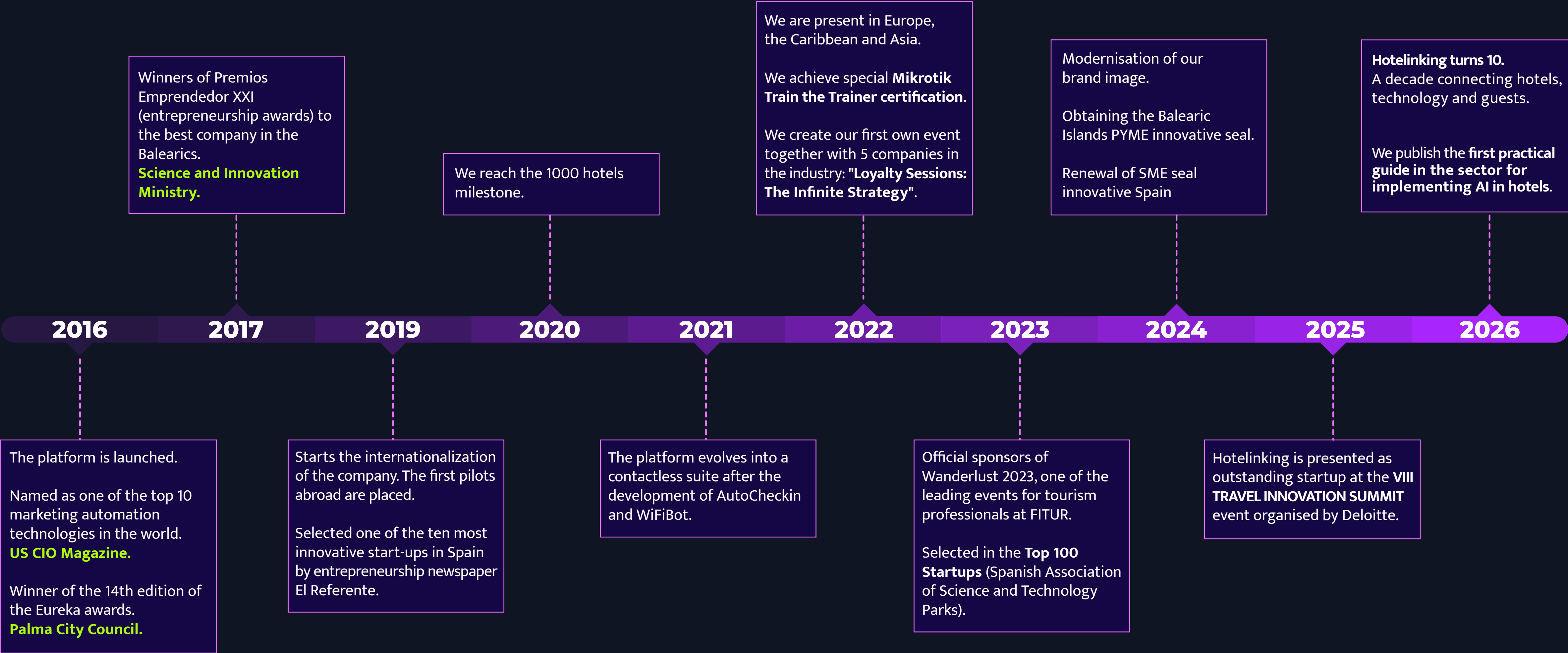
Trust: we are honest and sincere about our products, both with our clients and employees. We want to build open relationships and authentic communications.

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.

Historia





Chat our virtual concierge.
We're here 24/7 to help you.

Can I get a late Check-out?

✦ Sure!
How can I assist you?

**GUEST HOLIDAYS
DEALS**



I'm a guest

I have a co

Email

Phone Number

Chat with our virtual concierge 24/7

Access to WiFi

Products



We help you capture high-quality data and enrich your guest database to drive loyalty and direct bookings: campaigns and automations, guest communication via email and WhatsApp, and an AI Concierge that assists, resolves, and guides guests throughout their stay.

In addition, we digitalize check-in and check-out processes and help you monitor and improve the health of your WiFi network.

CRM Hotelero

The Email Marketing Automation platform fully integrated with the hotel tech ecosystem, designed to boost guest loyalty, reduce OTA dependency, and increase direct sales.

**WhatsApp y
Conserje con IA**

It enables fast, personalized WhatsApp communication throughout the entire guest journey, with automated flows and an AI Concierge that replies instantly.

**Marketing Cloud
Captive Portal**

Knowing your guests is the first step to helping a hotel grow. By leveraging the hotel's WiFi through our captive portal and its automations, along with deep guest insights, you can drive loyalty and long-term engagement.



Products

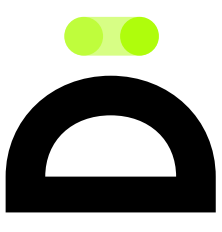
WiFiBot Proactive Network Guardian

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.

Products



DeskForce

Front Desk Automation System

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**.



Booking details

**LOCATOR**
215484214

**BOARD**
ALL-INCLUSIVE

**COMPONENTS**
SEE

**CHECK-IN**
28/02/ 2025

**ROOM**
DOUBLE STANDARD

**CHECK-OUT**
02/03/2025

SELECT BOOKING

Please,
sign in the box



RETRY

Scan your ID document

Scan the front side of your document.

DOCUMENTO NACIONAL DE IDENTIDAD



DNI 12345678R

APELLIDOS
PERICÁS
LÓPEZ
NOMBRE
DIANA

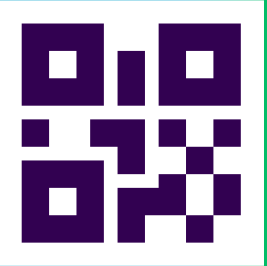
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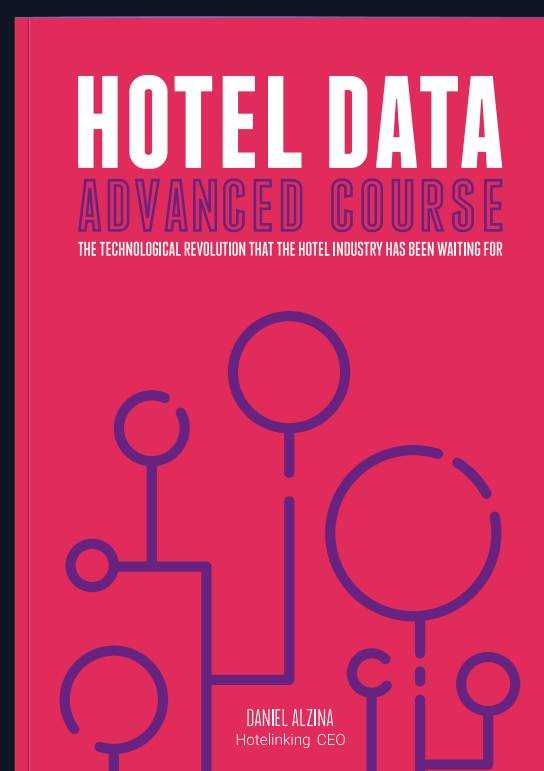


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DOWNLOAD CODE IN PDF

FINALIZE CHECK-IN

Book edited by Hotelinking



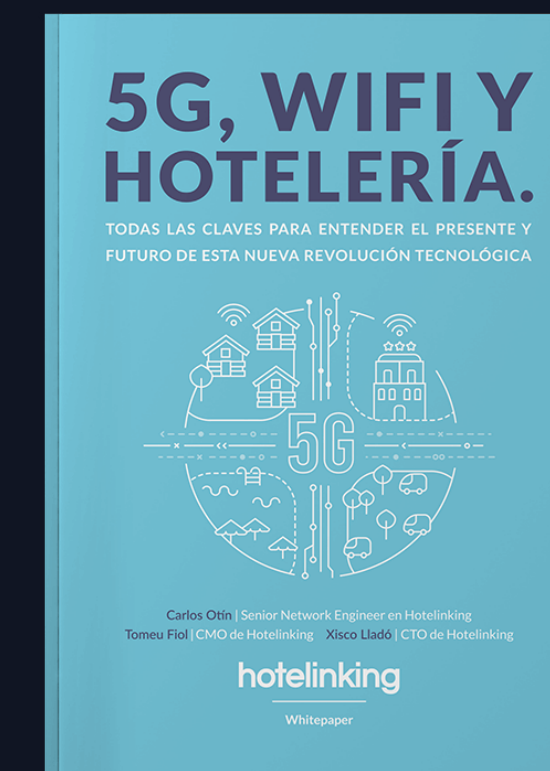
Hotel Data Advanced Course

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.



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.

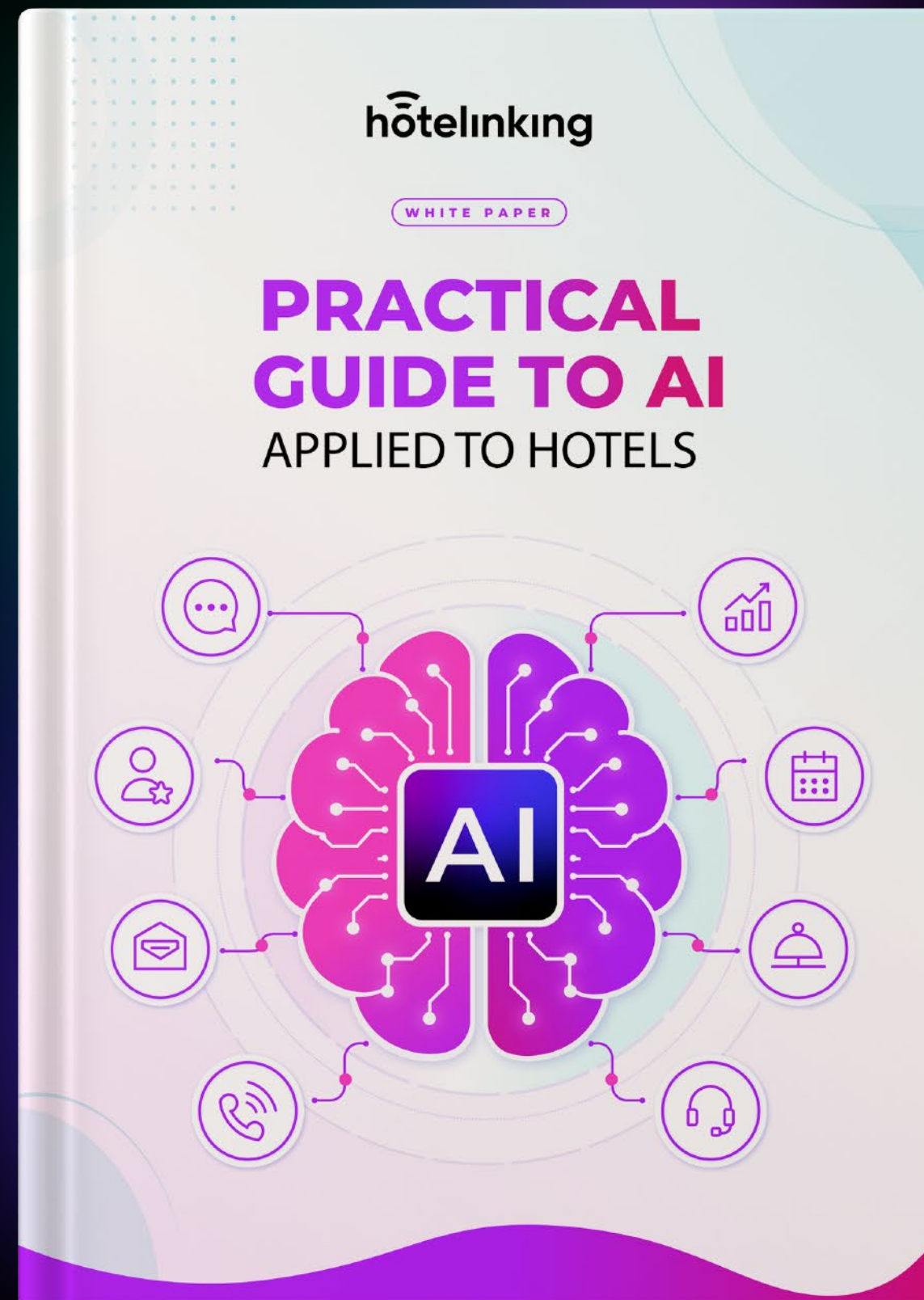


5G, WiFi and hospitality.

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](#)

White Paper



Free download

Practical guide to AI applied to Hotels

A clear view of the real role of AI

The guide explains where artificial intelligence can deliver value for hotels and hotel groups, what conditions should be prepared before implementation, and why a solid knowledge base is essential to provide useful, consistent and reliable answers.

Use cases and criteria to move forward with less risk

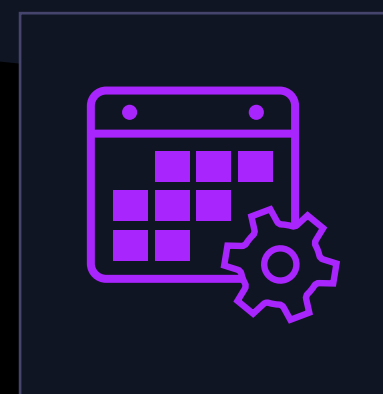
It also includes practical examples, common mistakes and a step-by-step roadmap to get started gradually, with a focus on operational efficiency, guest service, human supervision and experience improvement.

A useful read to support better decision-making.

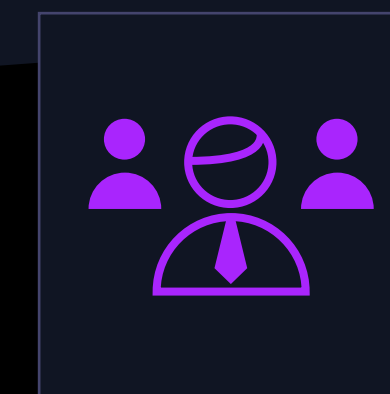
Figures and data



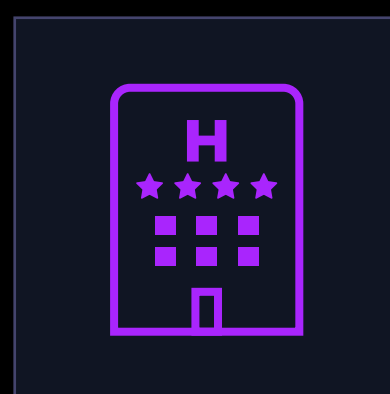
More than 1,000 hotels
totalling over
150 thousand rooms



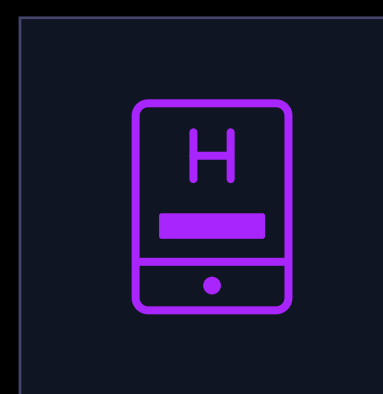
Over 120 active integrations
with several **PMS,**
booking engines and CRM



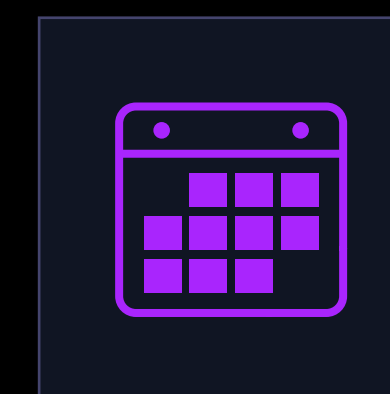
A team with
more than
40 talented professionals



Penetration in 60%
of hotel chains in
Spain

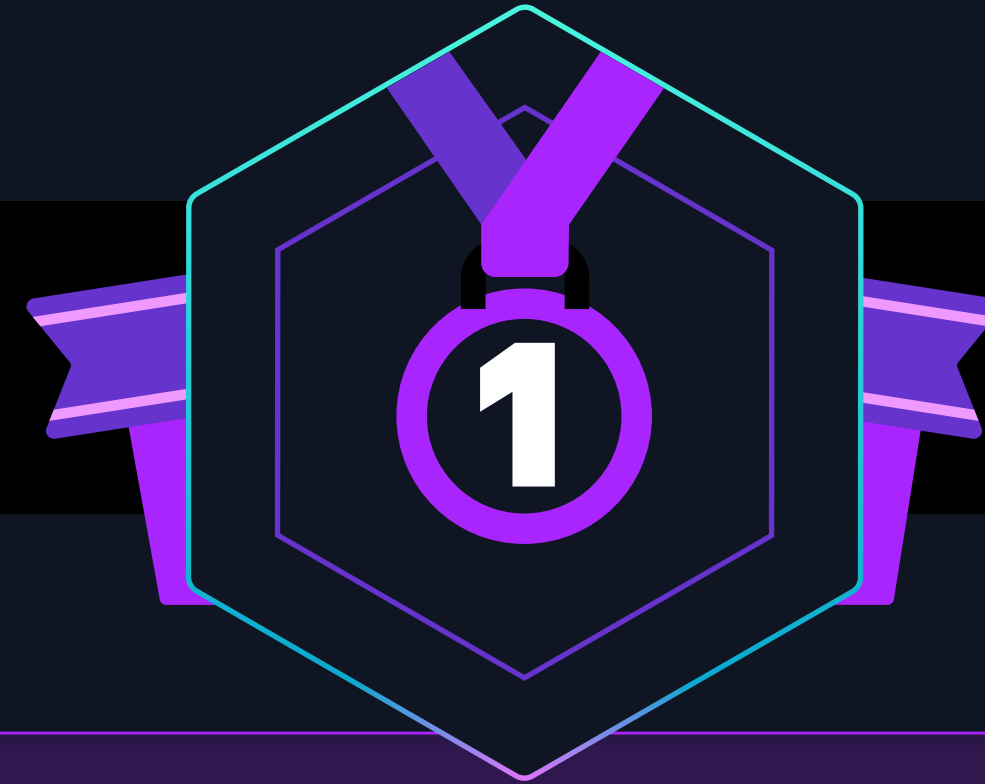


More than 10 million total
guests/users
registered through Hotelinking



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:

#EMPRENBIT

nubes

Pyme Innovadora insignia:



Top 100 Startups 2023:

APTE TOP 100
STARTUPS 2023



Technical certifications:



Founders



**DANIEL
ALZINA**

Founder 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**

Founder and CTO at Hotelinking.

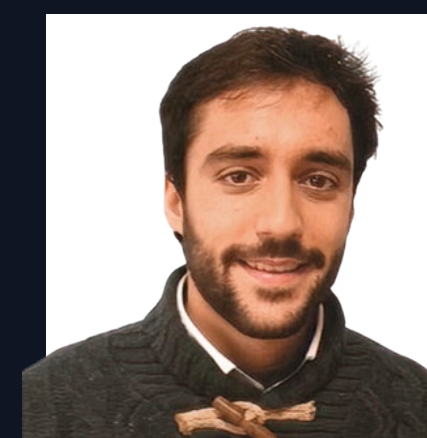
He is an expert environment artist and frontend developer. He has developed web projects for big companies within the tourism sector and is a web design, user experience and user interface enthusiast. Cofounder of several startups, he is a natural-born entrepreneur, with leadership and development of complex programming projects capabilities.

Main investors



**PEPO
RULLÁN**

Group CEO of Hospex Holding
Founder & Director of Personalized Business,
Sport & Leisure Services



**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
Ex Managing Director Oasis Hotel (Globalia)



**JAUME
ALZINA**

CEO Winhotel



Some of our sastified customers



Real opinions from industry leaders



Since integrating Hotelinking’s solution, we’ve captured guest data from over 72% of visitors, enabling us to launch targeted private offers that have increased direct bookings and loyalty.

Moisés Barbero
E-Commerce & Online Marketing - Hipotels

Our email bounce rates have dropped significantly thanks to real-time email validation, noticeably improving the ROI of our marketing campaigns.

Maria Serra
Ecommerce Manager - Zafiro Hotels



Our advanced email verification system ensures we only capture valid data, helping us maintain a 99% deliverability rate across our email marketing campaigns.

José Manuel Sánchez
Director de Sistemas | CTO - Soho Boutique Hotels

Hotelinking in the media



‘Hotelinking was named the winner of the 11th edition of the Emprendedor XXI Awards in the Balearic Islands, organized by CaixaBank. [...]

The Government explained that Hotelinking automatically captures each guest’s data and leverages it through automated events, enabling hotels to increase loyalty, reputation, and brand positioning. The awards aim to recognize and support recently established innovative companies with the highest growth potential.’

Diario de Mallorca

[Read more](#)



‘Some of the projects successfully launched through this program (Emprenbit), which have also received the Emprendedor XXI Award (one of the most financially endowed entrepreneurial awards in Spain), include Hotelinking — a software solution for managing marketing campaigns for hotels.’

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](#)

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About Us



Brand Guidelines
(Lite)



Photo package
CEO



Carretera de Valldemossa, Km. 7,4. Parc Bit. Edifici Disset 3º, D9. 07120.

Palma de Mallorca (España)

www.hotelinking.com | sales@hotelinking.com

