

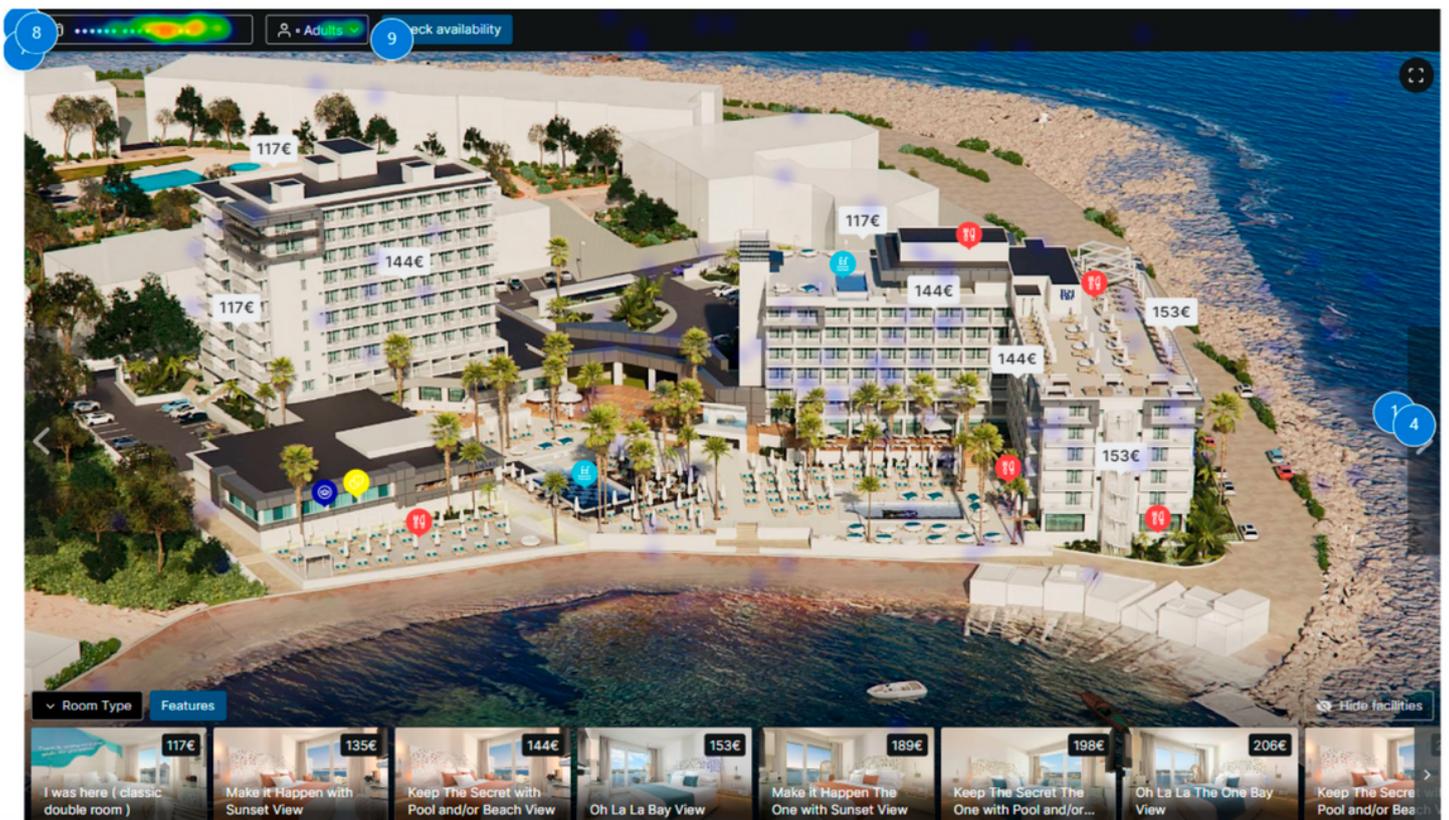
AMÀRE HOTELS

Transforming hotel bookings: A journey towards digital excellence.



In a world where digitalization has become the core of the customer experience, Hotelverse's **Digital Twin** emerges as a revolutionary tool, capable of **elevating user experience** and engagement on hotel websites.

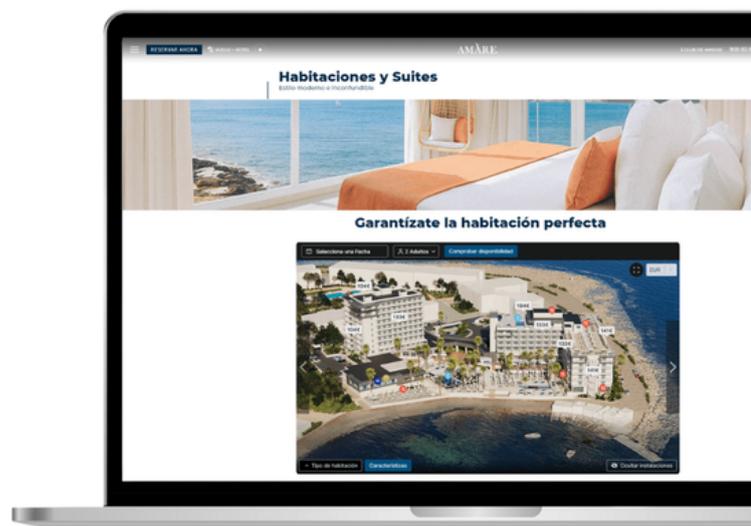
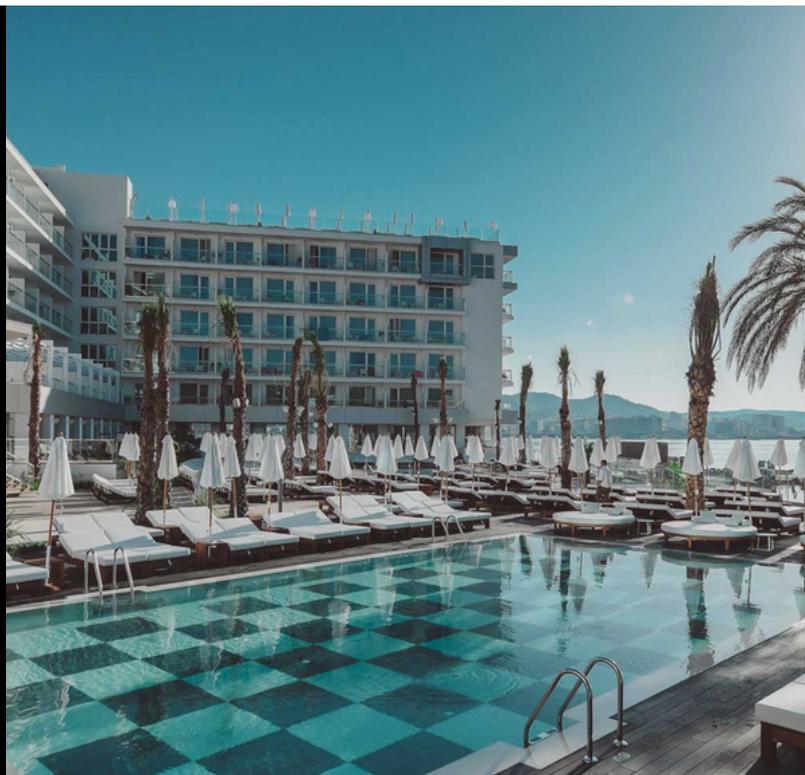
Amare Hotels, part of the Fuerte Group and located in the most exquisite Mediterranean destinations, have been pioneers in adopting this technology, demonstrating that it is possible to **transform the way guests interact and connect with the hotel even before their arrival**, with significant impact on the hotel brand's results.

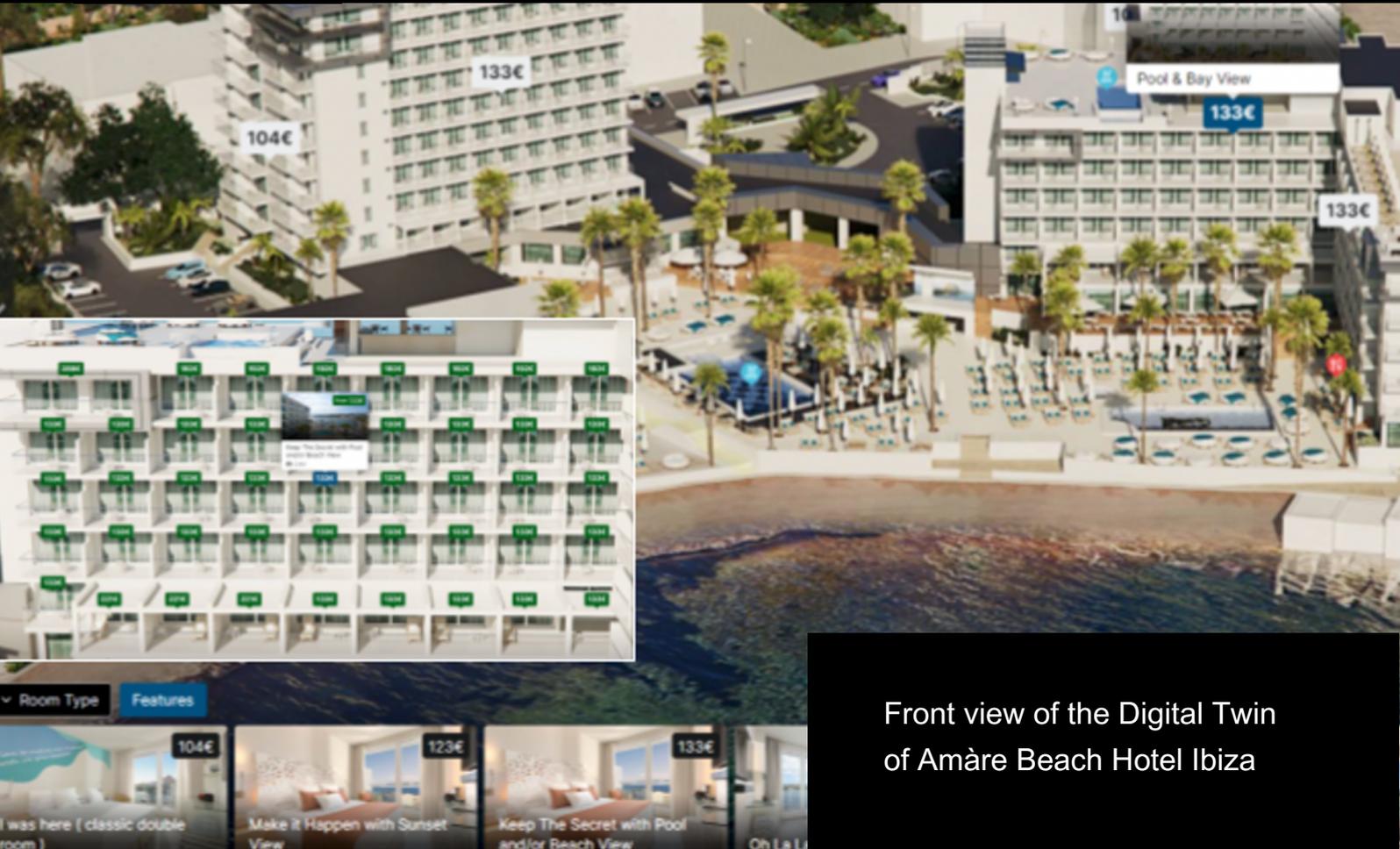


Heatmap of user interaction with the Digital Twin - Amàre Beach Hotel Ibiza (Period: 22/09/2023 - 23/10/2023)

Innovative approach for an exceptional booking experience.

The challenge was clear: to enhance engagement and boost direct sales on the hotel's website. The response was the deployment of an immersive booking experience, allowing users to explore the hotel through the Digital Twin and select their exact room with the **'Book Your Room'** functionality.





Front view of the Digital Twin of Amàre Beach Hotel Ibiza

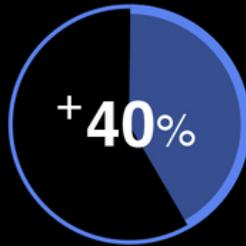
This strategy, which involved complete integration with Paraty Tech's booking engine, is not only **breaking barriers** in terms of innovation but is also setting a **new standard** in the online booking experience.



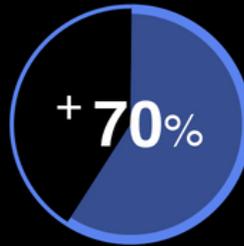
Measurement of success: Results that speak for themselves.



Visualizations



Time on page



Superior rooms



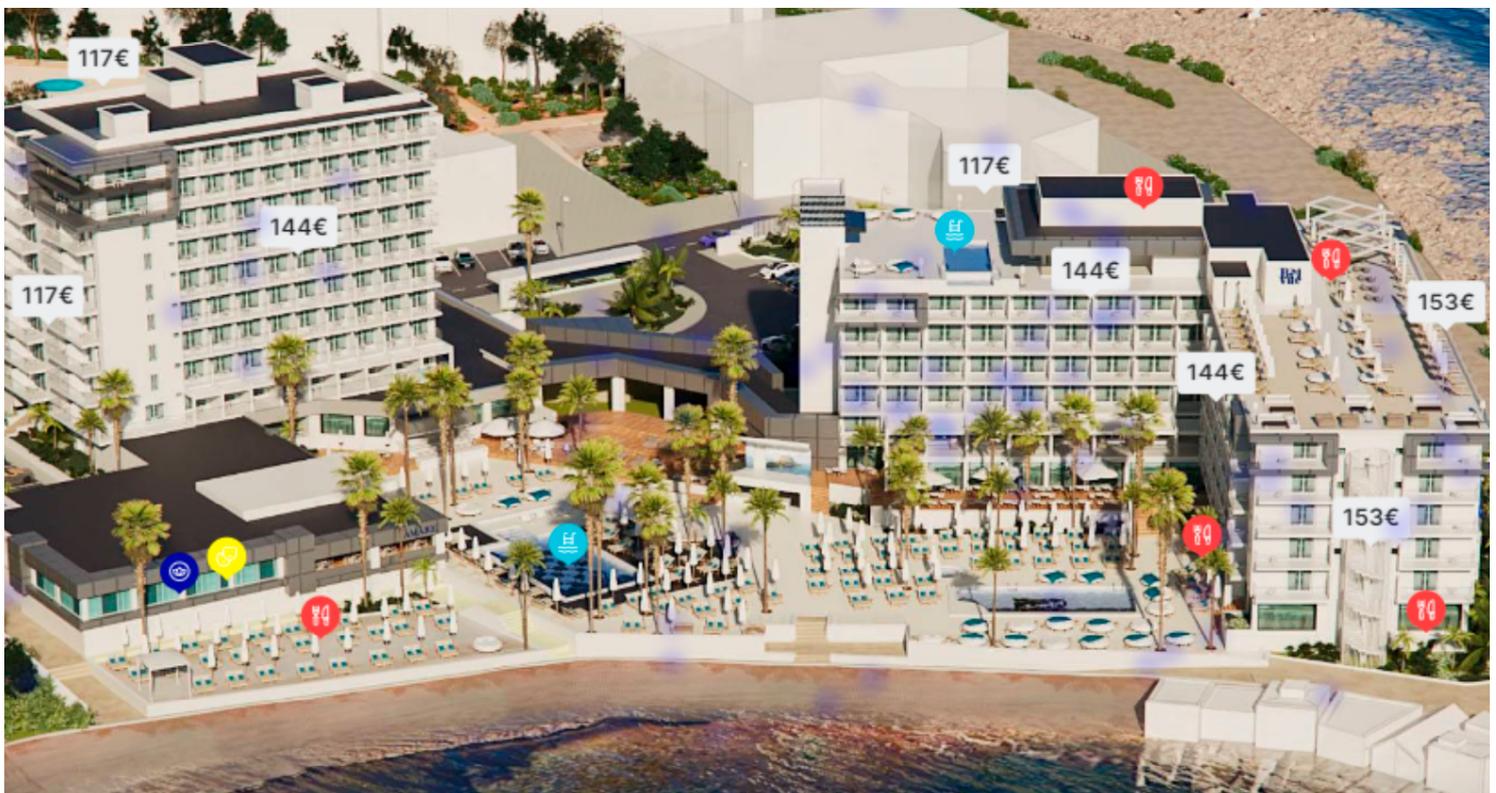
Selected attributes

Metrics obtained during the period 22.09.2023 / 23.10.2023

The adoption of the Digital Twin translates into **hundreds of views**. In fact, **one-third of the website users** engage with the Digital Twin, demonstrating the magnetic power of this immersive experience.

The **time on page** has increased by a **powerful 40%** (average usage time: 03:26 min). Therefore, we can affirm that the content offered **retains the user**, thereby increasing opportunities to persuade them and finalize the booking on the hotel's website.

The visualization on the map promotes a better understanding of the hotel and interest in **superior category rooms**, as it conveys the value proposition. We observe that **70%** of the inquiries have been directed towards superior rooms.



Furthermore, on average, users select at least **5 attributes** to choose their perfect room, which translates to a **hyper-personalized purchasing and staying experience**.

Elevating the customer experience: Beyond the booking process.



The Digital Twin goes beyond being a simple booking tool; it's an experience that **enriches the relationship between the hotel and its guests.**

The valuable content provided exponentially increases interest in the hotel and the **probability of securing direct bookings.**



Identifying opportunities to **increase the visibility of the Digital Twin** on the homepage and in the booking funnel is key to further enhancing interaction and converting visits into bookings. The key learnings from this experience underscore the need to improve the conversion rate, quantify upselling through the booking of superior rooms, and encourage interaction with the Digital Twin, all while enhancing the user experience and reinforcing the brand's innovative character.

Manuel Redondo,
Marketing Director at Fuerte
Group, underscores:

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Hotelverse is helping to increase the visibility of our superior rooms during the consideration phase, which, coupled with the **technical possibilities of micro-yield by room number** offered by the Digital Twin, keeps us steadfast in our commitment to this tool that we have made from the beginning. We see interesting **potential to improve our ADR** thanks to it.

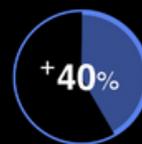
A bright future: The digital revolution in the hotel Industry.

The use of Hotelverse's Digital Twin in Amare Hotels is not just a specific case of improving the booking experience; it is an invitation to all hotels to embark on this digital revolution.

The results obtained are irrefutable evidence that investment in this technology translates into a clear return in terms of user engagement, preference for superior rooms, and conversion of visits into direct bookings.



Visualizations



Time on page



Superior rooms



Selected attributes

Metrics obtained during the period 22.09.2023 / 23.10.2023



Amare Hotels have paved the way, demonstrating that **innovation and the adoption of new technologies** are essential to stay ahead and offer unforgettable experiences.



Now is the time to act, to adopt the Digital Twin and transform the experience of your guests. The future of hospitality is digital, and Hotelverse's Digital Twin is your tool to achieve it.

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