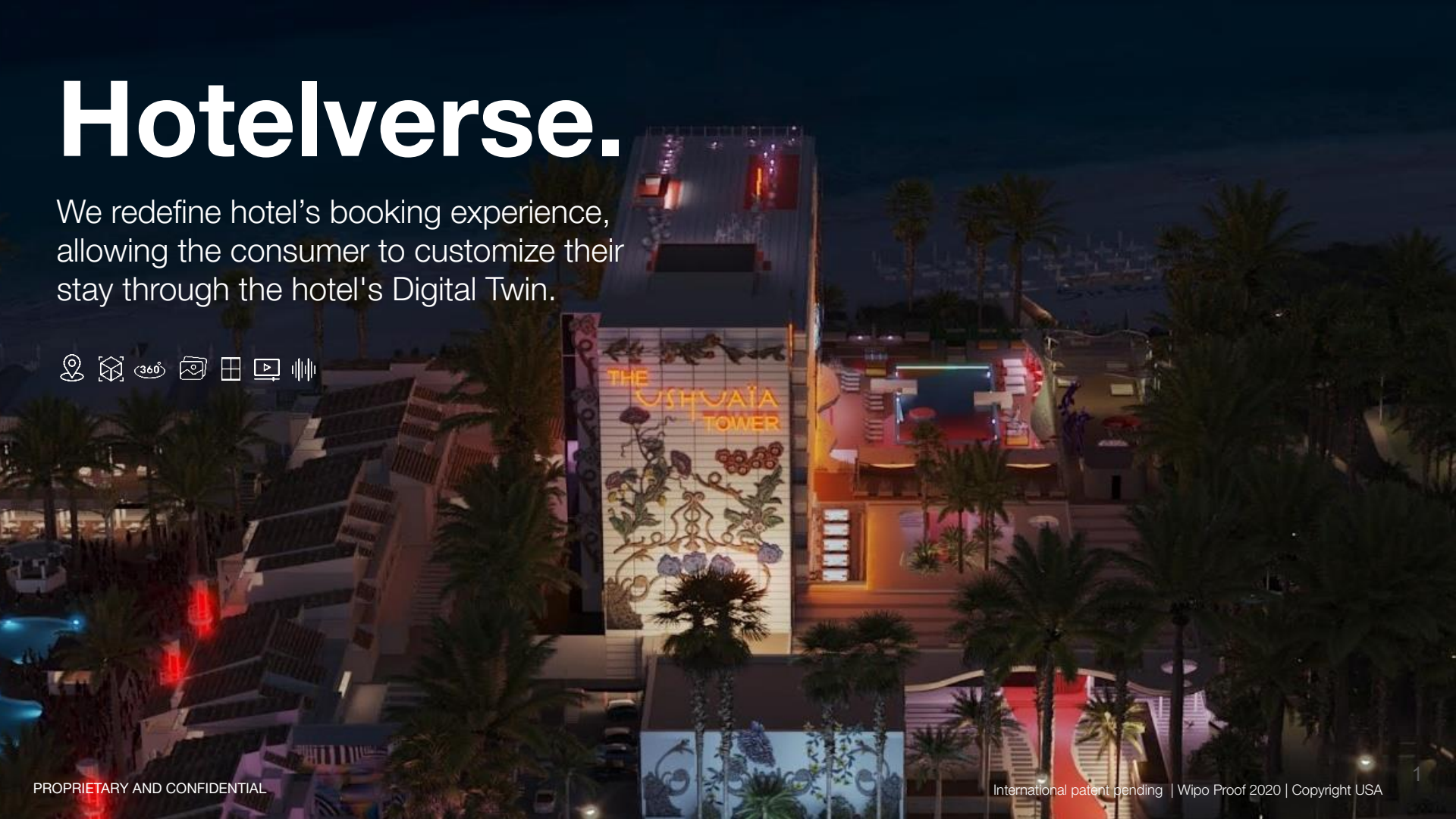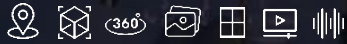# Hotelverse.

We redefine hotel's booking experience, allowing the consumer to customize their stay through the hotel's Digital Twin.

The hotel booking experience has not changed over the last 20 years.

Not Specific
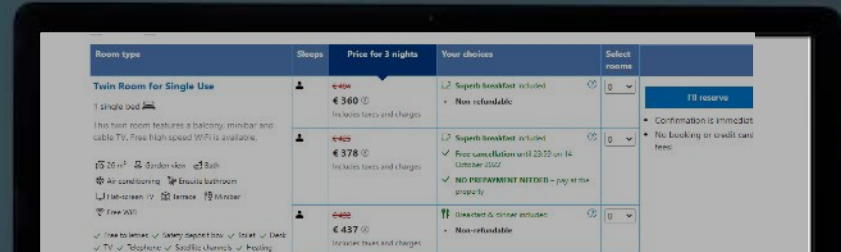Generic room types with photos and lack of information.

Not Emotional
Endless lists, icons, and complex pricing policies.

Not Authentic
You´re never sure what you are booking is really what you will get at the hotel.

Hotelverse.

2

We redefine and elevate the booking experience.

Hotelverse.

An **immersive experience** to showcase your hotel and its facilities **as never before.**

Hyper-customize and **select the exact room.**

An immersive experience **to show** the hotel and its facilities as never before.

Digital Twin
The customer can fly over the hotel and its facilities and fully understand it before booking.

Innovative technology compatible with any type of multimedia content.
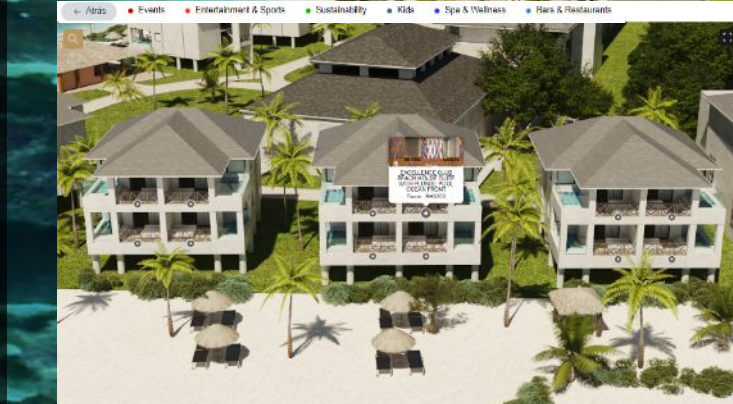
Hotelverse.

Hyper-customize and select the
exact room.

Attribute selling
The client can choose their dream room by selecting the different room attributes, for example, a room in a quiet area, with a king-size bed and morning sunlight.
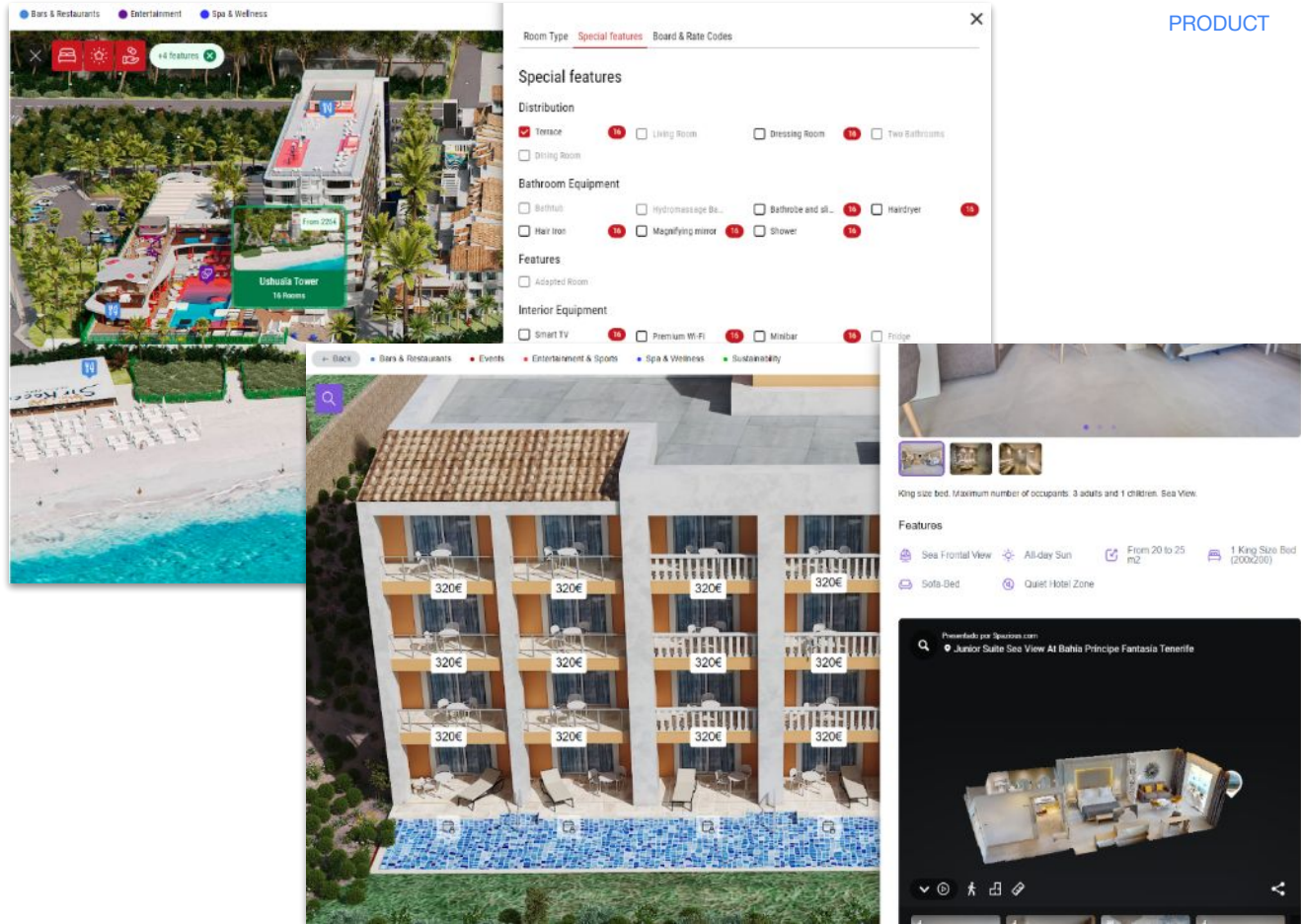
Views from the room
The client can see the exact view from the room or explore it through a virtual tour.

Pricing per room number
We reinvent revenue management, allowing the hotel to set a price per room number.

Hotelverse.

Digital Twin.

Turn website visits into more profitable bookings.

1 Embedded digital twin **in the hotel's website** (iframe) with starting prices by room type (API Booking Engine).

2 **Explore the hotel** and it's facilities and check prices by building for your desired dates (Booking Engine API).

3 **Check rates,** and choose a **room type**

4 We redirect the website visitor **to your booking engine** to complete their booking by room type (deep link).

Hotelverse.
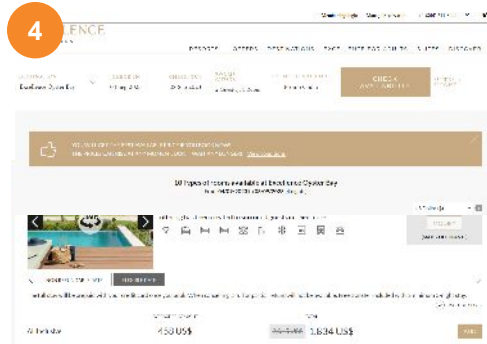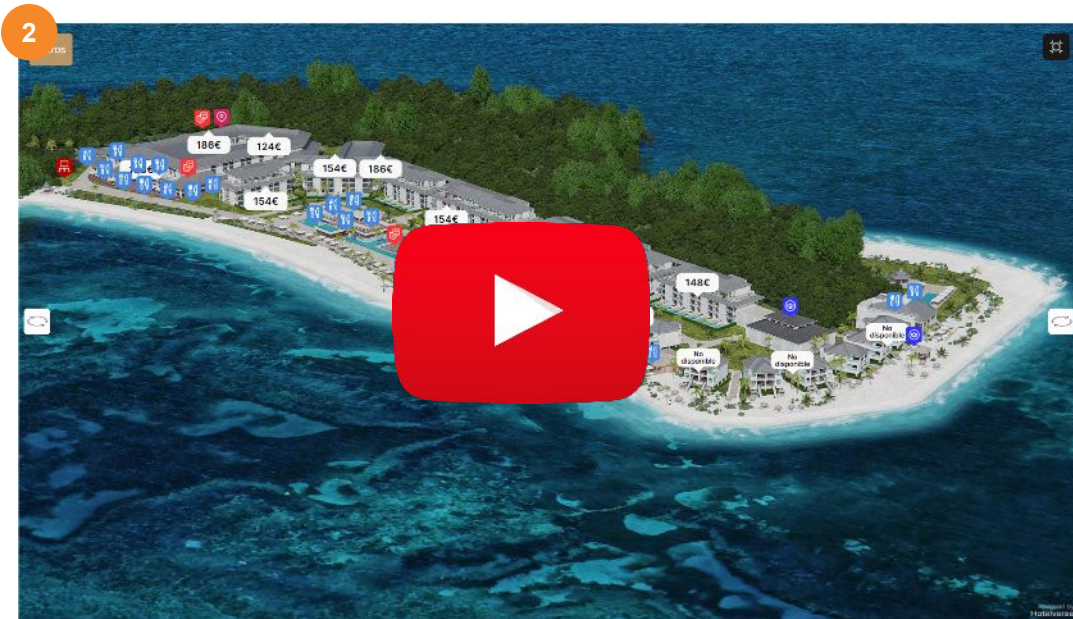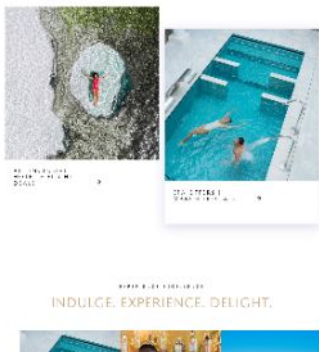
Choose your room.

Improve the hotel's extra income and engage your client.

---

1 **Access the room selection service** from the website, at the end of the booking process or through the confirmation email.

2 **Identify** yourself with your personal data and access the Digital Twin.

3 **Choose a room** within the same category or a superior one (upselling).

4 **Receive the booking confirmation** and the hotel will manage your booking.

Hotelverse.

1

Web
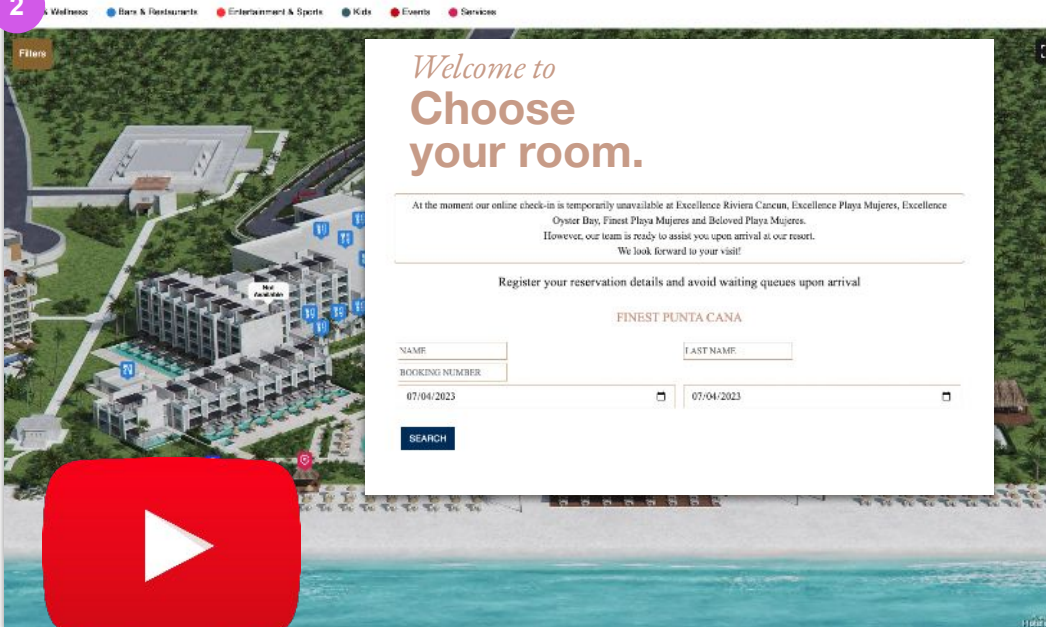
Thank you page

eMail prestay

2

Welcome to

Choose your room.

At the moment our online check-in is temporarily unavailable at Excellence Riviera Cancun, Excellence Playa Mujeres, Excellence Oyster Bay, Finest Playa Mujeres and Beloved Playa Mujeres. However, our team is ready to assist you upon arrival at our resort. We look forward to your visit!

Register your reservation details and avoid waiting queues upon arrival

FINEST PUNTA CANA

NAME — LAST NAME

BOOKING NUMBER

07/04/2023 — 07/04/2023

SEARCH

3

4

5

Confirmation **Room 1777** — **Choose your room.**

Book your room.

A new booking experience, irreplicable by OTAs.

---

1 **Check prices** from the website in the Digital Twin or from the traditional booking process.

2 Access **prices per room number** during the booking process.

3 **Navigate** the facades and **personalize** your room selection by attributes.

4 Check the **outside views** of your chosen room.

5 **Book the exact room** eceive a confirmation, and the hotel will manage your booking.

Hotelverse.

Web

Booking process

PASO 1 Selección de fechas y habitaciones | PASO 2 Selección de extras | PASO 3 Datos personales y pago de la reserva | PASO 4 Confirmación de la reserva

Vista clásica
Las mejores habitaciones, con múltiples posibilidades y opciones distintas

Vista interactiva
¡Quiero elegir mi habitación ideal!
Hacer la reserva de forma interactiva
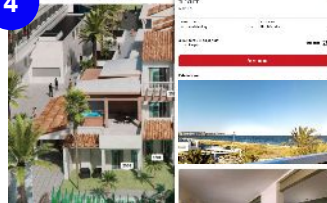
Metrics are better than words.

Our results prove that this disruptive customer experience drives to better, higher profitability.

+30%	=	+12%
direct sales		**EBITDA hotel**

Hotelverse.

Hotel performance.

Billboard effect. Hotels improve their conversion rates by offering a unique and valuable experience that cannot be replicated by OTAs

+350%

Conversion rate.
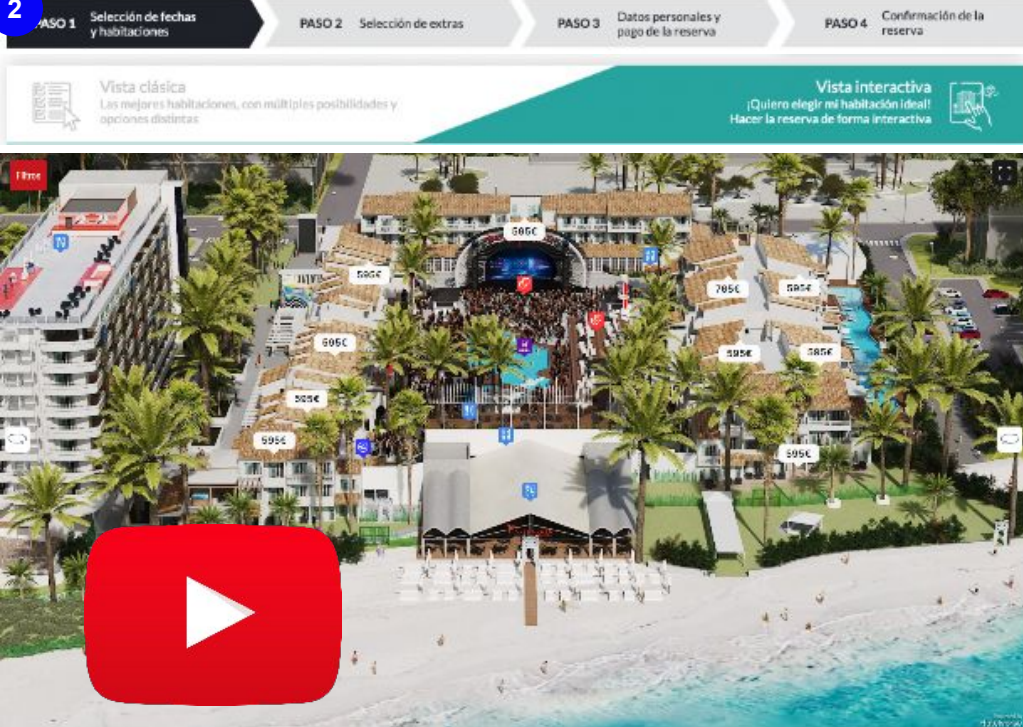over the digital twin compared to the regular booking process

+20%

Book rooms in a higher category by understanding the value proposition and the uniqueness of their choice.

+$

Extra income grows due to charging intermediary clients for selecting their room and the generation of new revenue streams.

Traveler.

…but the exponential hit has been confirmed by the customer.

92%

Prefer to book with the 3D map.

83%

It is important to have the **view** from the room.

42%

Have booked through this channel thanks to the ability to **book the specific room.**

9

Performance impact.

Margin increase through sales transfer.

An increase in direct sales through B2B disintermediation boosts the contribution to GOP.

An increase of 1% in direct sales contributes to an increase in +0,4% in EBITDA

Current situation

Sales B2B 80% (9.4M)

Sales Brand.com 20% (2.3M)

Sales 100% (11.7M)

Operating costs 45% (5.3M)

Costs of sales 22% (2.6M)

Commission B2B 20% (2.3M)
Costs B2C 2% (0,23M)

Margin (GOP) 33% (3.8M)

Margin B2B 24% (2.8M)
Margin B2C 9% (1.0M)

+30% direct sales **=** **+12%** EBITDA hotel

With Hotelverse

Sales Brand.com 35% (4.1M) +0,8M

Sales B2B 65% (7.6M)

Sales 100% (11.7M)

Margin (GOP) 37% (4.3M) +0,5M

Margin B2C 17% (2.0M) +1M
Margin B2B 20% (2.3M) -0,5M

Costs of sales 18% (2.1M)

Hotelverse 0.1% (0,01M)
Costs B2C 2% (0,23M)
Commission B2B 15% (1.9M) -0,4M

Operating costs 45% (5.3M)

Hotel chain with 5 hotels in Spain

Unique visitors
3.352

Regular process (listing)	Digital twin
3.073	279

Bookings	Bookings
79	27

CR		CR
2,57%	**+277%** vs regular process	9,68%
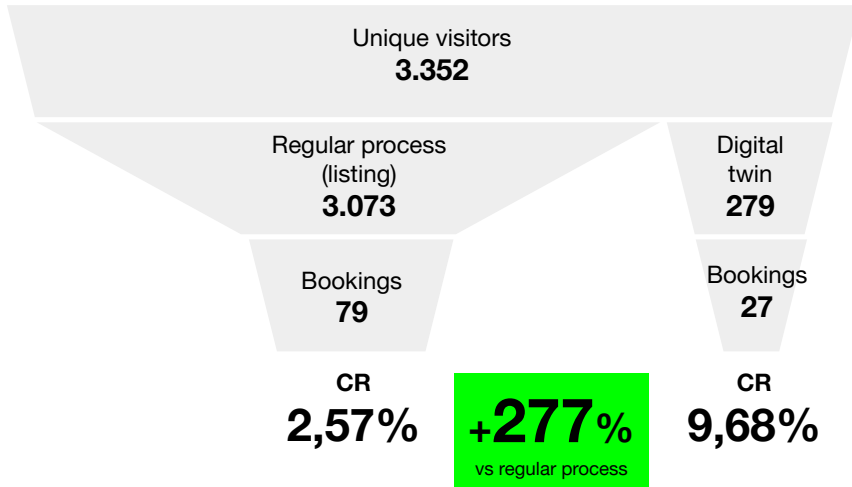
In addition:

+14% ADR

+132% Time on page

Hotelverse.

Hotel chain with more than 100 resorts in the world.

Unique visitors
19.795

Regular process (listing)	Digital twin
18.933	862

Bookings	Bookings
1.744	363

CR		CR
9.21%	**+457%** vs regular process	42.11%
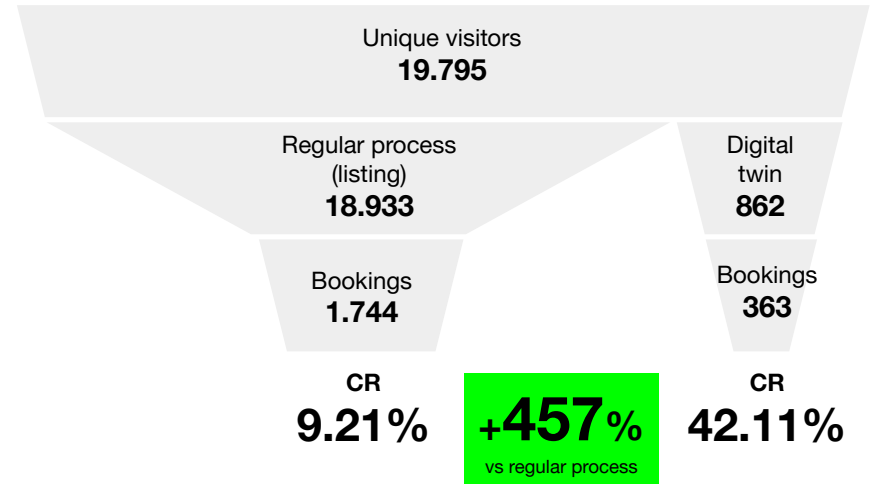
In addition:

+20% ADR

+27% Time on page

Heat Map.

Most used elements:
1. 77% Facades
2. 48% Facilities
3. 47% Rooms
4. 40% 3D rotation

Most visited items:
1. 59% RoofTop Bar
2. 22% Façade Maestro Guerrero - Upper Floors
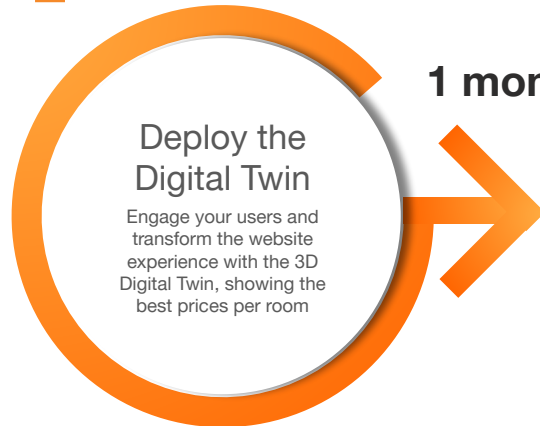3. 15% Deluxe Double Rooms
4. 3% room 2424

Data from Microsoft Clarity And Plausible

Partner Requirement - BE

Digital Hub

1

Availability & Prices (ARI)

Deep Link

Deploy the Digital Twin
Engage your users and transform the website experience with the 3D Digital Twin, showing the best prices per room

1 month

Choose Your Room

2

Booking Retrieve

Landing Page

ALLOW TO CHOOSE
Improve the hotel's extra income and build customer loyalty allowing the specific room selection.

3 months

Book Your Room

3

BE integration

Event exchanger

MORE DIRECT SALES
Increase the conversion ratio with a non-replicable experience by OTAs.

from
$399
month
set up **$3,900**

3D Digital twin

Turn your website visits into more profitable bookings with an Amazon-style experience.

✓ Immersive navigation through hotel facades, CMS 3.0 Multimedia.

✓ Surroundings and destination view.

✓ Room type location and attribute based selection.

✓ Website and Booking Engine embedded Widget.

✓ Price per room type (Booking Engine API Integration).

✓ Redirection from the website to the booking process.

from
+$1
room/month

Choose your room

Improve the hotel's extra income and build customer loyalty allowing the specific room selection.

✓ All *Digital Twin* functionalities.

✓ Select the specific room through the Digital Twin after booking.

✓ Attribute based personalization (bed type, sunlight, noise level...).

✓ Improve your ADR with room number pricing.

✓ Front Desk and Revenue Management Back Office.

✓ PMS Availability.

from
+$2 or 5%
per room/month   revenue share

Book your room

Increase the conversion ratio with a non-replicable experience by OTA's.

✓ All *Choose your room* functionalities.

✓ Book your specific room while navigating the Digital Twin.

✓ Booking Engine Integration.

Hotelverse.