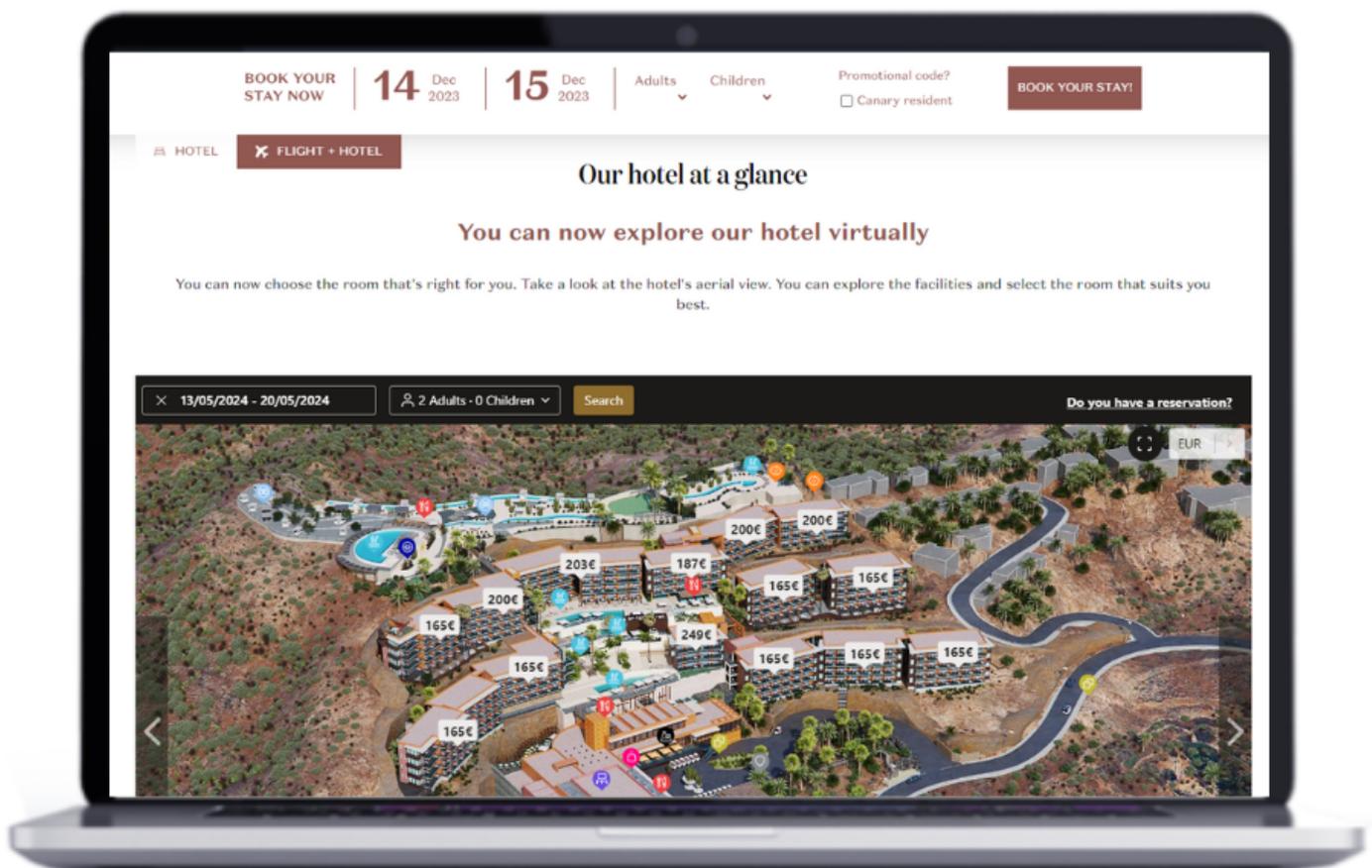


The reinvention of hotel bookings: Digital Twins for a luxury experience.



In a world where digitalization has become the core of the customer experience, Hotelverse's **Digital Twin** emerges as a revolutionary tool, capable of enhancing the **user experience** and **generating new revenue through room selection**.

The cutting-edge **Salobre Hotel Resort & Serenity**, located in the region of Maspalomas, is a pioneer in adopting Hotelverse's Digital Twin in the Canary Islands. This 5-star hotel has **implemented this disruptive technology, allowing visitors to interact and connect with its facilities even before their arrival.** This technological integration not only **significantly enhances the guest experience** but has also had a **positive impact on the brand's reputation and results.**

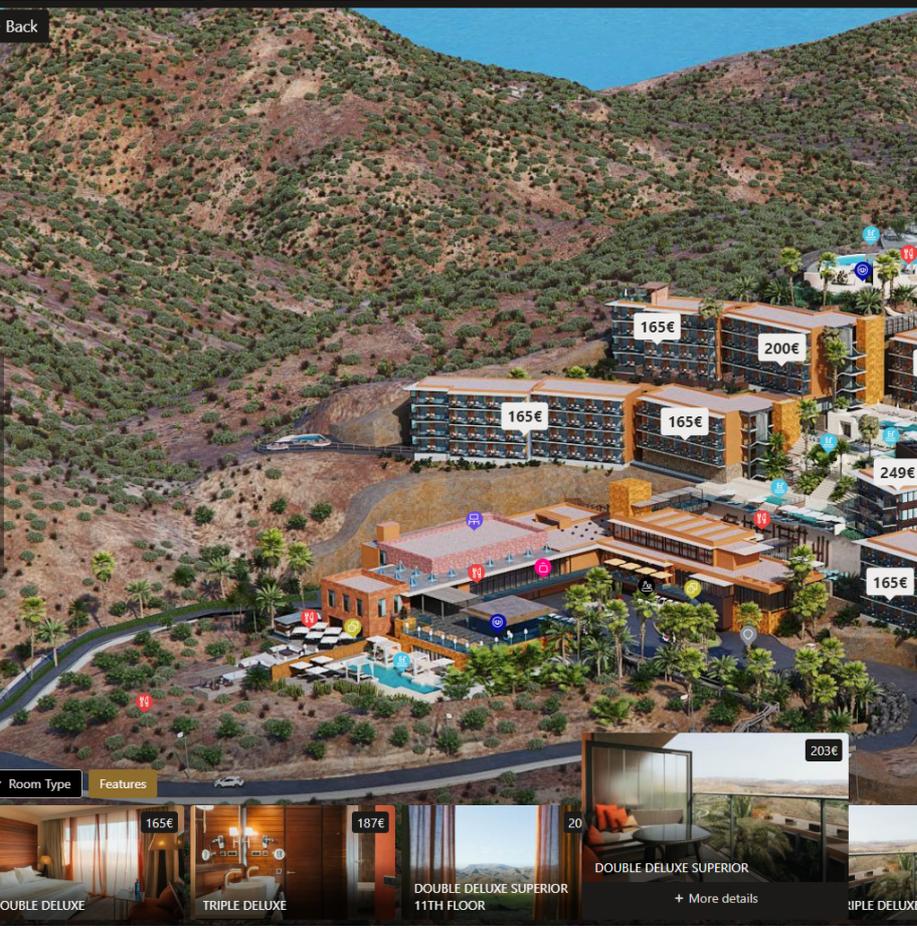




A luxury hotel's distinctive booking experience.

The challenge was evident: to offer an ultra-personalized and exclusive booking experience on the hotel's website. This was achieved through the **Digital Twin**, which allows users to explore every corner of the resort. Additionally, with the innovative '**Book Your Room**' feature, users can select their ideal room, ensuring a stay that not only meets but exceeds their expectations of luxury and personalization.





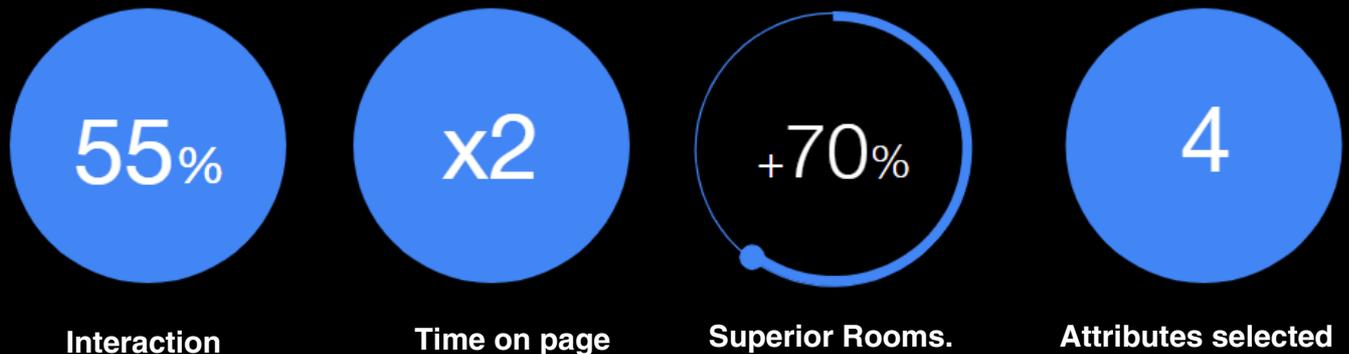
Facade view of the Digital Twin of Salobre Hotel Resort & Serenity

This new booking model, with a crucial integration with Roiback booking engine, is not only pushing the boundaries of innovation but also setting a new standard in direct sales.





Success Measurement: Results that speak for themselves.



Metrics obtained during the period 27/09/2023 - 26/10/2023.

The implementation of the Digital Twin translates into thousands of views, with **1 in every 2 web users immersing themselves in this immersive experience**, highlighting its captivating power.

Furthermore, the **time on page has doubled**, now reaching an average time of over 4 minutes. This increase demonstrates that the content not only attracts the user but also **extends the opportunity to persuade them** to complete their booking directly on the hotel's website.



The 3D map simplifies understanding of the resort and also **increases interest in superior room categories**. In this regard, **70% of inquiries** focus on superior rooms. Thus, the Double Deluxe Superior category, representing 10% of the room inventory, sells 27% more thanks to the Digital Twin. Additionally, for this hotel, the **quantity of availability searches and redirects** significantly exceeds the usual average, with a **high conversion rate (42%)** at the "Choose Your Room" step.

It is important to highlight that this hotel charges **€50 to its B2B channel guests for room selection**, thus generating a new **source of income that it did not have until now** and allowing it to recover the investment made.



Additionally, it is observed that users choose at least **4 attributes** when searching for their ideal room, thus creating an **extremely personalized shopping and stay experience**. This contributes to **customer satisfaction and an increase in bookings**.



Nadine Weber

Marketing & E Commerce
at Salobre Hotel, highlights:



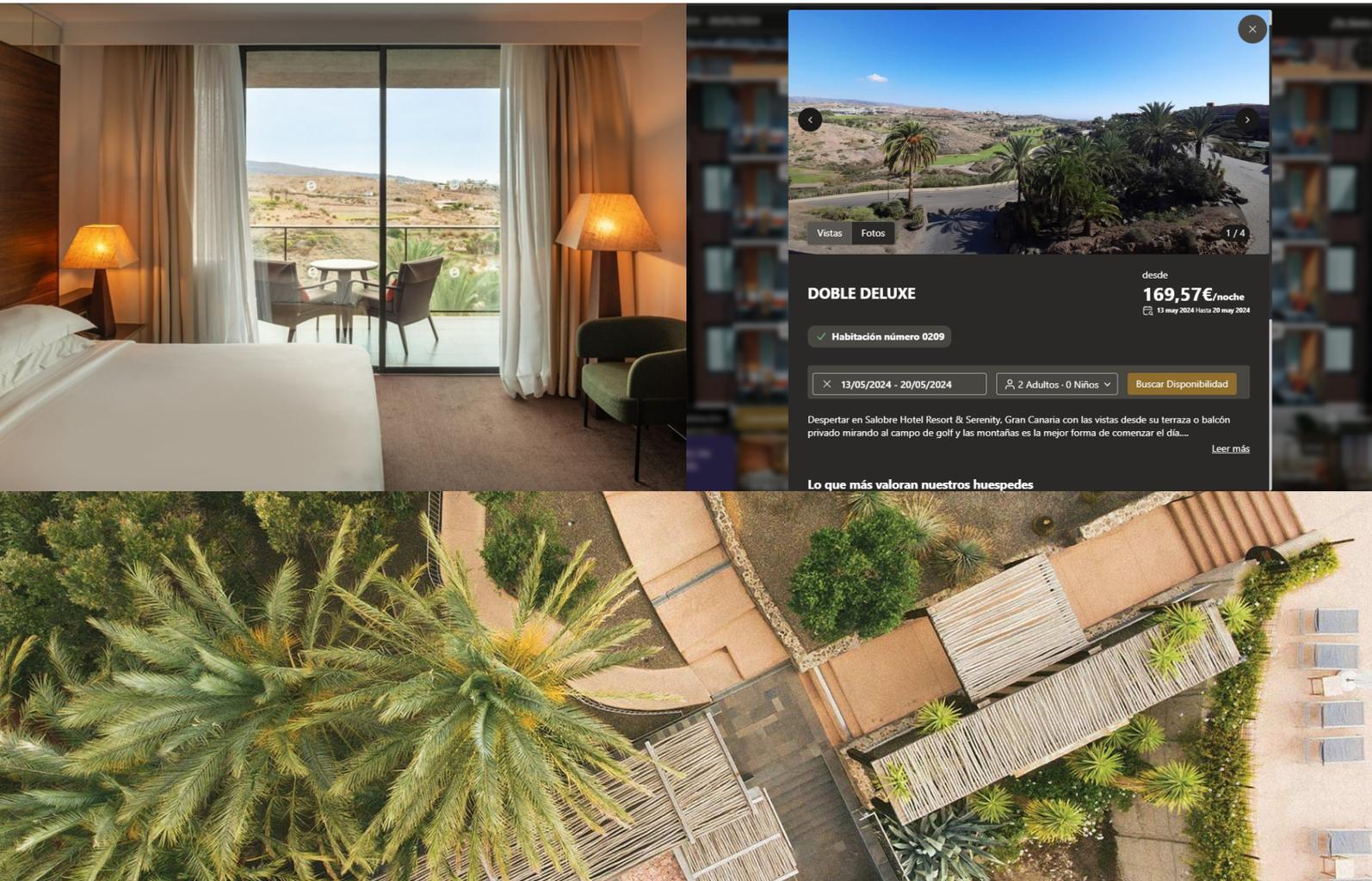
Since implementing Hotelverse on our website, we have experienced an **improvement in customer satisfaction**, which is crucial for us.

One of the most outstanding features is its digital map, which provides a detailed visual representation of the hotel's infrastructure. This map is helpful for our customers as it **allows them to easily navigate within our facilities and become familiar with the layout of the space.**

We are pleased with the results that Hotelverse has brought to our business and **look forward to continuing to make the most of all its features** in the future with the update of our booking engine.

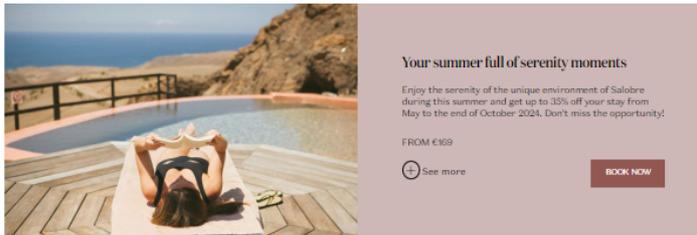


The Digital Twin: an experience that connects, conquers, and transforms hotel reservations.



The Digital Twin is not merely a booking tool but represents an experience that **deepens the connection between the hotel and its distinguished guests.**

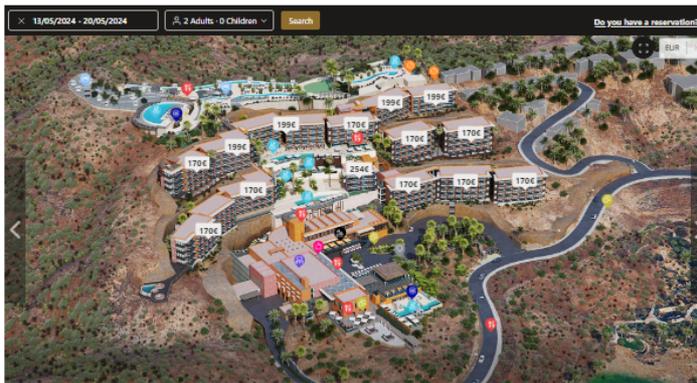
Valuable content increases the appeal of the establishment. In the case of Salobre, **90% of the rooms are visited**, demonstrating the **user's strong interest in getting to know the product before acquiring it.**



Our hotel at a glance

You can now explore our hotel virtually

You can now choose the room that's right for you. Take a look at the hotel's aerial view. You can explore the facilities and select the room that suits you best.



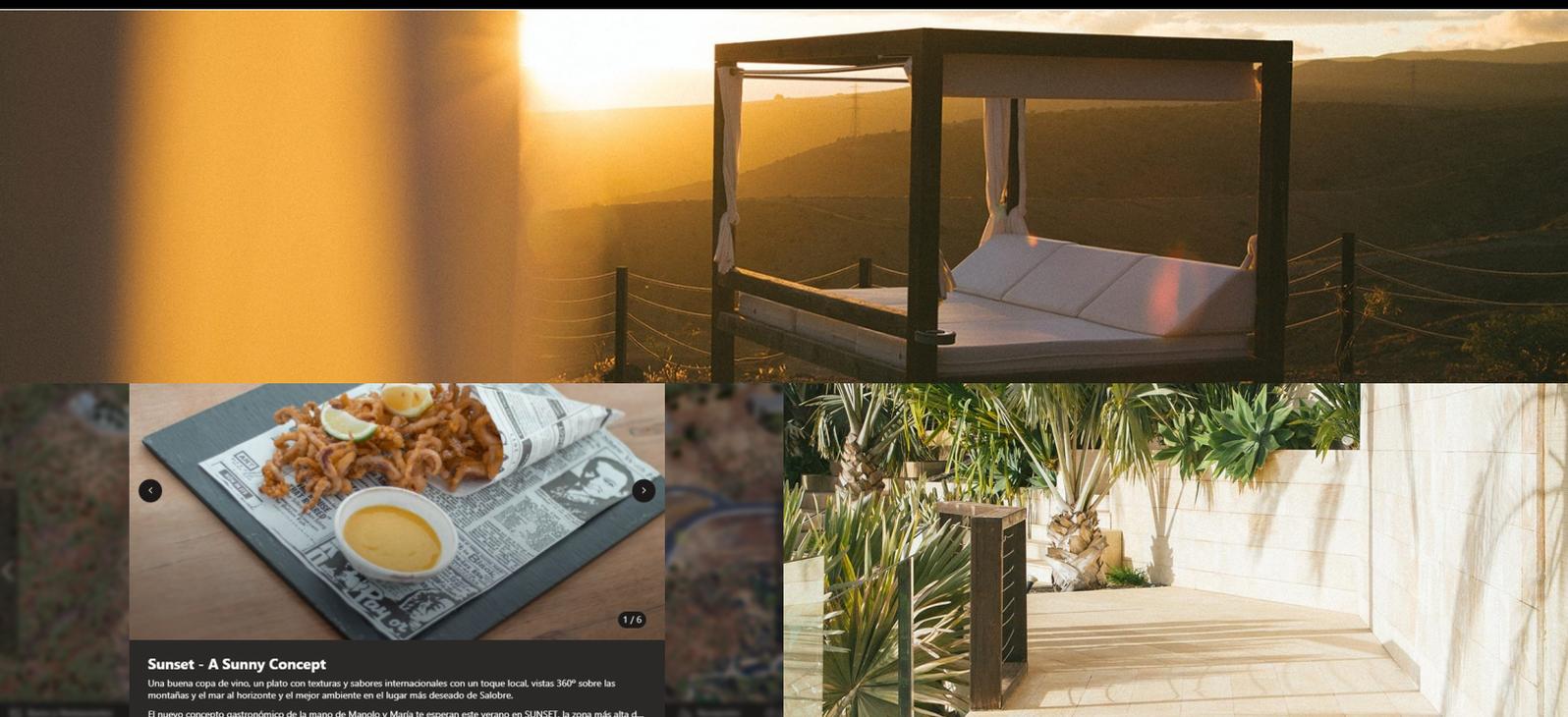
Identifying strategic opportunities to enhance the visibility of the **Digital Twin** on the homepage and in the booking funnel is essential to boost interaction and convert visits into bookings. Key insights underscore the opportunity to generate extra revenue by charging for room selection, thus improving the conversion rate. Always with the aim of enriching the user experience and reinforcing the brand's innovation in the exclusive luxury hotel sector.



The ultimate booking experience: An invitation to the hotel industry.

The implementation of Hotelverse's Digital Twin at Salobre Hotel & Serenity not only represents a specific improvement in the booking experience but also serves as an open invitation to all hotels to join this digital revolution.

The results obtained are undeniable evidence that investing in this technology translates into tangible returns in terms of user engagement and preference for superior rooms.





The exclusive Salobre Hotel & Serenity has set the course, emphasizing that **innovation and the integration of cutting-edge technologies are imperative** to maintain a standard of excellence and provide unforgettable experiences.



Now is the opportune moment to take a decisive step, embrace the opportunities that the Digital Twin offers, and elevate the experience of your distinguished guests. The future of luxury in hospitality is digital, and Hotelverse's Digital Twin is the key to reaching it.

Hotelverse.

www.hotelverse.tech