



Hotelverse.

The new hotel digital experience

Hotelverse.

Hotelverse gives travelers the opportunity to fly over the hotel, explore its facilities, hyper-personalize a specific room and book it.

This platform gives hotels a completely unique booking experience that result in permanent disintermediation.

The problem.

The problem



Hotels are defenseless against the growing dominance of OTAs (Online Travel Agencies).



Capturing costs

The hotel cannot compete with OTAs and metasearch engines to capture guests at the beginning of their purchase journey, therefore losing relevance.



Price, price, price...

The hotel owns their product but does not have a differential value, other than price, that stops travelers from booking with an OTA.



Linear supermarket effect

OTAs capture consumers in their sales environment, where the hotel loses differentiation.



Decrease in profitability

A more mediated sales route increases the hotel's distribution costs.

The problem

The hotel purchasing experience is very different from the purchase experience for other products.

Consumers have a disappointing purchase experience with very little information about the hotel they are going to stay at.

Retail, “going shopping”

Customers enjoy the experience and know exactly what they have purchased:

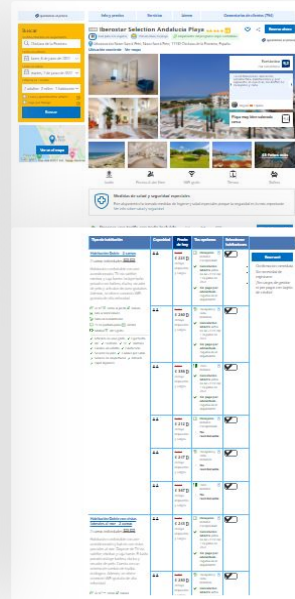
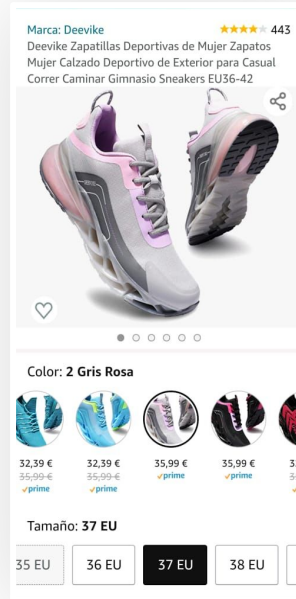
- Product personalization
- 360° visualization
- Pricing per item
- A simple process that revolves around experience

Hotels, “frustrating process”

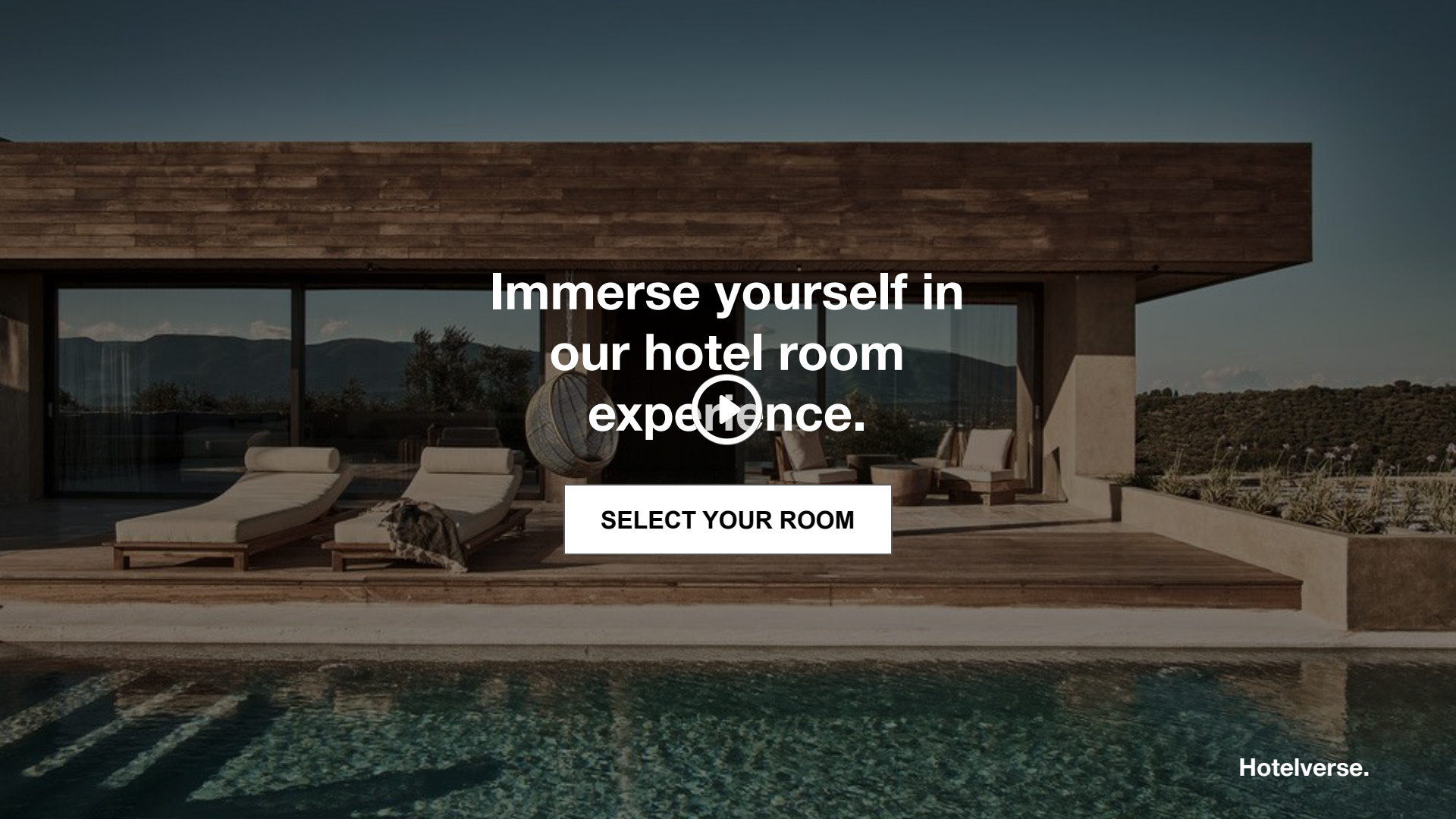
The guest does not know what they have purchased until they arrive at the hotel.

- Generic room types
- Illustrative photos
- Endless lists, icons and complex pricing policies
- A complicated process that revolves around the transaction

Hotelverse.



The solution.



Immerse yourself in
our hotel room
experience.

SELECT YOUR ROOM

Hotelverse.

The solution



Hotelverse has reinvented the experience. Developing an APIfied digital twin with a marketplace of solutions focused on disintermediation and the generation of extra revenue.

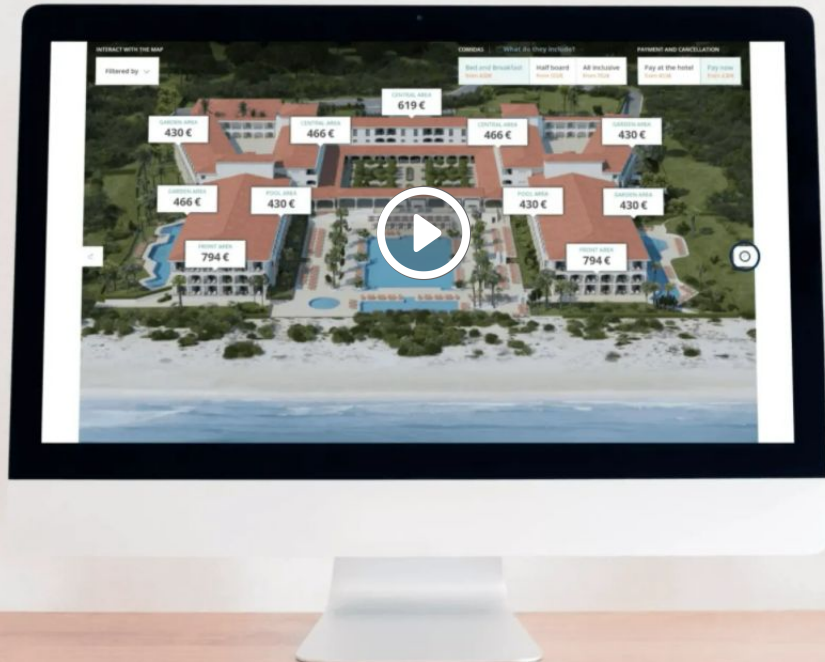
The hotel takes center stage again

- The hotel has new offerings on its brand.com that cannot be replicated by OTAs.
- The hotel displays its facilities and stands out with an immersive experience.
- El hotel ofrece todos sus servicios en un entorno digital pre estancia.

Guests can “go shopping”

- Guests enjoy the process because their vacation begins as they book.
- Guests can explore the hotel, fly over its facilities and hyper-personalize their purchase
 - Specific room number, type of bed, views, m², orientation with the sun
 - El cliente en la fase pre estancia puede planificar y reservar

Hotelverse.



Impress potential guests, and showcase your hotel as never before

We have developed an immersive experience that allows you to showcase your hotel and its facilities precisely as the customer wishes to see it. It shows the exact location of the restaurants, the swimming pools, the Spa, the superb beach and the gardens, allowing the customer to explore and to understand your hotel just as if they were there.

The first algorithm to assign prices by guest room number

Not all the rooms in any particular category are the same, but no longer should current booking limitations constrain your capacity to optimise the price of each guest room. There is always a customer who is willing to pay more for a feature that you cannot currently sell, such as quiet rooms, or rooms close to the restaurant or near the swimming pool so that they can keep an eye on their children.

But... what if you could also show an exclusive price on your website for a particular room which may be more attractive to a customer than an OTA? Now, Hotelverse brings all this within your reach.





Customisation? Yes, really!



Sick of hearing about customisation? There's no need to reinvent the wheel: all you need is the capability to enable your customer to choose what they really want from all that you can offer them.

We redraw the rules of the game and 'eliminate' room categories, allowing the customer to find, via the system, exactly what they are looking for — and yes... to book it! "I'd like to be able to view the sunset from my room, or I'd like to make sure that I have a double bed... and what about a terrace with sun loungers?"

Benefits for the hotel



The hotel controls distribution, increases profit and improves guest satisfaction.

The ultimate disintermediation solution

- Increase in conversion rates for traffic on brand.com.
- Room number on brand.com vs. room type on OTA.
- Pricing by room number and improved Average Daily Rate.
- Scarcity effect and exclusive product with immediate confirmation.

Boost ancillary revenue with new digital solutions

- The hotel displays its facilities and stands out with an immersive experience.
- Marketing becomes more efficient with new conversation points.
- “Amazonization” of rooms and increased profits from upselling.
- New line of income from mediated room selection.
- Reserva de salas y eventos, hamacas, teetimes, SPA, experiencias, etc...

**Simple and smart
technology.**



Innovation, and simple, smart technology

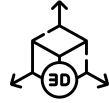
Let's make this simple... we could come over all technical and tell you that we've developed an API platform which can be integrated with any Booking Engine in the world, and with any PMS you can think of, and that we're working through a process of mechanisation and upscaling of content to create 3D models in relation to which we have built innovative UX processes.

But what we'd really like to say is that we have a very smart, usability layer which will allow you to greatly improve your sales, and that we can also help you to work with your current supplier so that you won't need to change a thing. That's right — you won't need to change anything at all; all you need is the desire to increase your sales and to pay less commission to OTAs.

HOTELVERSE: International patent pending | Wipo Proof 2020 | Copyright USA

APIfied Digital Twin

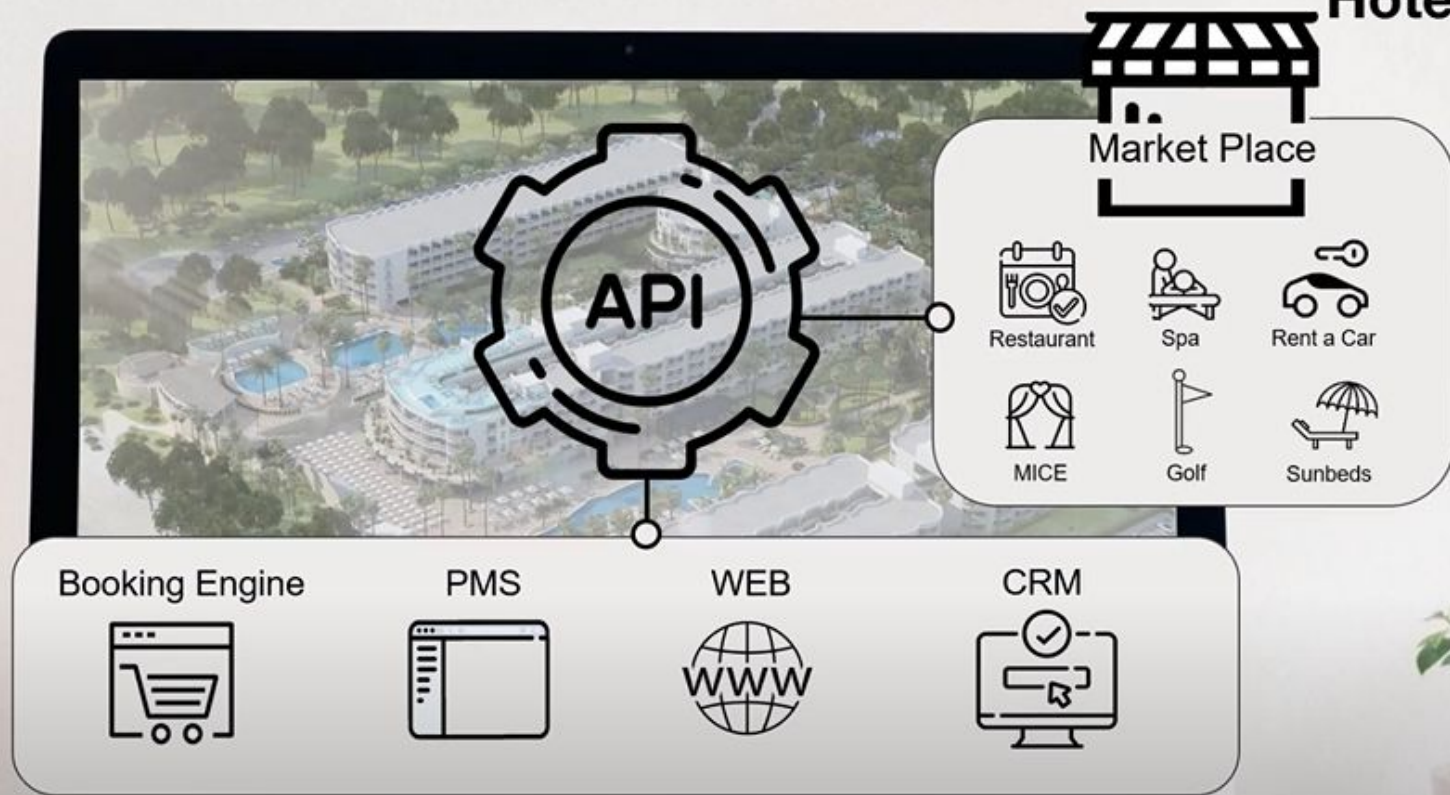
We reimagine the Customer experience



We create 3D digital twins of each hotel over which we develop products and services in any area of the hotel.



Hotelverse.



We work with your current PMS & Booking engine suppliers so that you won't need to change a thing.

Property Management System Integrations

In Progress



In Contact



Booking Engine Integrations

In Progress



Coming Soon



Hotelverse.

[illegible]

Room amenity filters

SELECTION OF ACCOMMODATION TYPE, ROOM AND EXTRAS

Berostar Selection Andalusia Playa *****
EXCELLENCE ADOPTED
BEROSTAR SELECT

BOOKING SUMMARY
 1 Adults
 1 Child
 1 Infant

ARRIVAL 04/05/2021
DEPARTURE 05/05/2021
ROOMS 1
PEOPLE 2
PROMOTIONAL CODE

From 353 €
[Change search](#)

W/ IMMEDIATE DISCOUNT
 Get instant discount if you haven't already signed up, we will return your amount using your booking information.

[Activate discount](#)

View details of the rooms

SELECT WITH THE TOOL

[Get info](#) [Filter by](#)

LAINERS		What do they include?		PROMOS AND CANCELLATIONS	
Bed and breakfast and more	Half board breakfast	All inclusive and more	Pay at the hotel on arrival	Pay now	
400€	428€	384€	390€	351€	351€
476€	470€	474€	470€	470€	470€

ROOM NO. 1033
 Booking Part Number:
 (Check-in date) - (check-out date)
 Minimum stay: 1 night

470€

Select a room

Select room on the destination page to select room and extra price

BOOKING DETAILS

Berostar Selection Andalusia Playa *****

Room: 04/05/2021 - 05/05/2021 (night accommodation)

Accommodation type: Bed and breakfast

Rate: Pay now

Total Price: 0€

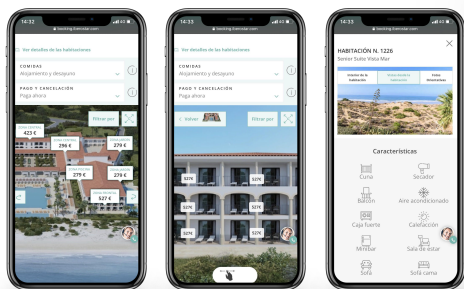
[Continue with payment Information](#)

Exclusive advantages of booking on Berostar.com

- BEST PRICE GUARANTEED**
- WITH NO ADMINISTRATION FEE**
- FREE WI-FI**
- CHOOSE YOUR ROOM**

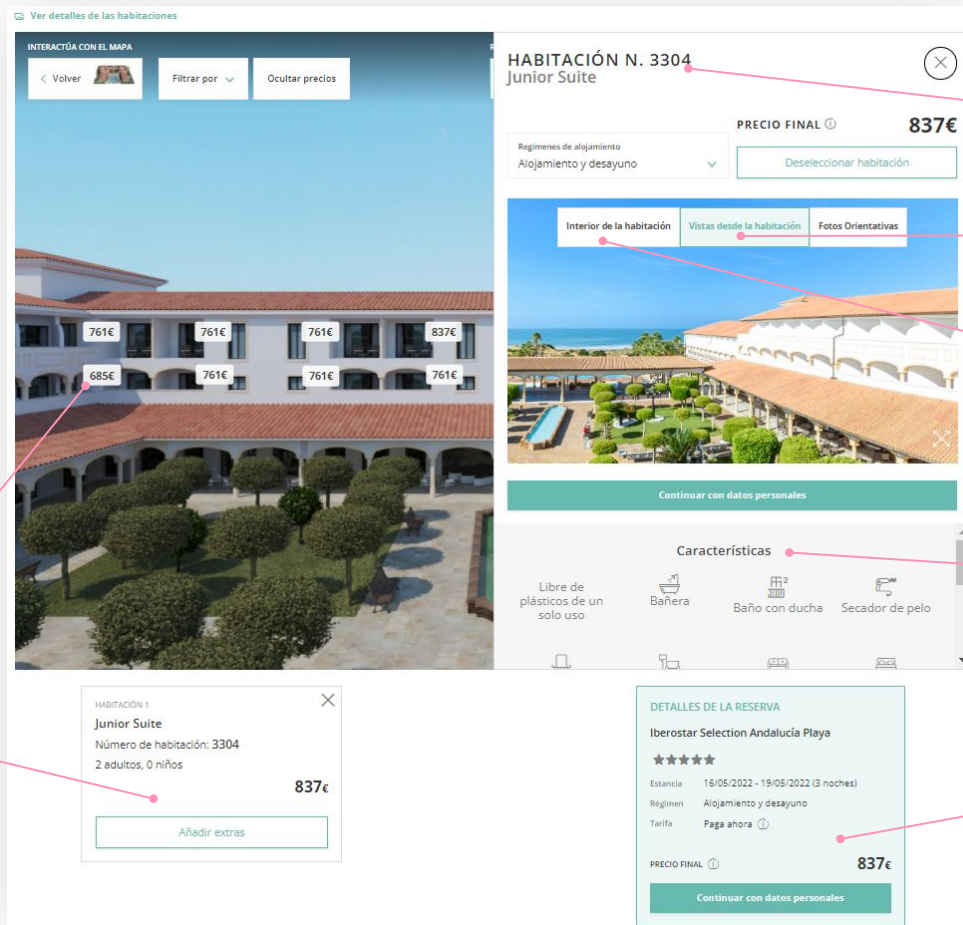
Navigate through the map

**Price of each room
on the selected
façade**



Room price

Summary of Room selection



Specific room number

180° views from the specific room

360° view of the specific room

Room amenities

Complete booking

The results.

Hotel profits are increased thanks to the purchasing experience

+30%

**Improvement
Conversion rate**



Disintermediation

Metasearch engines convert more on brand.com due to a unique value proposition.

92%

**Prefer
the map**



Security

Travelers know exactly what they are booking thanks to an environment that is 100% focused on user experience.

+30%

Superior room



Scarcity

Users perceive real value while browsing and become more willing to pay for this value.

Current clients



Advanced negotiations



A world of solutions designed to cut out the middleman

By now, you will have realised that we have a great deal to offer you. Below, we explain in more detail how we can help you to improve your sales, and why you really need to take a new approach in order to achieve this.

01

Nova

The entrance to the Hotelverse universe.

Immersive content that can be integrated with your digital assets, free of technological or operational barriers to entry.

Single payment starting at €3,000

€399 hosting per month/hotel

*VAT not included

02

Galaxy

Room number selection for OTA and TO guests.

Allows OTA and TO guests to select a specific room number, generating new revenue by charging for the service.

€350/hotel setup fee

From €+3 per room per month

*VAT not included

03

Universe

Room number booking process

Usability layer integrated with any CRS through an API that allows customers to book a specific room number.

€550/hotel setup fee

From €+3 per room per month

*VAT not included

04

Metaverse

Door to the future

Your hotel in the metaverse so that your clients can live it in VR and book it from that experience.

Work In Progress

hotelverse.

Our Team

We are successful team with extensive experience in the hospitality, travel, technology, and markets.



**Fermín Carmona, CEO
Co-Founder**

BIO
Iberostar SVP Global Sales Operations
Les Roches, IESE, Cornell
More than 15 years of experience in hospitality



**Rafael Bover, COO
Co-Founder**

BIO
Iberostar Head of Customer Experience and Product Development
Les Roches, IESE, IE
More than 15 years of experience in hospitality



**Francisco Costillo
CTO**



**María Bilbao
CMO**



**Alex Barros
CCO**



**Cristina Hernández
CCDO**



**Arturo Marqués
CXO**

Advisory Board

Sabina Fluxá
CEO & Vice Chairman
Iberostar Hotel Group

Emilio Galán
CTO & Co-founder, Beonprice

Rubén Sánchez
CEO & Co-founder, Beonprice

Wenceslao Sevillano
CFO, Beonprice

Javier Bustillo
Partner Corporate M&A, Andersen

Toni Coll
CEO & Founder N9 Interactive

Current investors

Iberostar Hotels & Resorts
Venture Building

Archipelago Next
Venture Building

Grupo Areyhold
Family Office

FDSA
Software Development

Braulio Arsuaga
CEO Grupo Presidente
President of the Mexican
National Council

Toni Nadal
Ex-coach of tennis player Rafael Nadal

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