

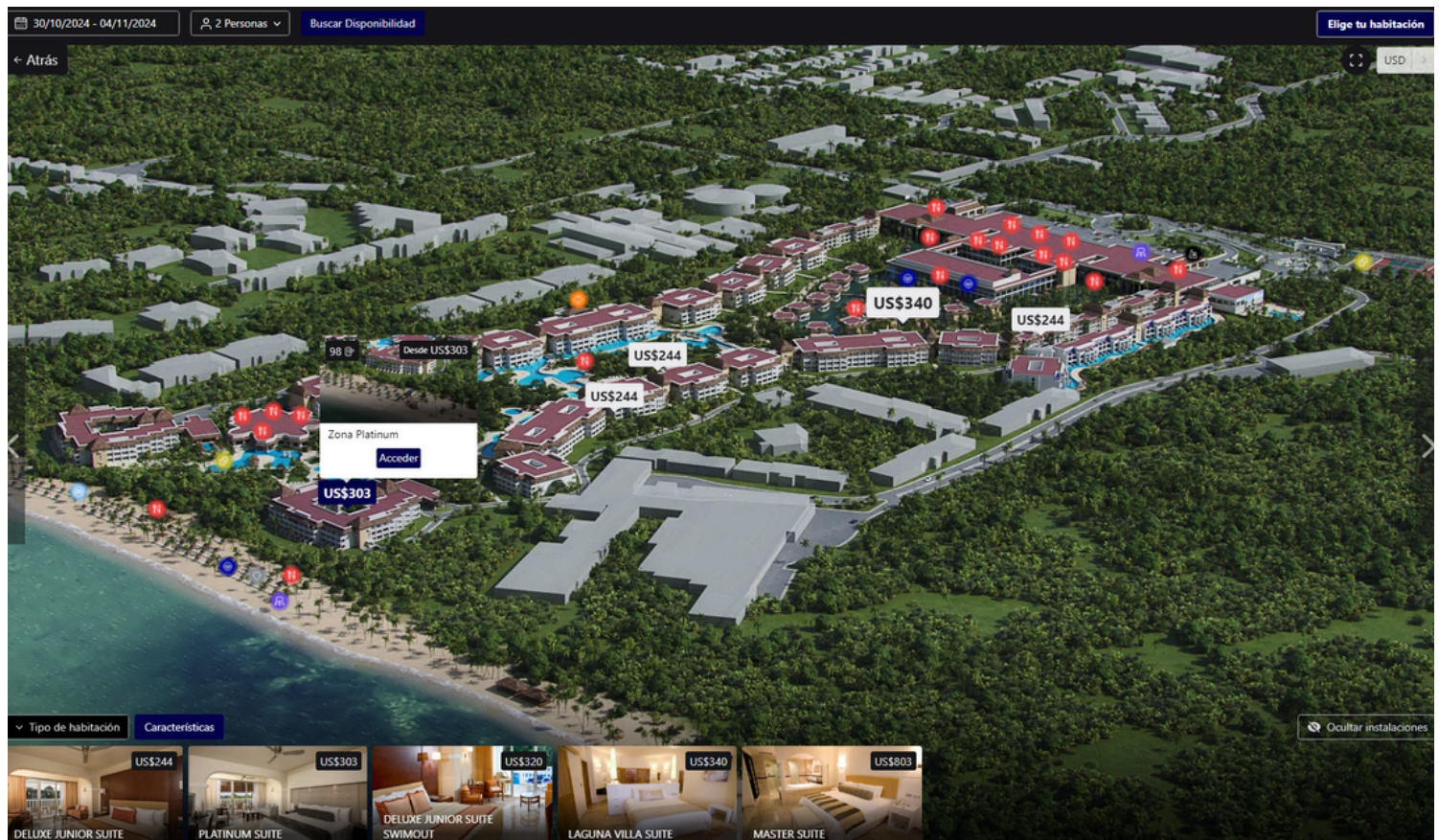
# Generating Extra Income from the first month in 5\* Resorts.



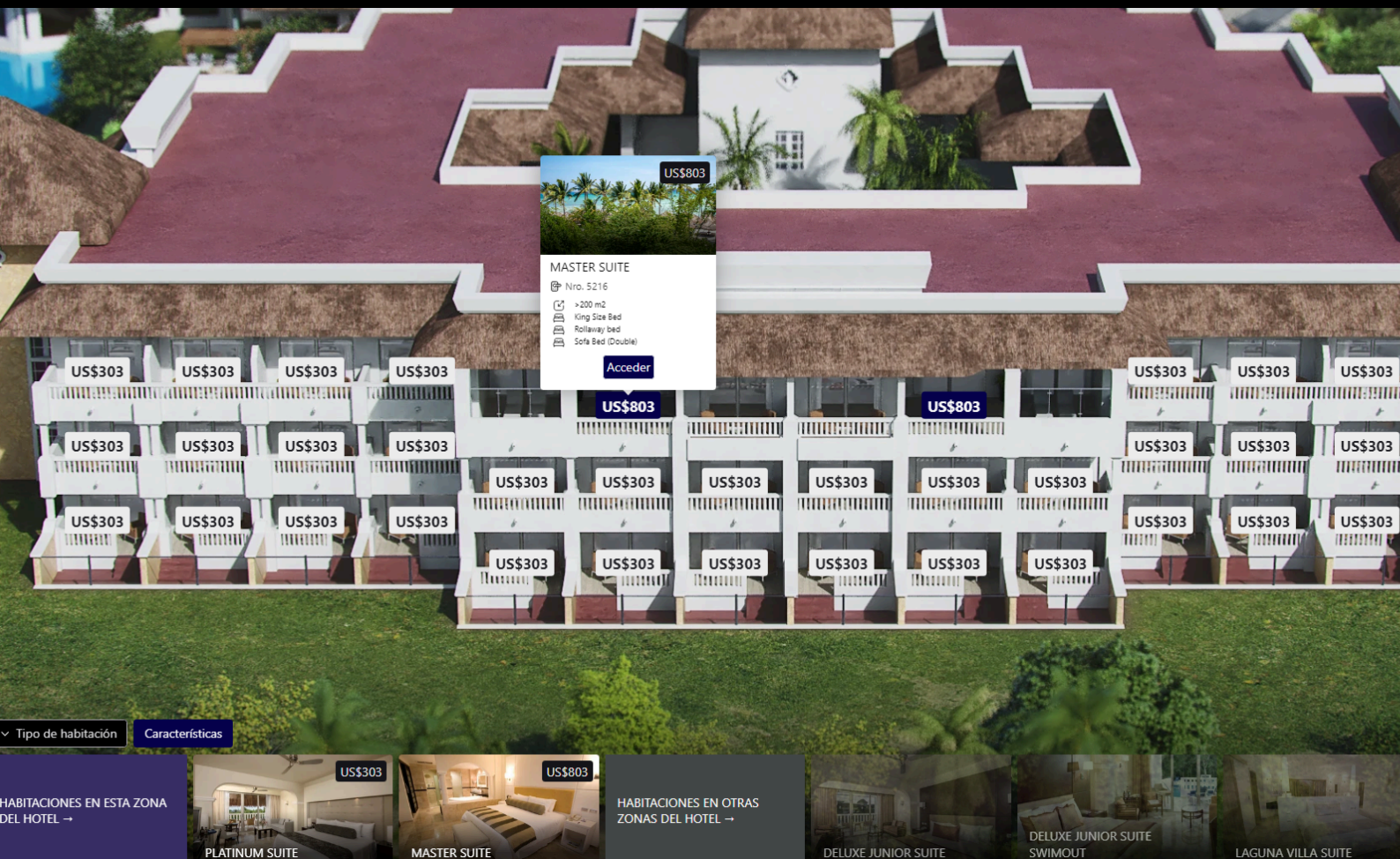
In an increasingly commoditized tourism sector, differentiating oneself by offering a personalized experience has become quite a challenge. The hyper-personalization of the stay not only enhances the customer experience but also helps increase the ADR. Since the customer's first contact with the hotel is usually digital, Hotelverse technology emerges as a key solution: it elevates the user experience and opens new revenue streams.



**Princess Hotels & Resorts** in Riviera Maya and Punta Cana have opted to innovate with Hotelverse. The goal was to **enhance the customer experience while generating additional revenue from those willing to pay for hyper-personalizing their stay** (sea views, sunset, top floor, etc.). To achieve this, we deployed an immersive booking experience, allowing users to explore the hotel through the "Digital Twin" and select their exact room with the 'Choose Your Room' functionality.







Thanks to the integration with Mirai, we receive real-time room prices, and through the implementation of best practices, we achieve maximum visibility for this new service. **This sets a new standard in the booking experience** on the sales channels of the resorts where our technology is deployed.



## Metrics That Validate the Choose Your Room Success.



Extra revenue from  
room request.



ROI.

Metrics obtained during the period 20/08-31/12 2024.

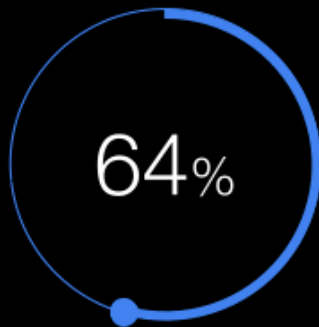
Since the implementation of Hotelverse's Choose Your Room, Princess Hotels & Resorts in Riviera Maya and Punta Cana have recorded an **average extra revenue of +\$172 per request for the exact room number.**

As a result of offering customers the opportunity to hyper-personalize their stay by paying to choose their room, the current **ROI** with this technology is **X16.**

These figures further certify that **our product is a powerful lever for generating additional revenue that had not been captured until now.**



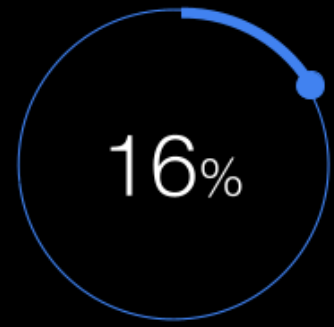
## Metrics That Validate Our Success.



Interaction.



Interest in  
higher-category  
rooms.



Room selection  
conversion.

Metrics obtained during the period 20/08-31/12 2024.

Additionally, we have managed to capture the attention of customers, as **64% of users visiting the website interact with the “digital twins”**. Our technology allows users to explore all hotel facades, making it easier to discover higher-value rooms (better views, larger size, or premium location within the hotel). As a result, during the first month, there was a **166% increase in interest in higher-category rooms**.

Customers have shown they are willing to pay extra to select a specific room; **16%** of users who accessed the room selection service ended up **paying for it**.



**Pere Jordi Estivill,**  
The E-commerce, Digital Marketing & Product  
Manager at Princess Hotels & Resorts  
emphasizes:



“

The implementation of Hotelverse has allowed us to **identify and capitalize on a value** that was previously untapped: **customers' willingness to pay more to choose a specific room**. This technology has opened a new revenue stream for our business.

Activating the **Choose Your Room** functionality has not only increased conversion on our website but has also **positively impacted the ADR**, reflecting a direct growth in revenue.

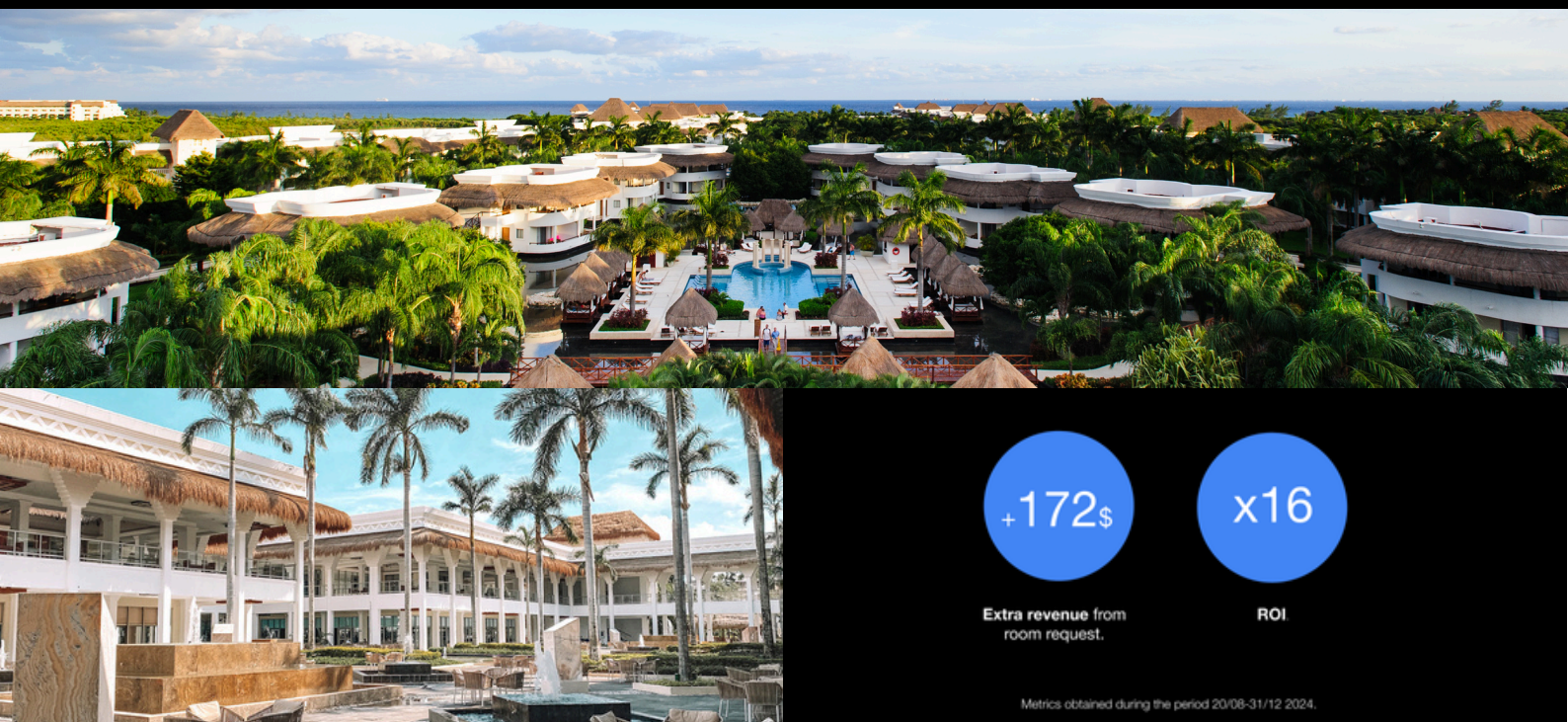
Furthermore, its immersive experience has generated **greater interest in our higher-category rooms**, highlighting the potential of this tool to elevate the positioning of our offering.



# Capturing additional revenue from the first month.

Since the implementation of Hotelverse at **Princess Hotels & Resorts** in **Riviera Maya and Punta Cana**, they have achieved an ROI of **X16**; moreover, within just one month, they had already recouped the annual fee for Hotelverse. This is why we are working closely with this technology.

The numbers obtained to date demonstrate that the investment in this technology translates into **additional revenue that was previously untapped**, improved user engagement by better showcasing the attributes of higher-category rooms, among other benefits, and, ultimately, disintermediating bookings from online travel agencies.







**Princess Hotels & Resorts** have embraced innovation and have succeeded in creating new revenue streams that did not exist before; in addition, they have been able to better showcase the attributes of their higher-category rooms.



**This is the perfect moment to take action and adopt Hotelverse technology, enhancing the guest experience, and creating a new revenue stream that not only covers all costs but also generates additional profits and eliminates intermediaries in bookings.**

# Hotelverse.

[www.hotelverse.tech](http://www.hotelverse.tech)