

SUCCESS STORIES SERIES

A scenic view of a snowy mountain town, likely a ski resort, with buildings and ski slopes in the background.

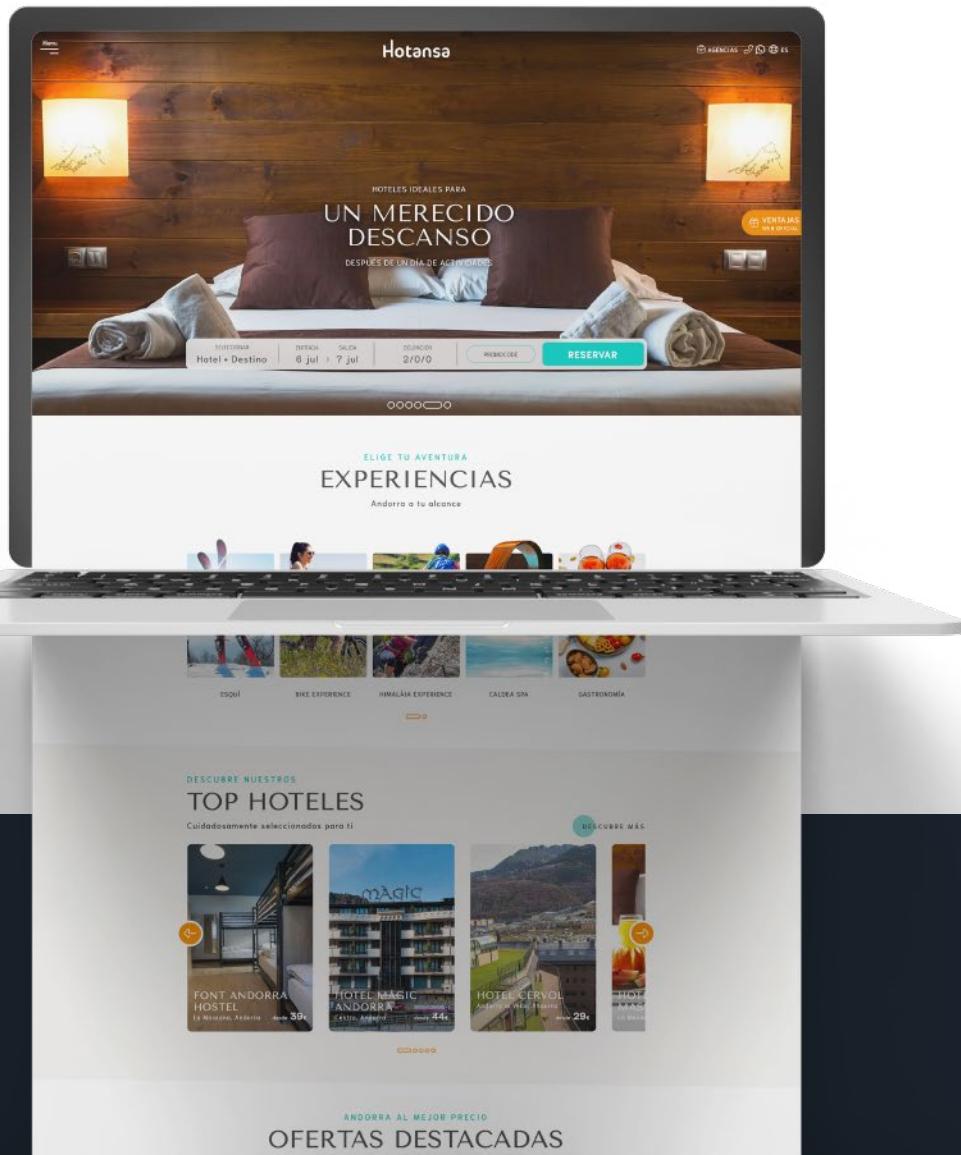
Hotansa's direct channel
overtakes Booking and is
already second best seller

PARATY / Hotansa
— T E C H —

SUCCESS STORY

Results with Paraty Tech are very successful, every year we improve our figures with them

Gloria Paris, Sales Manager at Hotansa



Hotansa manages 18 establishments (16 hotels, 1 hostel and 1 aparthotel), located in different destinations in Andorra.

Particularly suitable to enjoy a full winter season, also during the rest of the year they offer a wide range of gastronomic, sports, adventure and wellness experiences, designed and ideal for all audiences.

The paths of Hotansa and Paraty Tech crossed 2 years ago when they laid the foundations of a comprehensive partnership project that included the contracting of the booking engine, customized website, revenue management (Price Seeker), digital marketing (Paraty Digital Suite) and metasearch management (Paraty Metas).

Since that time, their direct sales have continued to grow.

SUCCESS STORY

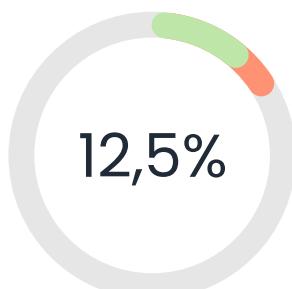
FULL COLLABORATION PROJECT

CONTRACTED SERVICES

-  **BOOKING ENGINES** The latest version, equipped with interesting functionalities for Hotansa, such as the Pro Module, for travel agencies.
-  **WEBSITE DESIGN** Customized corporate website with filter system to search for hotels by destination, category and/or experience.
-  **REVENUE MANAGEMENT** Price Seeker for your pricing strategy, Rate Check, and soon, Parity Maker. The Parity Triangle in its purest form.
-  **PARATY DIGITAL SUITE** SEO y SEM, Google Ads, with a strategy focused on branding and brand protection.
-  **PARATY METAS** Manage campaigns Google Hotel Ads, a metasearch engine where OTAs and other metasearch complete.

Direct Sales

2º Best-selling channel

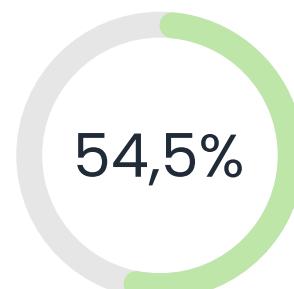


● Direct sales (12,5%)

● Channel 1 (17%)

Sales 2023 vs 2022

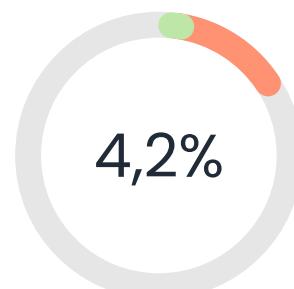
Percentage increase



● Increase Direct Sales

Direct Selling Cost

Engine commission + Marketing

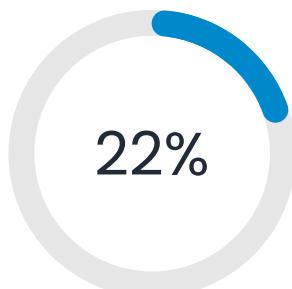


● Direct (4,2%)

● Intermediada (17,2%)

Marketing Sales

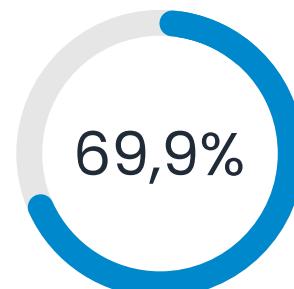
-24% of estimated investment



● Google Ads y Google Hotel Ads

Organic Sales

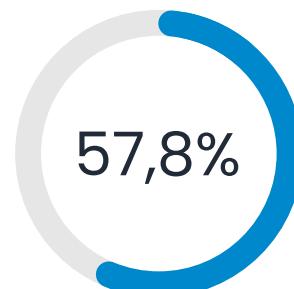
Total revenue



● Revenue from Organic Traffic

PVP Sales

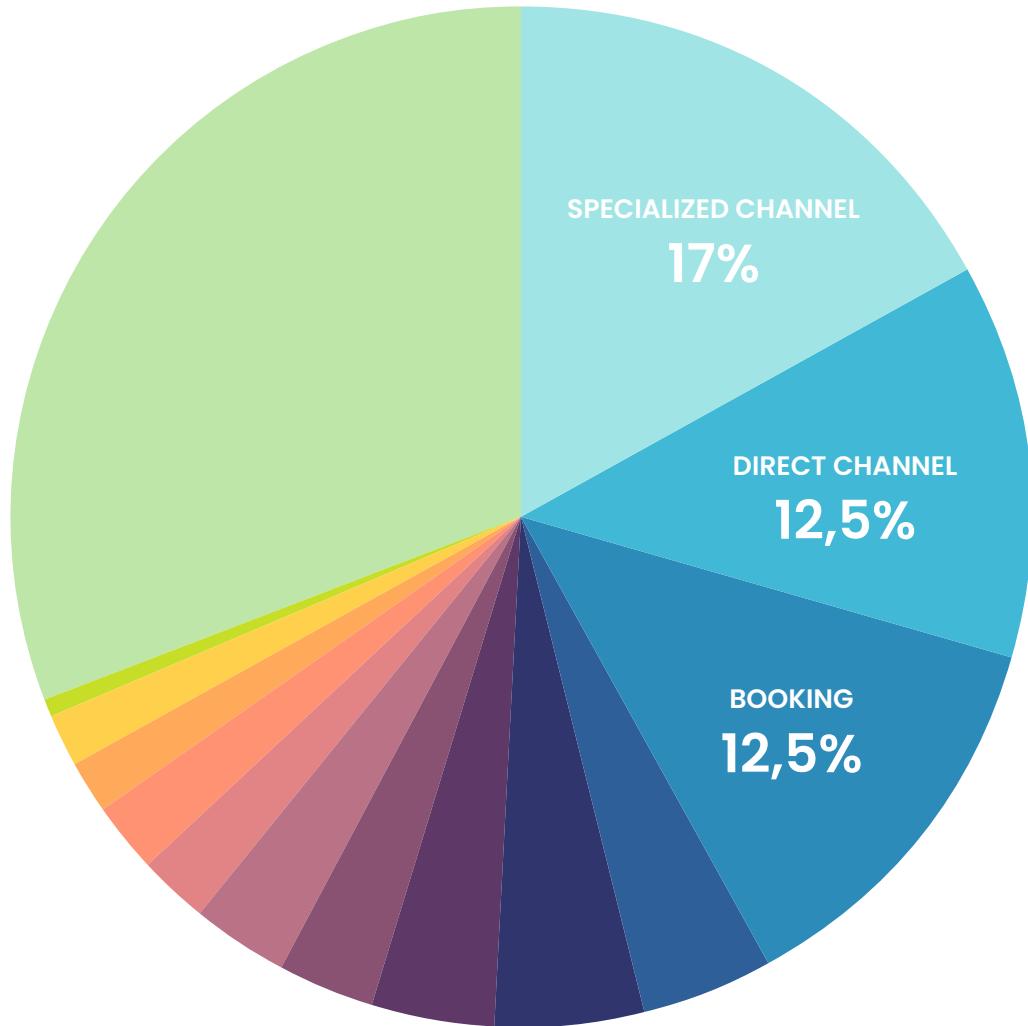
Total Revenue



● Sales with PVP Rate

WINTER RESULTS 2022-2023

SUCCESS STORY



Distribution share

Top 3 Canales – Ranked by sales volume

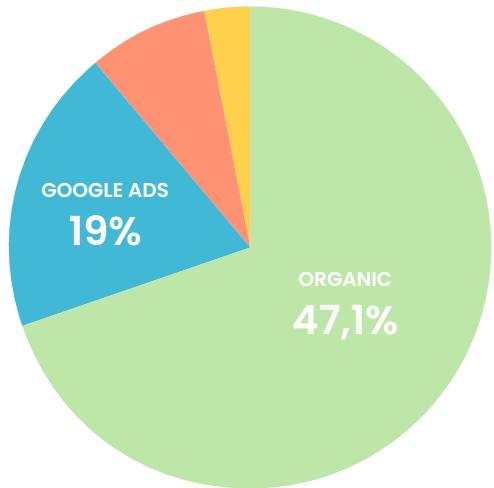
● CHANNEL 1 (17%)	● CHANNEL 8 (3,1%)
● DIRECT CHANNEL (12,5%)	● CHANNEL 9 (2,2%)
● BOOKING (12,5%)	● CHANNEL 10 (2,1%)
● CHANNEL 4 (4,8%)	● CHANNEL 11 (1,7%)
● CHANNEL 5 (4,3%)	● CHANNEL 12 (1,7%)
● CHANNEL 6 (3,8%)	● CHANNEL 13 (0,5%)
● CHANNEL 7 (3,1%)	● CHANNEL (30,9%)

With a 12.5% share, Hotansa's direct channel, the official websites of the individual hotels, is already the second biggest sales channel in Spain, after the number 1 channel for ski holidays, equal to Booking and ahead of Expedia, TUI and W2M, among others.

Given its low cost per direct booking, Hotansa has room to invest more in marketing and continue to grow.

TOP 3 SALES CHANNELS 2022-2023

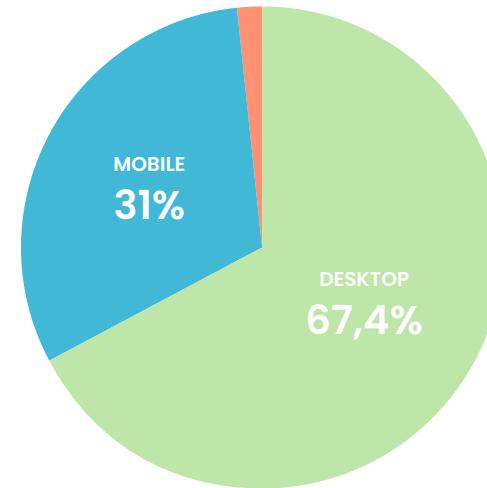
SUCCESS STORY



Origin of reserves

De mayor a menor

- ORGANIC (69,1%)
- GOOGLE ADS (19%)
- ORIGIN 3 (8,1%)
- ORIGIN 4 (3%)



DEVICES

From highest to lowest

- DESKTOP (67,4%)
- MOBILE (31%)
- TABLET (1,6%)

The fact that almost 70% of the bookings arrive organically speaks of the great positioning of the official websites and the Hotansa brand, as well as helping to understand the very low cost per direct booking.

It's very interesting to note that 19% of the bookings are coming from Google Ads campaigns. This figure highlights the potential of this channel, which is becoming increasingly important in the travel sector, and invites us to increase our investment.

The desktop version of the official website continues to dominate. With 67.4%, more than half of the sales come from here, the next devices on the list are cell phones with 31% and tablets with 1.6%, almost a residual percentage.

ORIGIN AND DEVICES 2022-2023

SUCESS STORY

WHAT DOES THE NEW SEASON HAVE FOR US? THERE IS STILL ROOM FOR IMPROVEMENT



CONCLUSIONS

Although there is always room for improvement, the results of the last winter season (22-23) are very satisfactory.

Last year, the official sites were already in second place in terms of sales volume, on a par with Booking, with a share of 12.5%. The low cost of each direct booking (4.2%) is encouraging.



IMPROVEMENTS

Taking advantage of the reduction in the cost of each direct booking and the low investment in advertising, it is possible to allocate more resources to this area this year.

With this step, Hotansa hopes to be able to "attack" a customer who is 1 or 2 steps down the sales funnel, that is, potential guests who are already thinking about coming to Andorra but are not sure where to stay.



GOALS

- Increase sales through the direct channel, even at a higher average cost per booking.
- Influence potential guests further down the conversion funnel.
- To increase the awareness of Hotansa in other markets such as UK, FR and DE and to position Hotansa as the best option in Andorra.
- **Make the direct channel the top selling channel.**

ESPAÑA

(+34) 952 230 887

info@paratytech.com

MEXICO

(+52) 998 341 4897

milena@paratytech.com

PORTUGAL

(+351) 300 506 271

info.portugal@paratytech.com

USA

(+34) 627 865 271

cindy@paratytech.com

COLOMBIA

(+57) 321 296 2015

afernandez@paratytech.com

PARATY
— T E C H —

Paratyworld