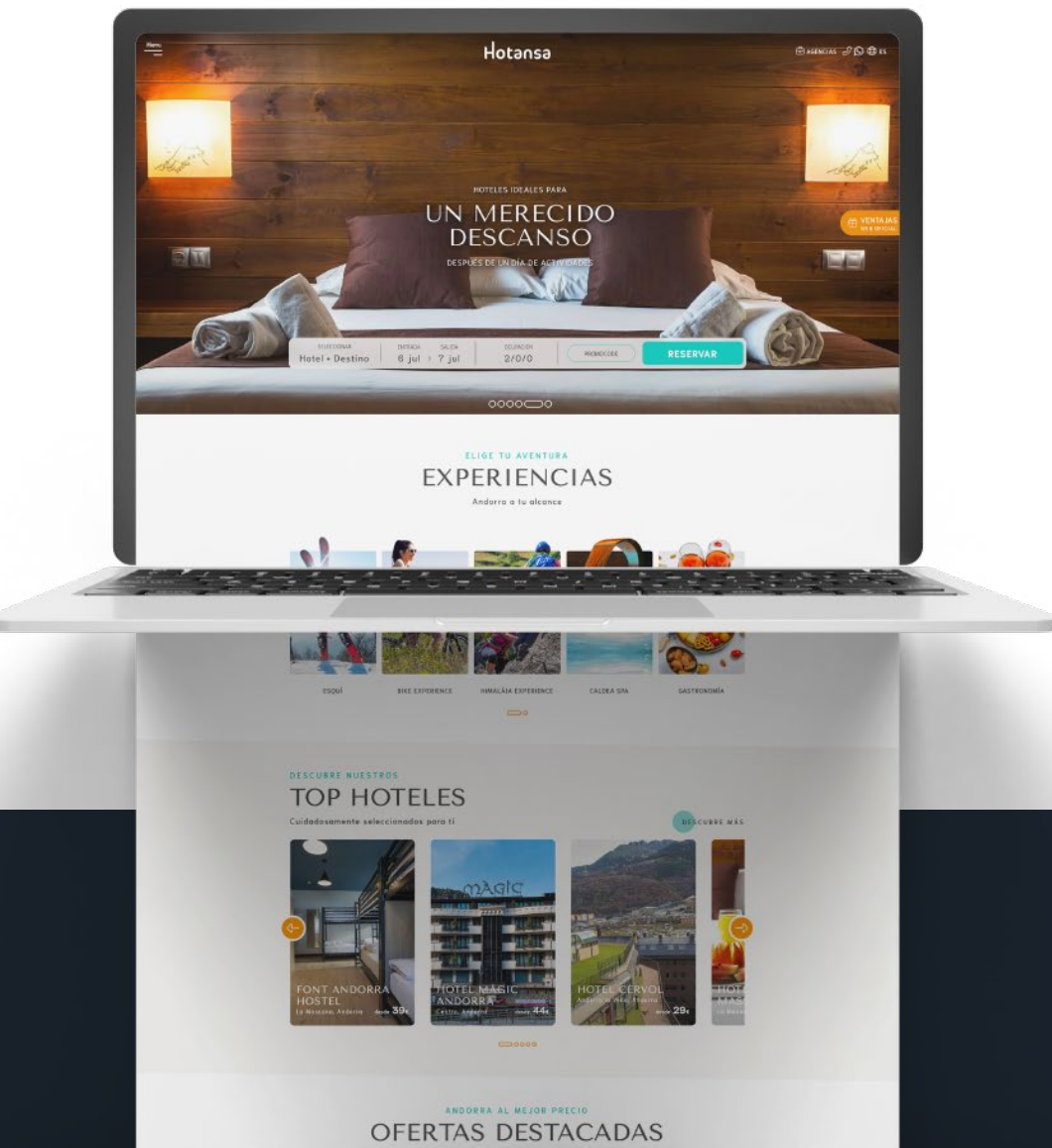


SUCCESS STORIES SERIES

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

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

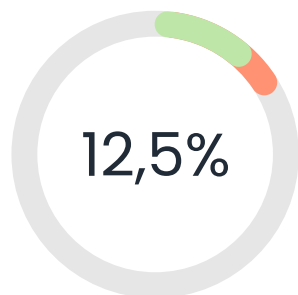
FULL COLLABORATION PROJECT

CONTRACTED SERVICES



Direct Sales

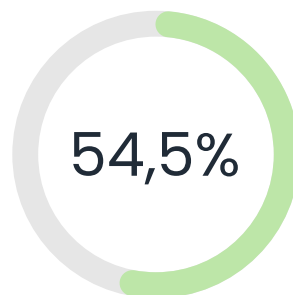
2° Best-selling channel



● Direct sales (12,5%) ● Channel 1 (17%)

Sales 2023 vs 2022

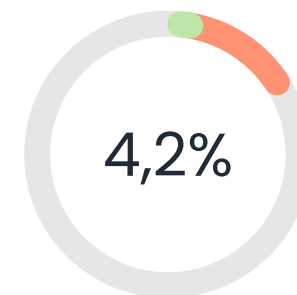
Percentage increase



● Increase Direct Sales

Direct Selling Cost

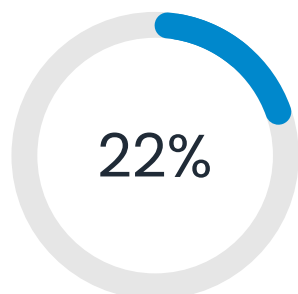
Engine commission + Marketing



● Direct (4,2%) ● Intermediada (17,2%)

Marketing Sales

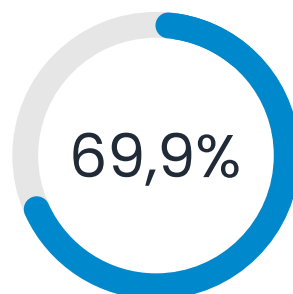
-24% of estimated investment



● Google Ads y Google Hotel Ads

Organic Sales

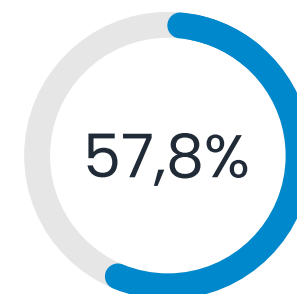
Total revenue



● Revenue from Organic Traffic

PVP Sales

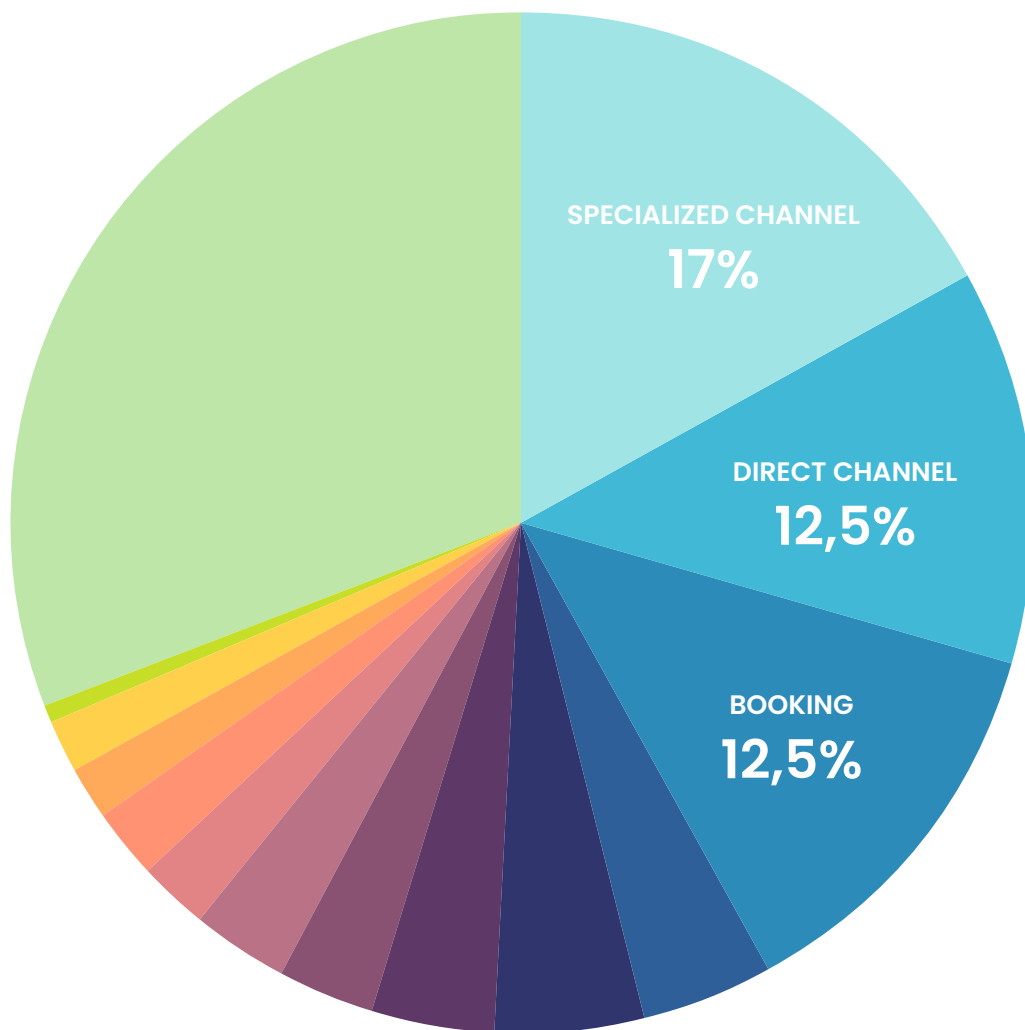
Total Revenue



● Sales with PVP Rate

WINTER RESULTS 2022-2023

SUCCESS STORY



Distribution share

Top 3 Canales - Ranked by sales volume

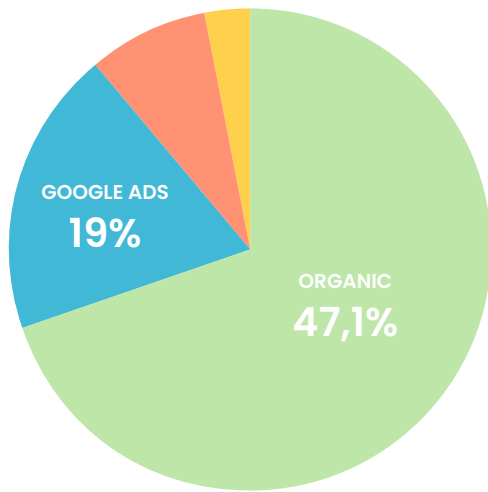
- CHANNEL 1 (17%)
- DIRECT CHANNEL (12,5%)
- BOOKING (12,5%)
- CHANNEL 4 (4,8%)
- CHANNEL 5 (4,3%)
- CHANNEL 6 (3,8%)
- CHANNEL 7 (3,1%)
- CHANNEL 8 (3,1%)
- CHANNEL 9 (2,2%)
- CHANNEL 10 (2,1%)
- CHANNEL 11 (1,7%)
- CHANNEL 12 (1,7%)
- CHANNEL 13 (0,5%)
- CHANNEL (30,9%)

With a 12.5% share, Hotansa's direct channel, the official websites of the individual hotels, is already the second biggest sales channel in Spail, 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



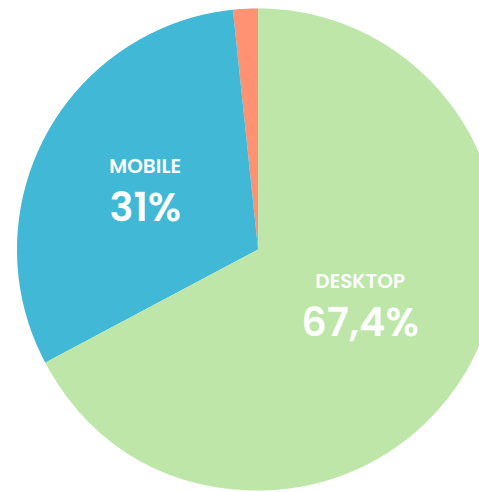
Origin of reserves

De mayor a menor

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

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.



DEVICES

From highest to lowest

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

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.

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.**

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