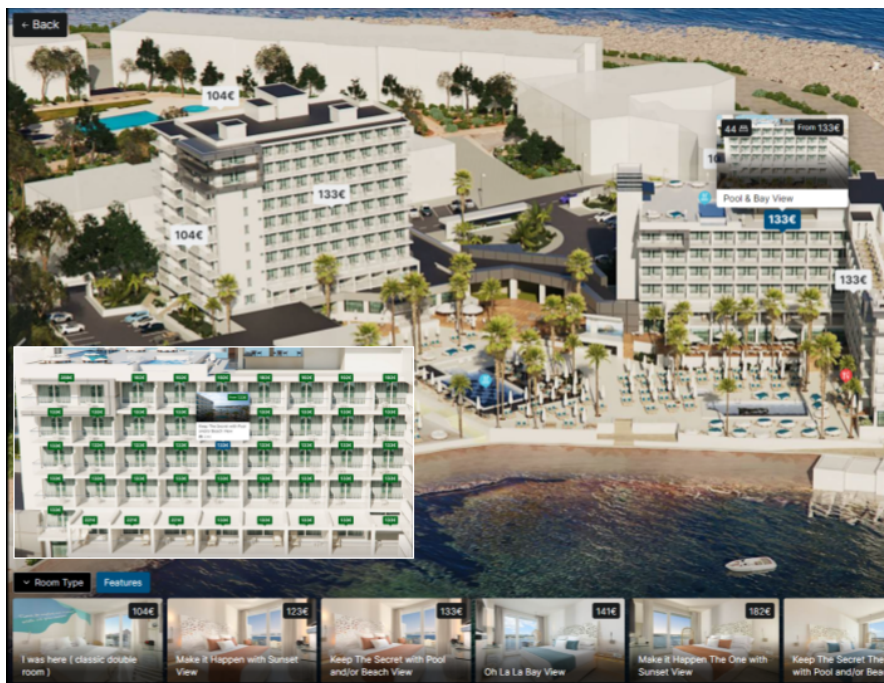


## AMARE HOTELS: Transforming hotel bookings. A journey towards digital excellence.

In a world where digitalization has become the core of the customer experience, the **Digital Twin** of Hotelverse emerges as a revolutionary tool capable of enhancing user experience and engagement on hotel websites. [Amare Hotels](#), from Fuerte Group company, located in the most exquisite destinations in the Mediterranean, have been pioneers in adopting this technology, demonstrating that **it is possible to transform the way guests interact and connect with the hotel even before their arrival**, with significant impact on the hotel brand's results.



Front view of the Digital Twin of Amare Beach Hotel Ibiza

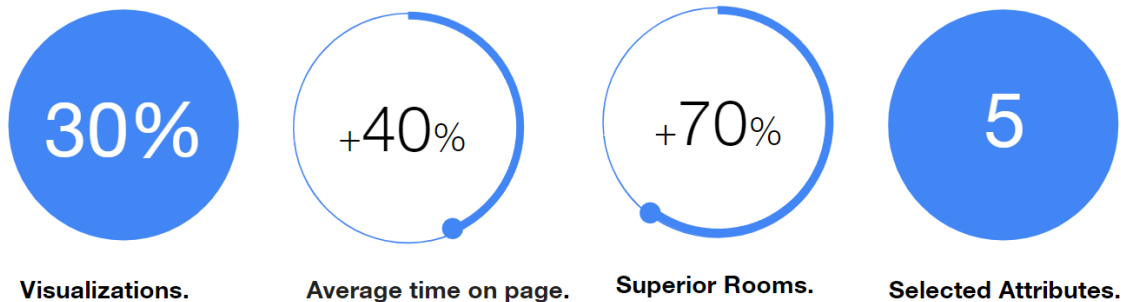
### Innovative Approach for an Exceptional Booking Experience.

The challenge was clear: to improve engagement and boost direct sales on the hotel's website. The response was the deployment of an immersive booking experience, allowing users to explore the hotel through the Digital Twin and select their exact room using the **'Book Your Room'** functionality. This strategy, which has been crucially integrated with the Paraty Tech booking engine, is not only **breaking barriers** in terms of innovation but is also setting a **new standard** in the online booking experience.



Visualization of the Hotelverse Digital Twin on the Amàre Beach Hotels website

**Success measurement: Results speak for themselves.**



Metrics obtained in the period 22/09/2023 - 23/10/2023

The adoption of the Digital Twin translates into **hundreds of views**. In fact, **a third of the website users** immerse themselves in the Digital Twin, showcasing the magnetic power of this immersive experience. The **time spent on the page** has increased by a **powerful 40%** (average usage time: 03:26 min). Therefore, we can affirm that the content offered **retains the user**, thereby increasing opportunities to persuade them and finalize the reservation on the hotel's website.

Map visualization promotes a better understanding of the hotel and interest in superior category rooms, as it conveys the value proposition. Thus, we observe that **70%** of the queries have been directed towards **superior rooms**.

Moreover, on average, users select at least **5 attributes** to choose their perfect room, resulting in a **hyper-personalized shopping and stay experience**.



Heat map of user interaction with the Digital Twin - Amàre Beach Hotel Ibiza (Period: 22/09/2023 - 23/10/2023)

## Elevating customer experience: Beyond booking.

The Digital Twin goes beyond being a simple booking tool; it is an experience that **enriches the relationship between the hotel and its guests**. The valuable content provided exponentially increases interest in the hotel and the **possibility of obtaining direct bookings**. Identifying opportunities to **increase the visibility of the Digital Twin** on the homepage and in the booking funnel is crucial to further enhance interaction and conversion of visits into reservations. The key learnings from this experience emphasize the need to improve the conversion rate, quantify upselling for the reservation of superior rooms, and encourage interaction with the Digital Twin, all while enhancing the user experience and reinforcing the brand's innovative character.

**Manuel Redondo**, Marketing Director at Fuere Group, emphasizes: "Hotelverse is helping to **give greater visibility** to our superior rooms in the consideration phase, which, combined with the **technical possibilities of micro-yield per room number** offered by the Digital Twin, keeps us firm in the commitment we have made to this tool from the beginning. We foresee interesting potentials for **improving our ADR** thanks to it."

**A bright future: The digital revolution in the hotel industry.**

The use of Hotelverse's Digital Twin in Amare Hotels is not just a specific case of improving the booking experience; it is an **invitation to all hotels to embark on this digital revolution**. The results obtained are irrefutable proof that investment in this technology translates into a clear **return in terms of user engagement, preference for superior rooms, and conversion of visits into direct bookings**. Amare Hotels have paved the way, demonstrating that **innovation and the adoption of new technologies are essential** to stay at the forefront and offer unforgettable experiences. Now is the time to act, adopt the Digital Twin, and transform your guests' experience. The future of hospitality is digital, and Hotelverse's Digital Twin is your tool to achieve it.