

## snaphotel

The pitch.

### The Problem



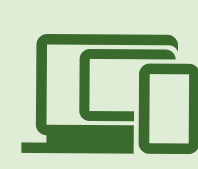
#### Moste hotel websites lack accurate & updated data

Which is a determining factor for consumers who book their hotel online



**75%** of users will judge hotel's credibility based on their site's design. Even if your hotel has acquired a 5-star rating on review websites like TripAdvisor or Yelp, people expect to be able to find hotel's website to get more information about you.

According to research from Stanford



#### Moste hotel websites are not user-friendly

Especially on their mobile version comparing to OTAs



**96%** of consumers say they've accessed sites that were clearly not designed for mobile devices

Responsive websites turn visitors into customers, according to a study conducted by Sterling research and SmithGeiger for Google



Quick explainer

\*\*\* min



#### Most hotel websites have 1 to 3 languages only

While OTAs present every property with at least 30 languages



**72,1%** of people prefer to browse in their own language

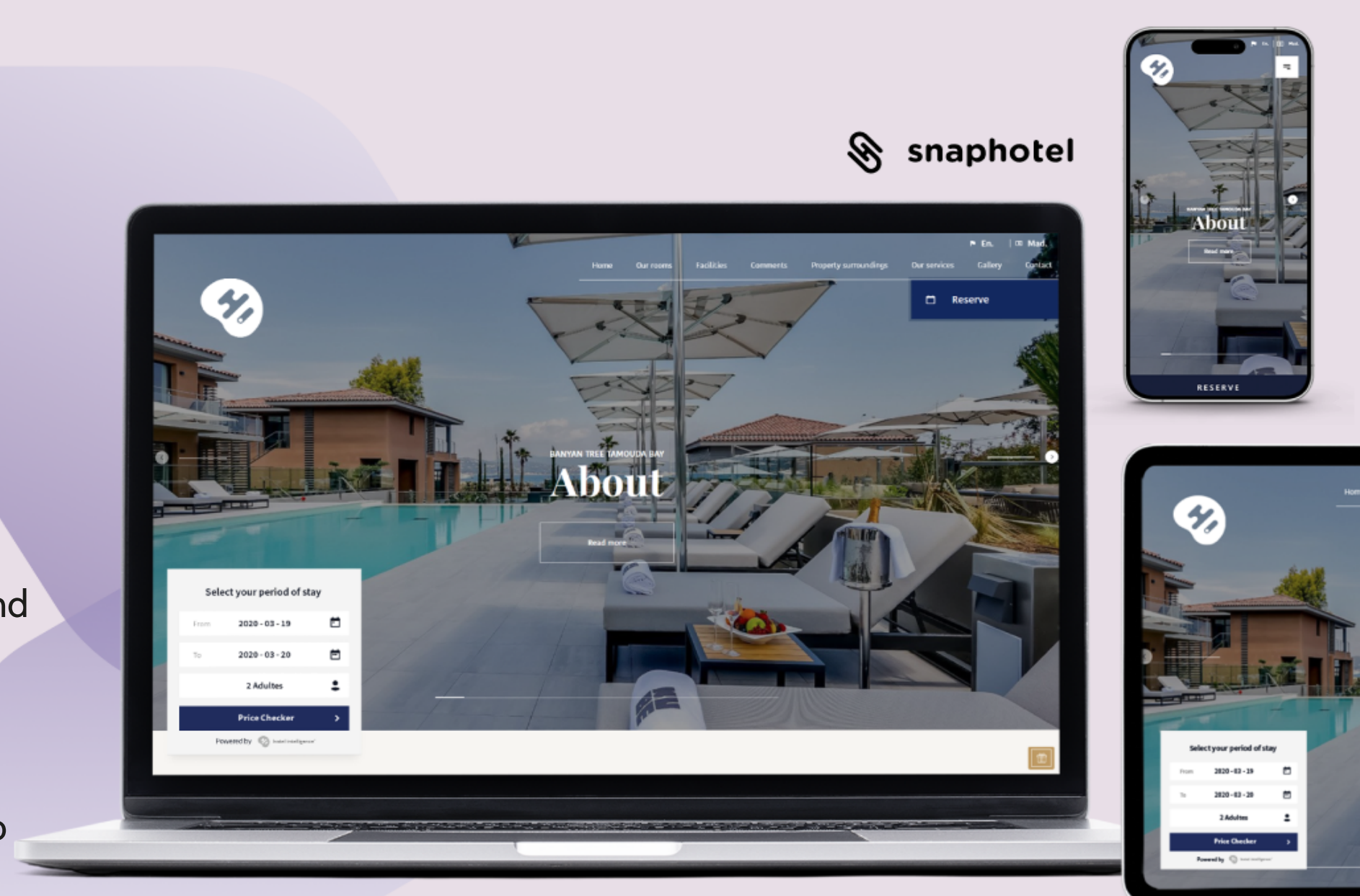
It is easier for foreign guests to find you on search engines  
Not only does a multilingual hotel website help guests from all around the world use your website, it allows them to find you in the first place.



### Solution

Snaphotel transforms hotel websites into a direct booking platform

- Our technology creates for hotel a cutting edge platform
- A website in 37 languages and 51 currencies to reach international customers
- A mobile-responsive design optimized for conversion
- Find all the data & relevant information used by OTAs to convert, directly on hotel website
- Automatic updates



### Benefits of a smart website



Use the same technology than your distributors and **get the control** of your customers journey

Get your hotel website online in less than 5 minutes

- 37 languages and 51 currencies
- Website optimized for search engine (SEO)
- User experience optimized for conversion
- Mobile-friendly
- Secured with SSL encryption
- High speed CDN worldwide (3 seconds loading website)
- Works perfectly with your actual booking engine



Use the exact same data as your distributors that brings 95% bookings to your hotel

Automatic updates of data and content

- Hotels pictures and descriptions
- Rooms details and amenities
- Comments and reviews from OTAs and metasearch
- Services and amenities
- Surroundings
- Good to know

### Snaphotel features



Worldwide



Available in minutes



Automatic update



Website as a service

snaphotel

### Why snaphotel is unique ?

Trust & Reliable



Website 100% up-time with 7/24 updates



How ?

App-based technology, all updates applies to all templates on 1000s of websites instantly

Unique in house tracking with hotel KPIs



Ux engagement  
Visual tracking  
Conversion funnel  
Best selling markets & more options...



End to end connection and consolidation data form the website, price checker and booking engine.

Automated and self updated



Your website compete against your distributors with the exact same data



A.I based in house technology

### Snaphotel vs. competitors



Most competitors are locally based design agencies that provides for the majority a good looking website ...

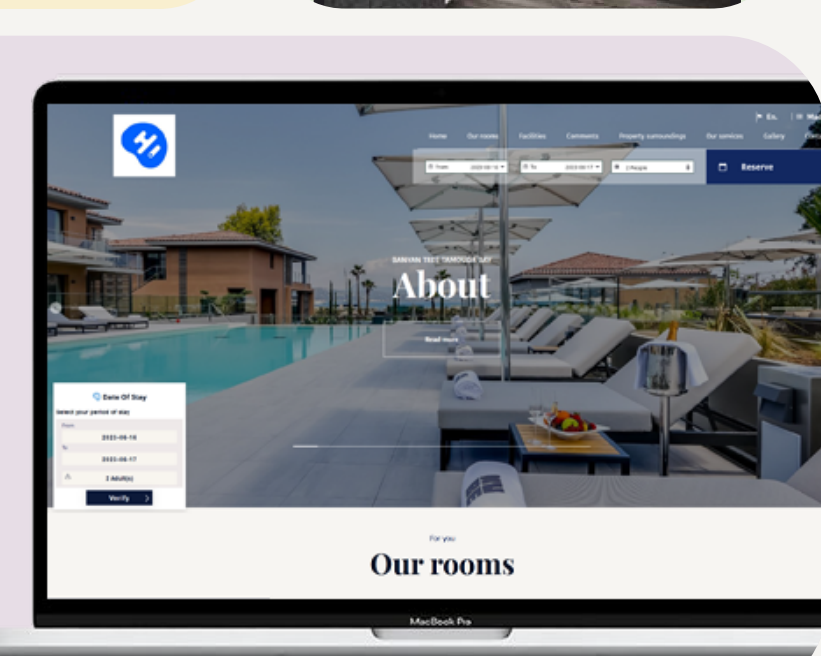
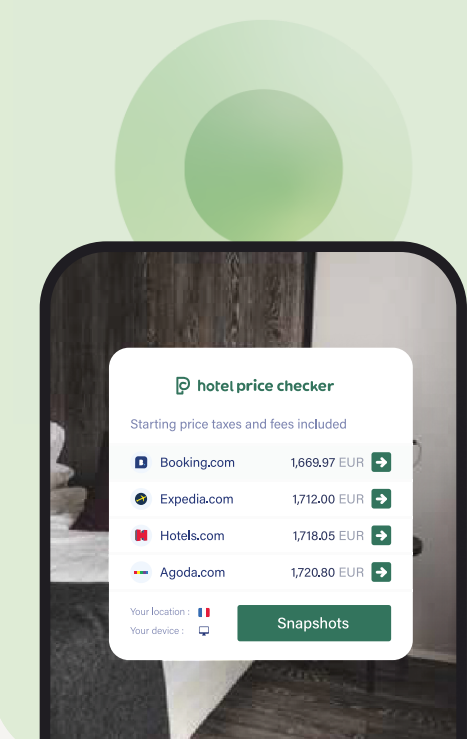


Those websites are usually in maximum of 3 languages and have no UX patterns dedicated to the travel sector.

Hotel updates are manual though an extranet and are only possible for the main data ( excluding comments, reviews, surroundings etc...



Updates and for adaptations for browsers are outdated after a few weeks and all updates at an extra charges.



While **snaphotel** from **hotel intelligence** aim to be a global hotel website provider, is a state of the art **website technology**, completely autonomous and self-updates.

Delivery time is a question of minutes. Technology updates are **automated** and free of charge of course.

**Content updates** are A.I controlled with the best selling data available

Hotel can changes his design in minutes.

Revolutionary automatic rate match feature when connected with our disruptive booking engine ratemach

### Snaphotel business model.

Freeware

