SPALBA

learn

Why Your Hotel Needs A Digital Twin Today!

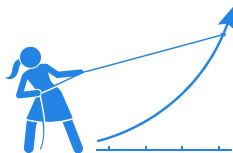## A COMPLETE GUIDE ON DIGITAL TWIN TECHNOLOGY FOR HOSPITALITY

YOU'D NEED TO BE A FORTUNE-TELLER

These are just some of the critical questions that hospitality owners ask themselves. They arise on a daily basis and directly affect your results. You'd need to be a fortune-teller to answer them most of the time, an ability most of us dream of possessing.

HOW TO IMPROVE THE RGI ?

(REVENUE GENERATION INDEX)

HOW TO MAXIMIZE THE REVPAR ?

(REVENUE PER AVAILABLE ROOM)

HOW TO IMPROVE WEBSITE CONVERSIONS?

HOW TO ATTRACT MORE MICE BUSINESS?

DO COMPLEX QUESTIONS HAVE SIMPLE ANSWERS?

Digitalisation and data analysis provide us with invaluable information about our businesses. It's certainly a step in the right direction. Today, however, many complex questions remain unanswered.

TECHNOLOGICAL BOOST IN VENUE SPACES

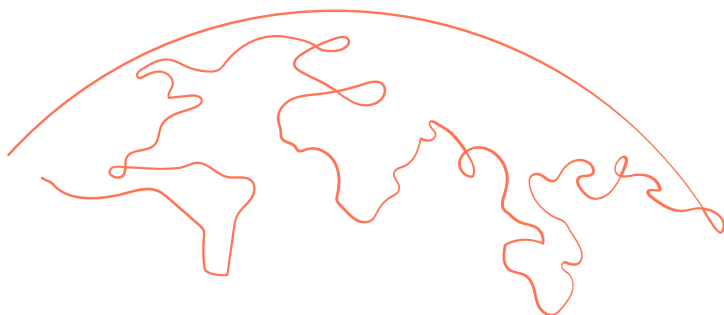The hospitality industry has evolved for good in the last decade and all thanks to the technology

THE GLOBAL HOSPITALITY INDUSTRY

Along with the overall economy, the global hospitality industry has enjoyed a spurt of massive growth over the last decade since the end of the financial crisis. According to the World Bank, the global economy has grown at a pace of more than three percent per year up until the global pandemic hit in 2019/20.

KEY HOSPITALITY AND TOURISM STATISTICS

International arrivals have increased from **900 million to more than 1.3 billion** over a span of just ten years.

The hospitality and travel industry accounts for **one out of every ten employment opportunities**.

The overall growth in the travel and **tourism industry stands at 15.1%.**
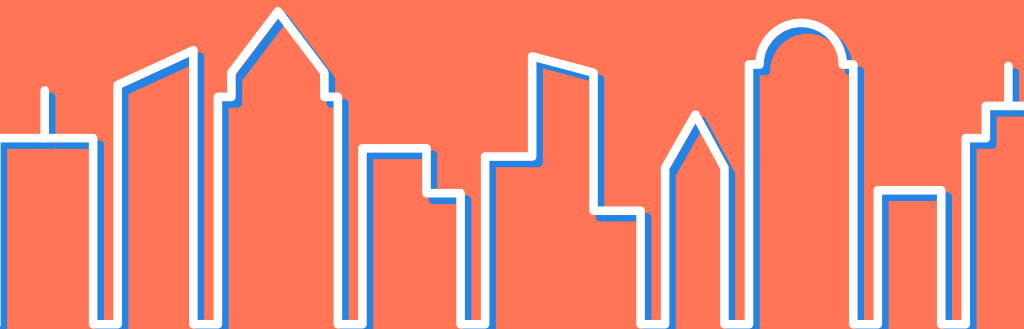
The World Travel and Tourism Council (WTTC) suggest a **global contribution of 8.6 trillion USD** to the global economy in 2022, just 6.4% below pre-pandemic levels.

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WHAT MAJOR CHALLENGES IS THE HOSPITALITY INDUSTRY FACING?

Industry consolidation

Corporate consolidation has led to increasing concentration of size and power among the top players. Hotel operators will seek to expand their portfolios through targeted acquisitions of smaller regional chains.

NEW COMPETITION FROM TECH AND DIGITAL PLAYERS

Could tech giants like Google and Facebook replace hotels by using data to attract new customers? Thanks to their control over all types of data related to customer behavior both off- and online, tech behemoths could oust traditional incumbents into niche markets.

SKILLED TALENT SHORTAGE

As the accommodation and MICE industry is creating jobs at the fastest rate in the economy according to the International Labor Organization, fuelling this growth with the right skilled labor is yet another concern for owners. Hoteliers must be flexible to attract and retain younger hospitality professionals in the future.
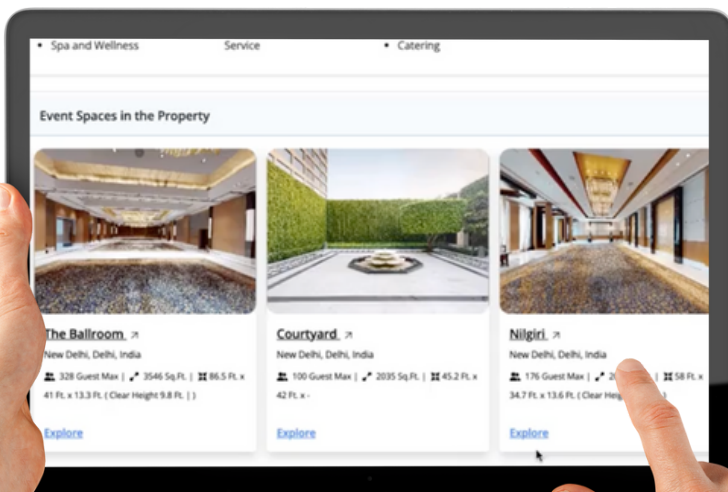
ADAPTING NEW TECHNOLOGIES

Hotels face challenges in adopting new technologies despite acknowledging their potential benefits. Embracing technology is crucial as guests, including those attending events like MICE, seek immersive experiences. In a digitally-driven world, seamless and tech-savvy interactions are now expected by guests. Adapting to new technology is imperative for hotels to meet these evolving guest expectations.

WELCOME TO SPALBA DIGITAL TWINS: A TECHNOLOGY THAT IMPROVES YOUR HOTEL'S PERFORMANCE AND CUSTOMER EXPERIENCE
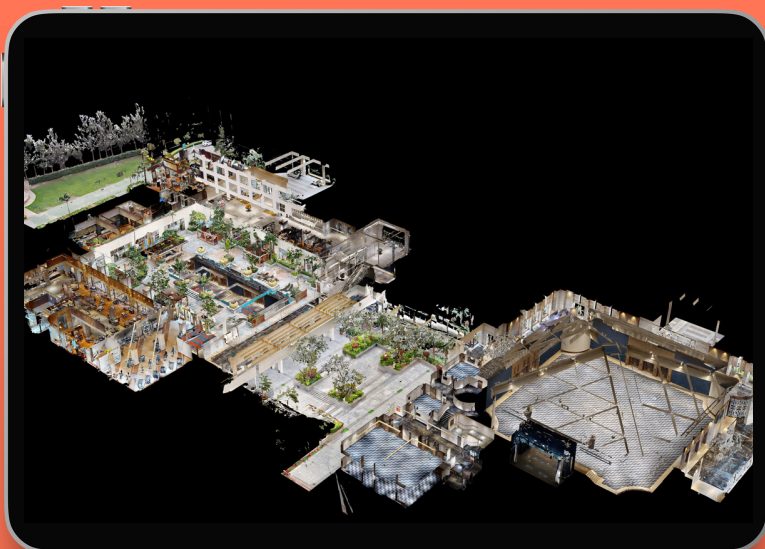
Spalba is the standard for 3D space capture. Our all-in-one platform transforms real-life spaces into immersive digital twin models. So much more than VR tours. Spalba empowers to create truly .

BENEFITS OF SPALBA DIGITAL TWINS IN THE HOSPITALITY INDUSTRY

With the hospitality industry becoming more competitive, it's vital to remain cutting-edge. Digital twins offer a multitude of benefits that help resorts, hotels, coworking space and other hospitality organizations get a leg up on the competition. Let's explore further.

SHOW, DON'T TELL WITHOUT ANY GEOGRAPHICAL CONSTRAINTS.

Imagine having the ability to showcase your property in the most captivating and immersive way possible, without being limited by geographical boundaries. Digital Twins - a revolutionary concept that offers an immersive virtual replica of your property. With Digital Twins, guests can embark on a captivating journey, exploring every nook and corner of your property from the comfort of their own space, anytime they desire.

BE A DESIGNER IN 2 MINUTES

Picture this: You have the remarkable ability to present your guests with a visual representation of how their event will look in your venue, complete with various seating arrangements. What's even more impressive is that you can achieve this without requiring any additional manpower or resources. Enter the event mockup builder – a powerful tool that allows you to effortlessly bring events to life faster and efficiently.

OPERATIONAL EFFICIENCY

The operational benefits provided by digital twins greatly improve the hotel experience. Management can use data from customer behaviour to identify how to decrease costs , understand how facilities are actually used, and achieve operational performance goals.

HOW SPALBA CAN BUILD A DIFFERENCE FOR YOUR ENTIRE TEAM

SOLUTIONS FOR MARKETING

EMPOWER YOUR MARKETING TEAM WITH RICH MEDIA BUNDLES.

Digital twins deliver immersive 3D tours, dimensionally accurate floor plans, 2D 4K photography and promotional opportunities that:
- Enhance customer engagement.
- Facilitate new business through virtual visits.
- Drive traffic to your website and other social channels.
- Gain deeper insights into consumer behavior.
- Attract event planners looking for a unique space.
- Improve SEO and enrich GoogleMyBusiness listings.

SOLUTIONS FOR SALES

EMPOWER YOUR SALES TEAM TO SELL A VISION OF YOUR HOTEL

Create an enhanced experience for your guests while adding to your own bottom line. Incorporating immersive digital twins into your sales materials delivers measurable results by:
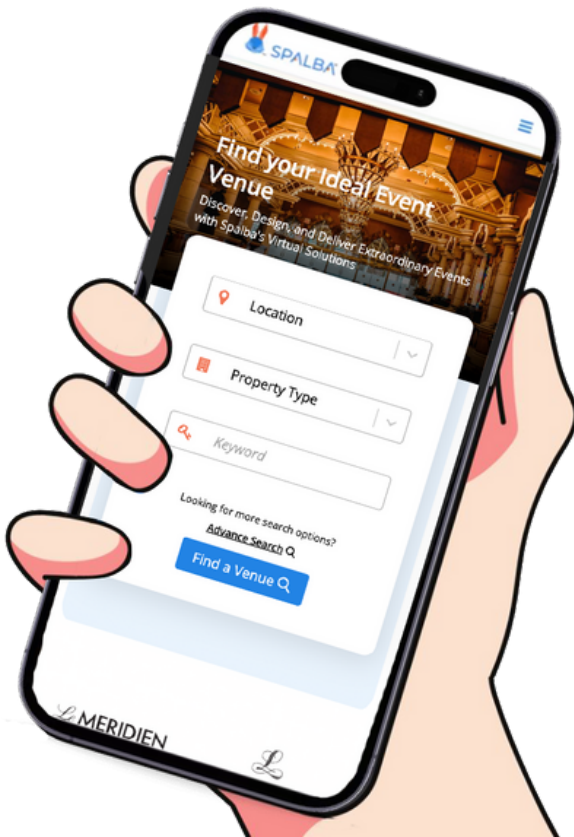- Improving customer service and experiences via virtual walkthroughs.
- Setting clear client expectations immediately and accurately.
- Giving consumers additional confidence with a fuller view of their reservation.

SOLUTIONS FOR OPERATIONS

LET YOUR OPERATIONS TEAM WORK MORE EFFICIENTLY

Attract event planners to your destination with virtual walkthroughs Enabling planners to see and explore your venue in immersive 3D, saves time on in-person visits and books more events by:

- Reducing walkthrough requests while providing clients with a sense of actually being at your property.
- Accelerating the booking process by letting prospects see, share, and get feedback on the property from other stakeholders—completely virtually.
- Producing better qualified leads for property managers and eliminating site visits with viewers who are not a fit for the property.
- Setting client expectations immediately and accurately.
- Providing stakeholders with key success metrics.

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HERE'S HOW YOU CAN DISTRIBUTE YOUR DIGITAL TWIN FOR MAXIMUM ENGAGEMENT

Digital twins have a wide range of applications beyond a company's website. Here are some additional use cases for digital twins:

Embed on your website

Digital Twin can be as is used on your website to increase engagement and direct bookings.

Marketing Collateral

Digital twins can be embedded in marketing materials, brochures, and promotional videos to provide potential customers with an immersive, interactive experience. This can be particularly effective for real estate agencies, event venues, and hotels.

➤ *Social Media*

Share digital twin links on social media platforms to engage with a broader audience. Platforms like Facebook and LinkedIn support 360-degree photos and interactive content, making it an ideal space to showcase your digital twin.

➤ *Email Marketing*

Incorporate digital twin links in your email marketing campaigns to provide recipients with a unique and engaging way to interact with your products or services.

➤ *Sales Presentations*

Sales representatives can use digital twins during in-person or virtual meetings with potential clients to provide a compelling visual representation of the product or space.
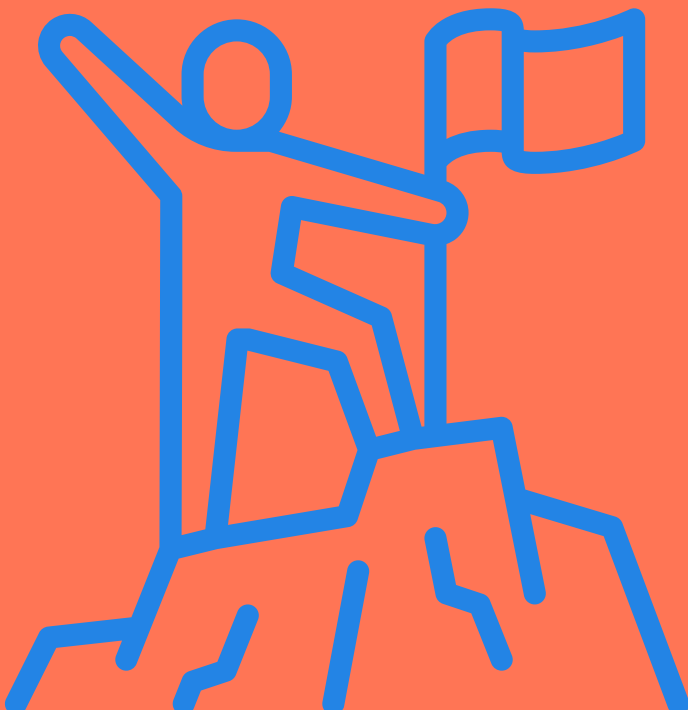
THE VERSATILITY OF DIGITAL TWINS MAKES THEM A VALUABLE TOOL ACROSS VARIOUS INDUSTRIES AND APPLICATIONS, PROVIDING IMMERSIVE AND INTERACTIVE EXPERIENCES TO ENGAGE CUSTOMERS, ENHANCE OPERATIONAL EFFICIENCY, AND IMPROVE DECISION-MAKING PROCESSES.

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SUCCESS STORIES

Let's dive into some of the success stories we have in our journey in the event- tech space in the past few years.

> ## Reduce Physical Visits & Convert Clients Virtually

Through the use of Spalba's VR-enabled Digital Twin, we recently closed a major event in the automobile industry within just 2.5 hours, without requiring the client to physically visit our property. I realized how Spalba can significantly enhance our ability to **capture new business opportunities, regardless of geographical constraints.**

Ajeet Pal Singh,
Director of Sales - Events
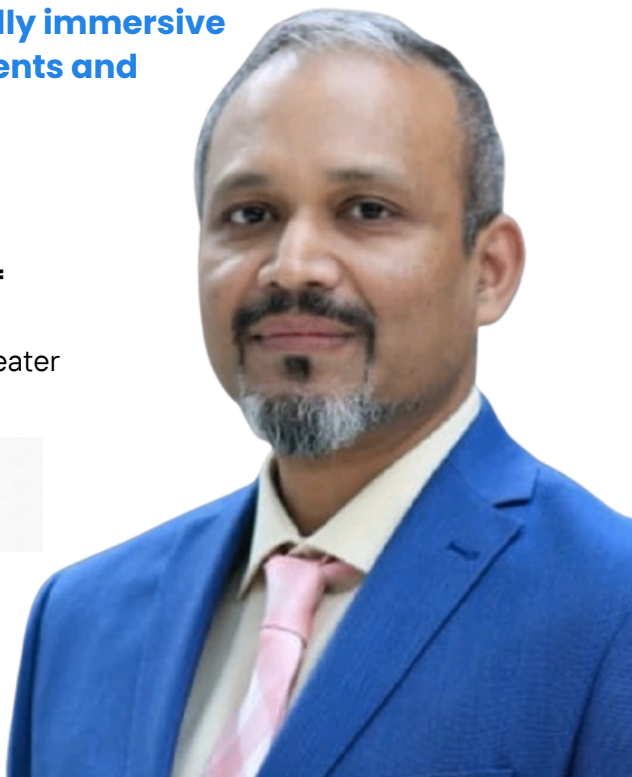Andaz Delhi - A concept of Hyatt

ANDAZ

Show Banquet Facilities in a Visually Immersive Way

Our hotel realised **the importance of focusing on banquet sales to maximize revenue potential.** By using Spalba's digital twin technology, we gained a competitive advantage. It allows us to **showcase our banquet facilities in a visually immersive way, attracting clients and boosting sales.**

**Vishal Singh,
Associate Director of Marketing**
Radisson Blu Hotel Greater Noida

Thank You