

# PayXpert's Business Insights

## Hotel Industry: case study

A growing wave of Chinese travellers are enjoying luxury hotel stays, and gourmet restaurant and spa services while on holiday. Hotel reservations are increasingly being made before consumers travel, using Chinese apps on their mobile phones, tablets or laptops. Chinese tourists want to:

- Book hotel accommodation before they travel
- Pay for restaurant, SPA and theatre experiences
- Use their trusted local payments brand

Hospes Hotels has bridged this need by becoming an official WeChat Pay and Alipay merchant through PayXpert.

## Hospes Premium Hotels

Hospes Hotels is synonymous with luxury and offers discerning guests 9 elegant hotels in as many cities throughout Spain. As one of the first luxury hotel lines in Spain to implement Chinese Payments, its aim is to encourage more business by offering customers the widest choice of the most convenient, attractive and trusted payment options possible.



- ✓ Smooth Official Account authorisation
- ✓ Successful partnership with PayXpert to penetrate Chinese tourist markets
- ✓ Opportunity to sell luxury food and service packages
- ✓ Extra marketing resources allocated by WeChat Pay





Banner + landing page

## ATTRACTIVE LANDING PAGE AND STOREFRONT PAGES

Alipay users can select from 9 luxury properties on Hespes Hotels' custom landing page. For example, travellers that click on the Hespes Puerta de Alcalá button are taken to an attractive "Storefront Page" containing helpful information on the range of luxury services and local activities recommended by the hotel.

## EXCLUSIVE BANNER

Working along our Chinese marketing strategists, we secured 1 of the highly exclusive Spain-wide Alipay banners for the hotel chain. In return, Hespes offers a 20% discount on accommodations, food and spa services to Alipay users who download its custom coupons. A match made in heaven.



## COUPON FAVORITED BY CHINESE CUSTOMERS

Hotel promotion coupons have been downloaded by thousands of Alipay consumers since launch. Hespes Hotel has been promoted by PayXpert and Alipay and tagged as a "hot item" and the hotel coupons are featured by Alipay on the City Page.



## Results

«We have strongly penetrated the Chinese market and brought our Spanish products, more specifically our luxury boutique hotels and experiences, to potential customers' attention.»

«Payments made in January brought in thousands of Euros in otherwise unrealised sales, all directly attributable to the implementation of the Chinese Payment methods. In addition, the specific offers in which we participated have garnered excellent visibility for our brand image.»

Isabel de Castro  
Director of Marketing y Communication  
HOSPES HOTELS Infinite Places



Co-branding material