

BUSINESS CASE

**El Llorenç Parc de la Mar:
Price Seeker fits this
unique design hotel**

PARATY /
— T E C H —

EL LLORENÇ
PARC DE LA MAR

 **PRICESEEKER** v.4

Our distribution is unconventional, but Price Seeker has reinvented itself to suit our needs

Victoria Vergara, Revenue & Sales Manager at El Llorenç Parc de la Mar



The **El Llorenç** project was born in September 2019 with a very clear idea: to **create experiences** through which guests could **feel and live the most authentic** history, culture and gastronomy of the island of **Palma de Mallorca**.

Located in the **heart of the old town**, at the foot of the ancient walls, the hotel and its design are a clear nod to the **Moroccan influence** so typical of the island and its history.

On display in its facilities is an **Arab clay oven** found during excavations, which they have protected and preserved as a **valuable treasure of its history**. Moorish reminiscences, also very evident in the corners, lighting and aromas of its **spa**, a careful and meticulous **modern representation of the traditional Arab baths**, and a guarantee of absolute relaxation.

Having a unique value proposition brings many advantages, but it also brings complexities

Victoria Vergara, Revenue & Sales Manager at El Llorenç Parc de la Mar



El Llorenç has the only infinity pool located on a rooftop in Palma, with incredible views of the sea and a blanket of vegetation at its feet, part of the scenery of the Parque del Mar.

At the main entrance, the restaurant **Dins Santi Taura** welcomes all those who wish to live **a unique gastronomic experience**, by the hand of one of the most renowned chefs of the Balearic Islands, **Santi Taura**, awarded with a **Michelin Star**. His **11-step tasting menu** is a journey through the history of Mallorcan gastronomy that, in addition to recounting the oldest recipes, only uses **local and seasonal products**.

With **33 rooms**, this boutique hotel is much more than just a hotel. It is a full-fledged host, whose aim is to make guests feel **the true essence of Mallorca**.



Certain Price Seeker's KPIs are very helpful to us and helped us make our decision, such as the FRA

Victoria Vergara, Revenue & Sales Manager at El Llorenç Parc de la Mar



In a hotel with such a **high level of detail**, the **price can depend on the most diverse factors**: search period, influx of flights, demand trends by market, events at the destination, local holidays, etc.

However, **El Llorenç** pays particular attention to another detail: the impact of **competitors' occupancy** on price increases.

In this regard, **Price Seeker** has an indicator, **unique to the tool**, which is extremely useful. The **FRA**, or **Few Rooms Available**, helps them to know **how many rooms are left for a given competitor** in the cheapest available category.

This data, they say, helps them a lot in their day-to-day work.

COLLABORATION PROJECT: EXAMPLE OF ACTIVE LISTENING



Victoria Vergara
Revenue & Sales Manager
El Llorenç Parc de la Mar &
El Vicenç de la Mar

THE IMPORTANCE FOR THE HOTEL TO BE CLEAR ABOUT ITS VALUE PROPOSITION, TO KNOW WHERE ITS TARGET AUDIENCES ARE AND TO UNDERSTAND THEIR PROBLEMS AND NEEDS PERFECTLY.

The collaboration project with **El Llorenç** is a clear example of our willingness to **actively listen to the sector**. **Price Seeker** already incorporates **more than 30 functionalities coming from customer requests** or suggestions.

Like almost all our tools, **Price Seeker** was initially developed for internal use. Its entire logic is therefore based on **real use cases** and existing needs.

In this sense, the work of **Victoria Vergara**, revenue & sales manager of the hotel, has been fundamental to create a tool **tailored to their particular casuistry**.



WHY PRICE SEEKER?

STARTING POINT, GOALS AND SOLUTION



STARTING POINT

El Llorenç Parc de la Mar is a one of a kind boutique hotel, with 33 rooms and a well-defined value proposition.

Paradoxically, its virtue is also the source of the problem. For the same reasons, its distribution is atypical for the destination and, therefore, parity is difficult to control.

Nor is it easy to decide with whom to compare, and defining its competitive set is complex.



MAIN GOALS

- **Increase segmentation:** market segmentation with a focus on travelers from the USA.
- **Parity / Distribution Control:** we have added to the tool the Mr & Mrs Smith site, a very important channel for El Llorenç Parc de la Mar.
- **Competitor control:** due to the heterogeneous nature of its competitive set, we have added a variety of additional filters to favor a better price control.



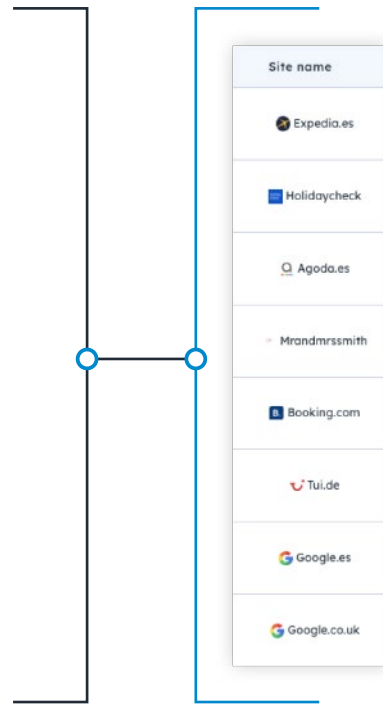
SOLUTION

In short, El Llorenç decided to use Price Seeker mainly because of the reliability of the data and the adaptability offered by the tool.

Price Seeker already monitors more than 200 sites in real time. In addition, the team behind the tool opens the door to the inclusion of new channels and the development of new functionalities to meet the different needs of its users.

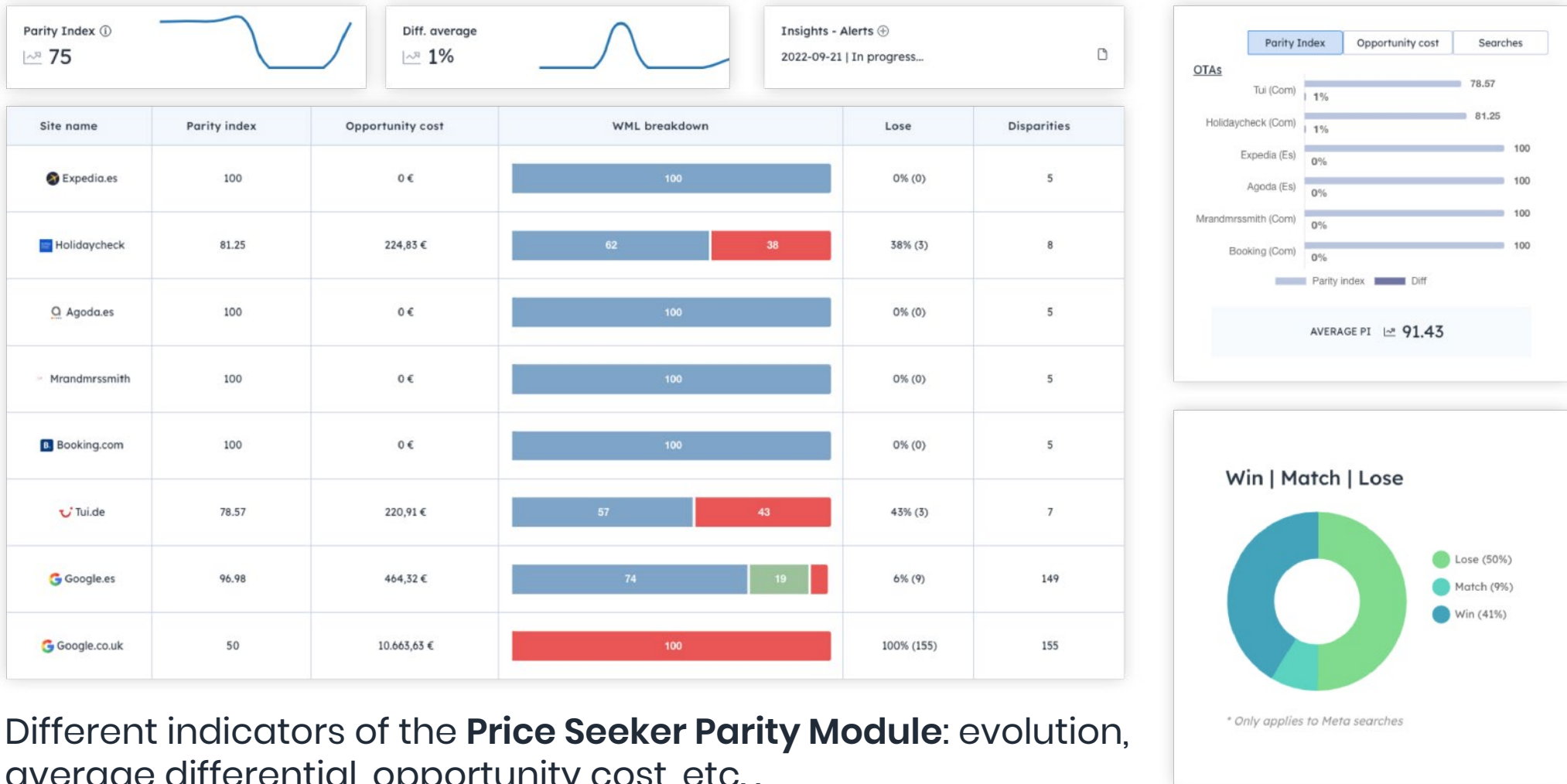
HIRED SOLUTION: PRICE SEEKER ADVANCED

- Efficient Management Dashboard
- Competition Dashboard
 - 2 Channels
 - Official Website Monitoring
 - 10 Competitors
 - 3 Month View (daily)
 - 1 Year View (weekly)
- Parity Dashboard
 - 2 Meta Channels / 5 Silver OTAs
 - 60 Day View
 - Real Time Parity Monitoring
- Real time searches
- Setup included
- Personalized training
- Assigned account manager
- Online support



El Llorenç is a singular establishment, unique one could say, which is part of the **Mallorca Ç Collection** portfolio, and also included in the directory of **Design Hotels**, a site specialized in **boutique and design hotels** with a common denominator: **luxury**, in all senses of the word, as the main attraction.

It is precisely this positioning that has led **El Llorenç** to create an **unconventional distribution mix** for the destination in which it is located, and also makes it, to a certain extent, more difficult to identify its competitive set, as it is not easy to find common elements with other establishments on the island.



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