

DIGITAL MARKETING & TECHNOLOGY AGENCY

Presentation - 2024



MEET OUR BEST TEAM

Having worked in hospitality businesses for 20+ years, our team understands your language. We achieve GREAT results by tailoring tried-and-tested commercial, Digital Marketing & Distribution strategies to give our hotels the competitive advantage required to gain relative market share.



NAPHAT KENNEDY
Human Resources

EDWARD KENNEDY
Co-Founder & Director

PAOLO GUARRACINO
Co-Founder & CFO

Directors

Percentage Consulting Co., LTD



Hotel Management



Marketing



Website Development

TIMELINE

THE PERCENTAGE COMPANY



2018

The Percentage Co., Ltd
Launched with 1 client & 26
rooms under management.



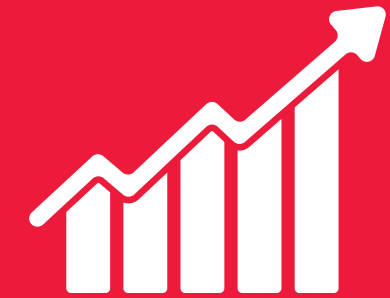
2020

The Percentage Co., Ltd
Continues to grow client
base, staffing & powers
through the Covid Pandemic.



2022

Percentage Consulting co.,
Ltd Launched & approved
under BOI for Software
development.

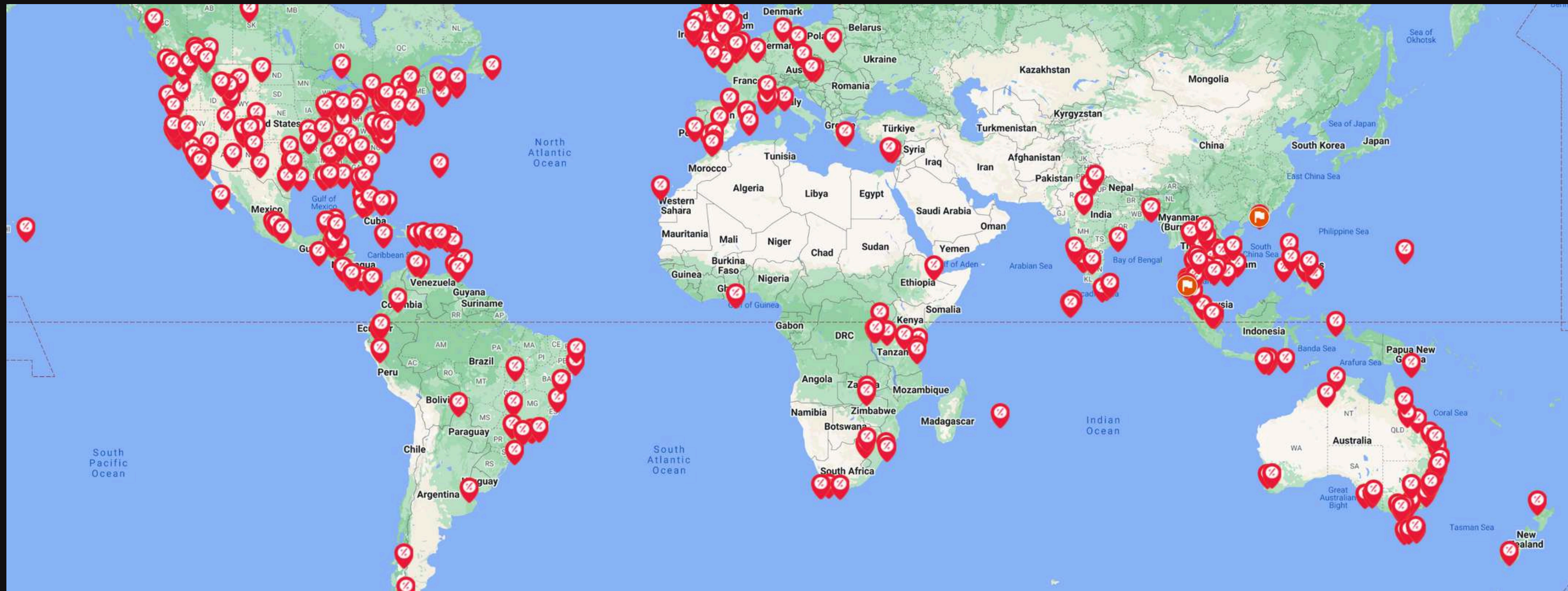


Present

Continued Expansion with
3,000+ rooms under
management & 600+ clients
served in 90 locations
globally.

WE'RE GLOBAL.

The Percentage Company has provided advanced software solutions & services to hospitality, tourism & travel businesses all around the world!



TYPES OF SERVICES WE PROVIDE

1

DIGITAL MARKETING

SEO, PPC, Social, Content & Email Marketing

We use the latest online digital marketing technologies & techniques to grow your website's internet traffic, improve conversion & scale ROI.

2

HOTEL SALES & MARKETING

E-commerce, Revenue & OTA Management

We offer a wide range of hotel specific online marketing, management & consultancy services to improve hotel profitability.

3

WEB DESIGN & DEVELOPMENT

Website & Software Design & Development

We design & develop high converting responsive websites & internet driven applications to help save your hotel time & money.

4

HOTEL CONSULTANCY

Hospitality Training & Consulting

We offer Hotel consulting services, from Tech stack config to software consulting to help improve operational efficiency & cut costs.

A COMPREHENSIVE **APPROACH**

UNIFIED OMNI-CHANNEL DIGITAL SALES & MARKETING STRATEGIES

BUILD Awareness

Let us put your brand on the map with a bespoke fully integrated commercial & digital marketing strategy.

DRIVE Conversions

Let our online conversion optimisation experts **SUPERCHARGE** your website & drive direct online revenue.

INCREASE Sales

Let our sales conversion experts create & implement an affordable & sustainable marketing & distribution strategy.

OUR PARTNERS

DATA Sources & INTEGRATIONS



AND MANY MORE...

SOME SUCCESS STORIES

Here's a small selection of businesses we have helped gain a competitive advantage in the digital space.

THE  COMPANY

 KUDO
HOTEL

 SERENITY
RESORT & RESIDENCES
PHUKET

 Atmanjai
Detox Yoga Wellness

 METADEE
CONCEPT HOTEL

 PATONG BAY HILL

 THE BEACH
SAMUI

 PATONG BAY
Residence

 safestay

 THE NEST
private beach resort

 The
EXPAT
HOTEL

 ASTOR HOSTELS

Rustic and Blue

AND MANY MORE...



HERE'S A FEW EXAMPLES OF OUR WORK

CASE STUDIES



DIGITAL MARKETING

FRIENDSHIP BEACH RESORT & ATMANJAI WELLNESS SPA

36 room beachfront hotel & integrated detox, fitness & wellness Spa in Rawai, Phuket.

- **80% Annual Occupancy**
- **37% Year-on-Year Revenue Growth**
- **58% Direct Booking Revenue**
- Full OTA & Revenue Management, Full Digital Marketing, Full Systems Management including website development and booking solutions.



SIMON CABARET PHUKET

One of Thailand's leading theatres & tourist attractions - Simon Cabaret is a 33 year old Theatre Show in Patong, Phuket.

- **Over 360 Million THB in ticket sales**
- **Over 580,000 tickets sold in 2 years**
- Full Venue & Ticket Management System, Full Digital Marketing Solution, Website Design, SEO & more



SAFESTAY HOSTELS GROUP

UK Based hostel Chain with 22 hostels across 11 countries in Europe.

- **Increased direct bookings 74%**
- **35,000 bookings in less than 18 months**
- Full Custom booking solution development, SEO Consulting, PMS Implementation, Website Development.



THE BEACH SAMUI

Re-launch of beachfront hotel in Koh Samui:

- Full Revenue Management, OTA, Digital Marketing, Tech Stack Implementation & Management.



ASPIRA HOTELS & RESORTS

A Thai hotel chain with 44 well located hotels, resorts and residences across Thailand under 5 separate hotel brands.

- **Direct website sales increased 800%**
- Full Website development, SEO & digital marketing service including custom integrated Booking engine solution for 44 hotels.



PATONG BAY HILL

A 385 room 4 star hotel & resort in Patong, Phuket.

- **Increased OTA room night sales by 500%**
- **Increased OTA revenue by 1000%**
- Full digital marketing, OTA & Revenue Management service. Full PMS installation, website development & SEO



PURIPUNN HIDEAWAY

5 star 30 room hotel in the heart of Chiang Mai.

- **68% Annual occupancy**
- **66% Occupancy in 2nd month of operation**
- Full OTA & Revenue management Service.
Full digital marketing, website development
& SEO. PMS, POS & Accounting systems
installation.



OUR **SUCCESS**

Generated over **1.25** billion in 6 yrs

Sold over **400K** room nights in 6 yrs

Client revenue up **4026%** in 6 yrs

Client revenue up **83%** in 3 mos

Room sales rate up **76%** in 3 mos

OUR PRICING MODELS

We believe in offering our clients payment terms which fit with their budgets and goals.

Full service revenue & digital marketing packages are available with 3 pricing models

Commissions are derived only from actual sales from managed channels.

FIXED FEES

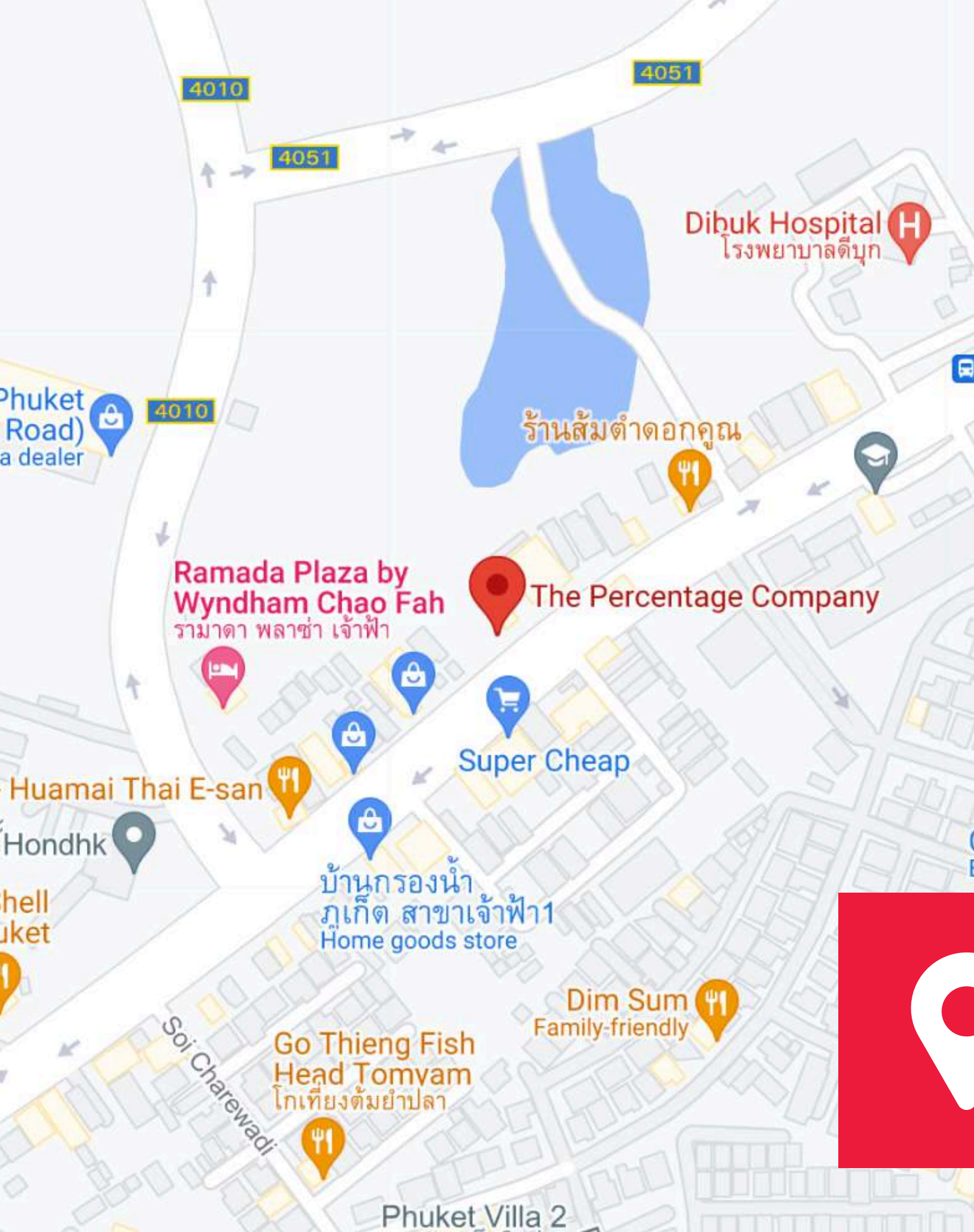
The monthly fixed fees are calculated based on the services required & size of hotel.

HYBRID

Reduced monthly fixed fees are calculated based on the services required & size of hotel with a small commission on sales applied.

COMMISSION ONLY

There are no monthly fees, just a monthly commission on sales calculated based on the services required & size of hotel.



OUR DETAILS

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THANK YOU

For Your Time!

Do you have any questions? Please let us know!

