

# 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.



**EDWARD KENNEDY**  
Co-Founder & Director

**NAPHAT KENNEDY**  
Human Resources

**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.



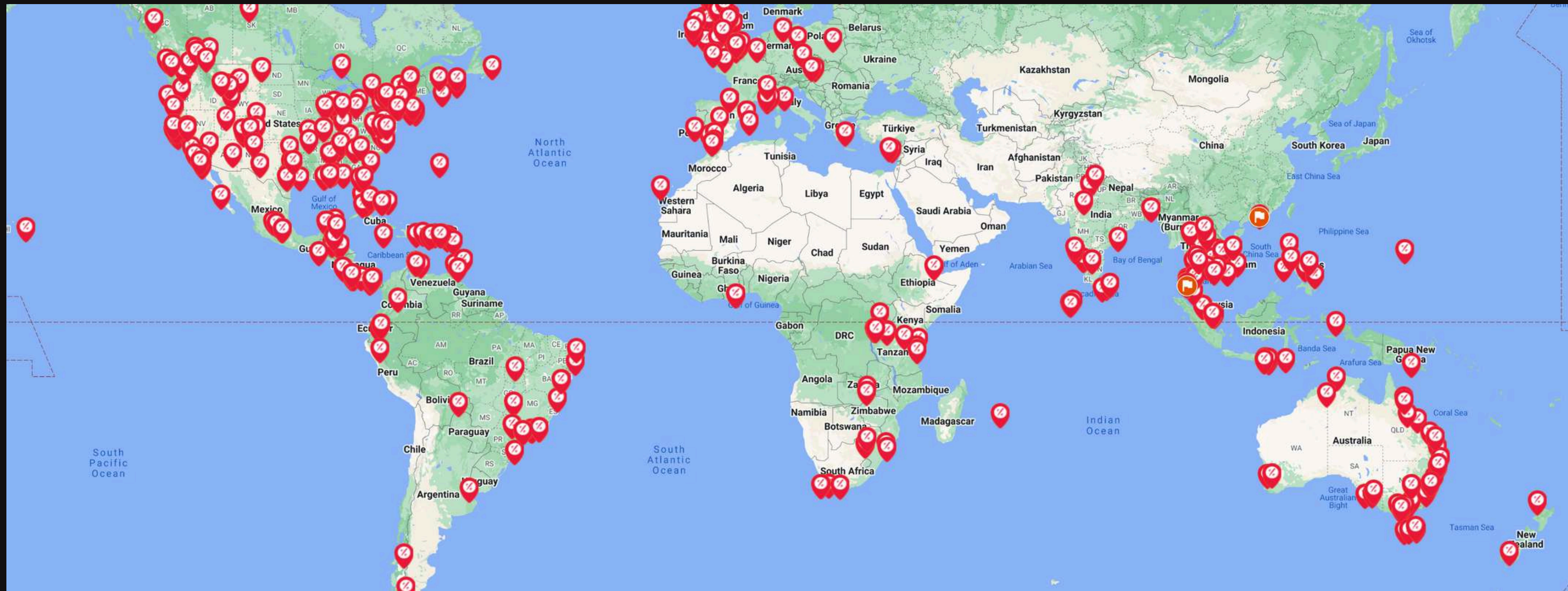
Present

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

 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.



# CUSTOMER REVIEWS

## ASPIRA HOTELS & RESORTS

"An exceptionally proactive and skilled team that consistently meets deadlines with professionalism. The company has been instrumental in addressing various facets of our business, providing valuable insights, cost-effective recommendations, and implementing strategies that have resulted in increased clientele and revenue. Definitely recommend their services and solutions!"

**Cedric Tardivel**

*VP of Sales & Marketing, Aspira Hospitality*

## PATONG BAY HILL

"The Percentage Company is Phuket's top full-service digital marketing agency. Their professional, dynamic, and creative team delivers superb results. I hired them to manage sales and marketing for Patong Bay Hill, an exclusive property with over 365 keys. Since then, sales and revenue have consistently increased. If you're looking for a knowledgeable and adaptable agency, The Percentage Company delivers outstanding results. I'm extremely satisfied and highly recommend their services."

**Jimmy Semaan**

*Managing Director / Phuket Bay Group*

## ASTOR HOSTEL GROUP

"Great product! After working with The Percentage Company for several years, I can confidently say their services, especially the booking engine, have significantly boosted our sales efforts. The integration and functionality are excellent, enhancing our online presence. Their customer service is superb, always responsive with clear answers, and they provide valuable advice for product improvement. I highly recommend The Percentage Company for anyone looking to enhance their digital marketing strategies. Very happy 😊"

**Alexander Vicens**

*Revenue and Marketing Manager, Astor Hostels - London, UK*



# 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.

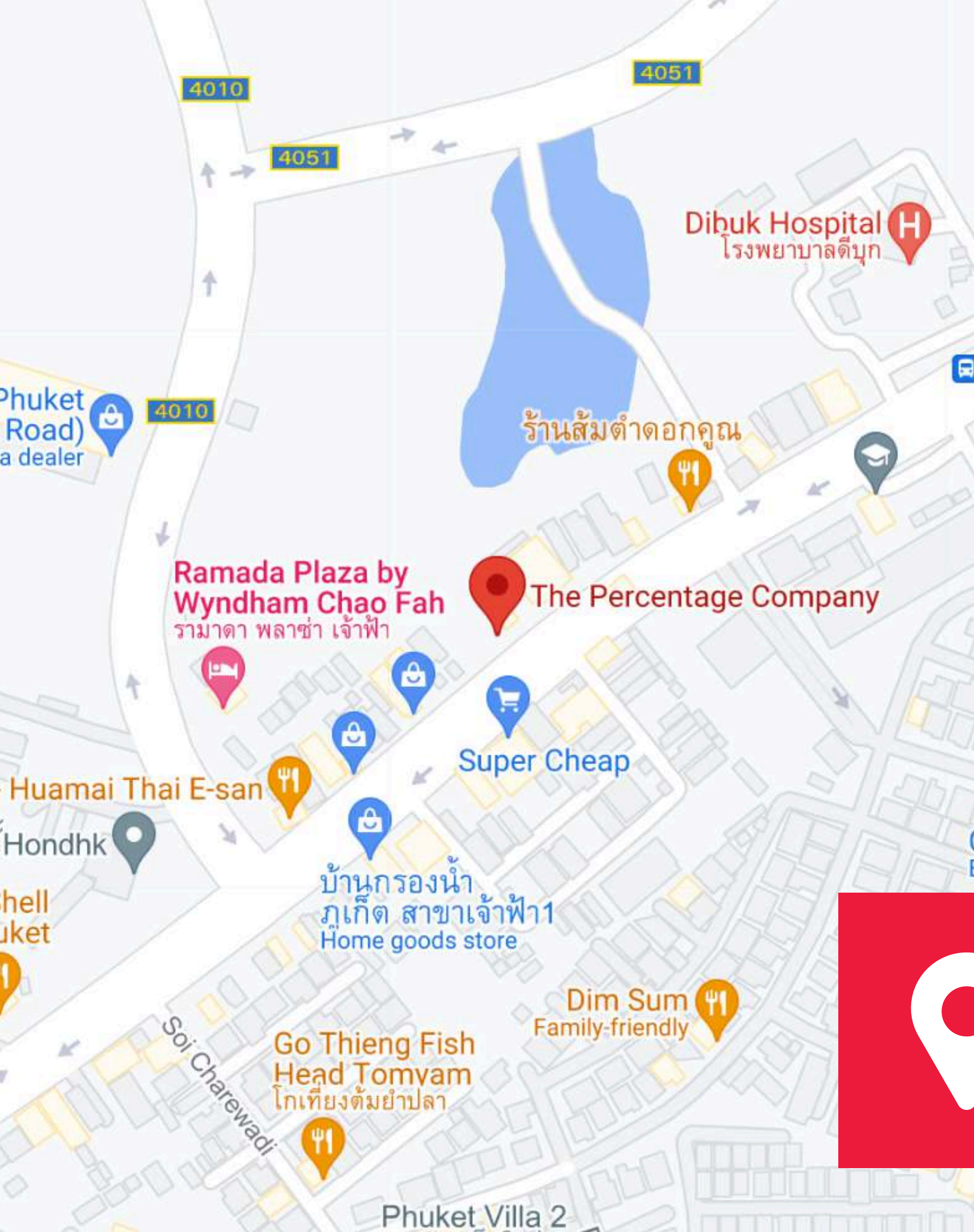
## **HYBRID**

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!

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*Do you have any questions? Please let us know!*

