

## [Palladium Hotel Group chooses Roiback to increase its sales through the direct channel](#)

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- The chain of hotels based in Ibiza, leader in the holiday segment and present in six countries, has already registered a growth in conversion of over 30% since the start of the agreement.
- With a portfolio of more than 1,500 hotels in 29 different countries, Roiback is firmly committed to innovation with the launch of the new version of the booking engine BackHotel 4.5 and MOBILIS, a solution developed entirely for mobile devices.

**Palma de Mallorca, 23<sup>rd</sup> November 2017** - The multinational corporation Palladium Hotel Group and Roiback, specialist and leader in the management of the direct channel of hotel sales, have signed a collaboration agreement to optimize the hotel group's sales through the direct channel, one of the most strategic for the company.

World-renowned hotels such as the Ushuaïa Ibiza Beach or the Grand Palladium Bávaro Suites, and another 27 hotels in Spain, Mexico, the Dominican Republic, Jamaica, Italy or Brazil are already benefiting from this new partnership with Roiback.

The agreement has been articulated around three main lines of action. On one hand, the implementation of the Roiback booking engine (BACKHOTEL 4.5) on palladiumhotelgroup.com, to achieve a better conversion of traffic on the websites; on the other, the promotion of the mobile sales channel through the use of MOBILIS, a specialized Roiback solution for mobile devices; and finally the improvement of the traffic capture strategy through advanced integration with the most important meta search engines worldwide. All this has been possible thanks to the close collaboration of the Palladium team, headquartered in Ibiza, with the Roiback team, both in Palma and in Cancún.

Rafael Rubi, Director of Ecommerce at Palladium Hotel Group, has expressed his satisfaction with the conversion figures achieved. "Since the beginning, Roiback has shown full involvement and support with the project, and we are recording a conversion growth of more than 30% since its launch."

The important increase of the conversion in the webs has been thanks to an advanced configuration of the tools for the optimization of product and revenue of the engine, also thanks to the implementation of the latest version of the booking engine BACKHOTEL 4.5. This engine brings important improvements that simplify their use and facilitate the purchase decision of the user. Roiback presented the beta version of BACKHOTEL 4.5 at FITUR this year, and after several months of testing, it is now in full implementation phase to all its customers.

Rebeca Gonzalez, Managing Director of Roiback, has stressed the importance of this agreement: "For Roiback, to be chosen as a partner by Palladium Hotel Group, a benchmark in the hotel world in terms of innovation is a clear sign that we are on the right path. The union of our companies, recognized leaders in their field, will result in a clear benefit for both and, most importantly, for Palladium customers that from now on will be able to book easily, quickly and safely. "

**About Roiback**

Roiback ([www.roiback.com](http://www.roiback.com)) is an international company, specialist in powering direct sales for hotels. Founded in 2010 in Palma de Mallorca and with a portfolio of over 1,500 hotel chains and independent hotels in 29 countries, it provides hotels with solutions to increase their online direct sales and their profitability.

With offices in Palma de Mallorca, Málaga, Milan, Miami, Bali, Bangkok, Cancún, Medellín and Bogotá, Roiback offers the industry's leading booking engine for hoteliers, as well as sales-focused websites and integrated marketing online management. Roiback has recently been awarded for the second year in a row with the award for 'Best solution provider for hotel bookings in Europe' at the World Travel Awards 2017, which are considered the most important awards in the international tourism sector.

### **About Palladium Hotel Group**

Palladium Hotel Group ([www.palladiumhotelgroup.com](http://www.palladiumhotelgroup.com)), belongs to Empresas Matutes Group, a Spanish hotel chain headquartered in Ibiza and with more than 40 years of experience. The chain has 50 hotels in six countries: Spain, Mexico, the Dominican Republic, Jamaica, Italy and Brazil, and operates four brands: Palladium Hotels & Resorts, Fiesta Hotels & Resorts, Ushuaia Unexpected Hotels and Ayre Hotels.

Palladium Hotels & Resorts is divided into four sub-brands: The Royal Suites by Palladium, Grand Palladium Hotels & Resorts, Palladium Hotels and Palladium Boutique Hotels, while Ayre Hotels has a sub-brand, Only You Hotel & Lounge. In addition, Palladium Hotel Group operates the Hard Rock Hotels brand under license in Spain.

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