

## MINSAIT SUPPORTS THE SELENTA GROUP IN THE SECURE REOPENING OF ITS HOTELS WITH ITS "CONTACTLESS" CHECK-IN TECHNOLOGY

- **Guests can register their data and information required at check-in online prior to arrival at the hotel, thus avoiding crowds at the hotel reception desk**
- **The first of Selenta's hotels to make use of the Minsait system is the Don Carlos Resort (Marbella), an all-included holiday complex with more than 300 rooms**
- **Minsait has developed a global product offer for the tourism sector that includes the adaptation of digital technologies to new business processes for greater profitability and competitiveness in the COVID-19 context**

**Madrid, June 16, 2021** - Minsait, an Indra company, has accompanied the Selenta Group in the reopening of the chain's hotels with its digital check-in system, which facilitates hotel check-in by speeding up possible waiting periods and minimizing physical contact. The Selenta Group was founded in 1976 and currently has eight hotels in different cities in Spain, as well as well-known international brand-name franchises. More than 300,000 customers visit its establishments each year, resulting in a total turnover of 152 million euros in 2019.

After a tough period marked by the shutdown of activity and the closure of hotels due to COVID-19, the Selenta Group is starting up again with the opening of the Don Carlos Resort, an all-included holiday complex in Marbella with 300 rooms and various leisure options. To this end, Selenta has not hesitated to resort to technology to provide its guests with the best service and fully ensure their health and safety. For this purpose, it has chosen Minsait's Onesait Travel Booking solution, whose Contactless Check-in function allows guests to register their data and other information required at check-in online, thus avoiding crowds at the hotel reception desk. This way, guests can check in from home or elsewhere before traveling, with no need to wait at reception and possibly coming into contact with other people.

From the accommodation's point of view, the Minsait solution doesn't only stand out for its ability to facilitate pre-booking management. It also makes it possible to offer services to guests in the pre-stay period, before their arrival at the hotel, facilitating customer loyalty and the availability of their data as a basic tool to improve their experience.

The Selenta Group's implementation of Minsait is not limited to the Don Carlos Resort. With the gradual return to activity, all the brands in the hotel and restaurant group will be incorporating this system to facilitate check-in and eliminate possible crowds at their reception desks, as one of the key measures in the return to normality to protect safety and in line with the conditions that the pandemic has imposed on hotels and accommodations.

Minsait's proposal to the sector consists of three modules that can be implemented together or separately. The most important is Digital Check-In, as this revolutionizes the hotel's relationship with their guests from the outset. This is complemented by a biometric system, which provides for guest recognition by means of their image and ID card. The platform also features Digital Signature technologies for customer validation. This reduces the time spent so far in these procedures and initial contacts to a minimum, either with the hotel staff or other guests, all while increasing service more safely through digital channels.

### **An ideal partner for the tourism industry**

Minsait's Onesait Travel Booking solution is part of the Onesait Travel suite, a comprehensive range of products and services for the tourism industry which includes the adaptation of digital technologies to new business processes, a focus on customer centralization, the access and interconnection of devices, and the digital transformation of businesses, which have become key elements for the market to evolve and increase competitiveness in the current context.

Minsait has established itself as the go-to technological partner to help hotels and lodgings evolve and adapt to the current scenario, providing the sector with cutting-edge technology that allows them to operate in the safest and most profitable conditions possible. Its experience is backed up by its track record as one of the world's leading companies in the technological transformation of the hospitality industry. Minsait's systems have been implemented at more than 4,000 hotels and its Onesait Travel Hospitality suite has succeeded in managing over 20 million bookings in 33 countries. Its customers include some of the world's most important hotel chains and major names in Europe, America and Asia.

Its solutions have proven essential in driving the processes and operations that work in the new scenario, where technologies such as data management, artificial intelligence, blockchain, IoT, cybersecurity, new payment methods or robotics are key to encouraging the recovery of activity, connecting with travelers and standing out among the competition, all while ensuring safety, as well as natural and cultural sustainability.

### **About Selenta Group**

The group, since its foundation in 1976 in Barcelona, has pursued the sole objective of exceeding the expectations of its customers through a constant search for excellence.

Selenta Group has four business divisions: Hotels & Resorts, Restaurants, Facility Services and Partnerships. It currently manages nine lodging options in different cities in Spain, as well as franchises of important international brands.

Its business model, based on the management of owned hotels and the operation of hotel and restaurant services, focuses on sustained growth through the efficient and responsible improvement of operating margins. Support is given to the different business areas within the Selenta Group from its headquarters in Barcelona and the company is managed based on profitability, diversification and sustainability.

More information about Selenta Group ([www.selentagroup.com](http://www.selentagroup.com))

### **About Minsait**

Minsait, an Indra company ([www.minsait.com](http://www.minsait.com)), is a leading firm in Digital Transformation Consultancy and Information Technologies in Spain and Latin America. Minsait possesses a high degree of specialization and knowledge of the sector, which it backs up with its high capability to integrate the core world with the digital world, its leadership in innovation and digital transformation, and its flexibility. Thus, it focuses its product range on high-impact value propositions based on end-to-end solutions, with a remarkable degree of segmentation, which enables it to achieve tangible impacts for its customers in each industry with a transformational focus. Its capabilities and leadership are demonstrated in its product range, under the brand Onesait, and its across-the-board range of services.

### **About Indra**

Indra ([www.indracompany.com](http://www.indracompany.com)) is one of the leading global technology and consulting companies and the technological partner for core business operations of its customers world-wide. It is a world-leader in providing proprietary solutions in specific segments in Transport and Defence markets, and a leading firm in Digital Transformation Consultancy and Information Technologies in Spain and Latin America through its affiliate Minsait. Its business model is based on a comprehensive range of Bandwidth proprietary products, with a high-value focus and with a high innovation component. In the 2020 financial year, Indra achieved turnover of €3.043 billion, around 48,000 employees, a local presence in 46 countries and business operations in over 140 countries.

