the edge of hotel management





ABOUT US

- Group specialized in the hotel industry
- Origins in the "time sharing" business as "Vacation Club"
- 20 years of experience and management of 5.100 rooms
- Daily capacity over 10.200 people
- Demand of 82 nationalities
- Customer focused management
- Excellence and satisfaction achievement
- Different business units: hotels, restaurants, supermarkets and wellness centers



Vacations Club business

- Leaders in Spain
- Annual fix and recurrent income
- Advanced receipt of owners' maintenance fees
- Fix cost distribution among different owners
- Stability in economic crisis periods
- High occupancy levels during the whole year
- High satisfaction and loyalty rates





OUR VALUES

- **1** Experience and know-how of hotel industry
- 2 Service and excellence for our clients
- **3** Quality and innovation with new technologies
- **4** Innovative marketing and commercialization strategies
- 5 Team with the required experience, abilities, and specialization

20 destinations **30 resorts**

LOS GIGANTES **ONA EL MARQUÉS**

ONA LAS ROSAS

CALLAO SALVAJE ONA SUEÑO AZUL

PLAYA BLANCA

ONA LAS CASITAS ONA LAS BRISAS

LOS CRISTIANOS **ONA LOS CLAVELES**



ESTEPONA

ONA CLUB BENAVISTA ONA VALLE ROMANO GOLF & RESORT

SALOU

ONA JARDINES PARAISOL ONA CLUB NOVELTY ONA AQUAMARINA **ONA INTERNACIONAL**

ANDORRA

ONA DORADA EL TARTER

BARCELONA

ONA LIVING BARCELONA ARYA BY ONA HOTELS MOSAIC BY ONA HOTELS

ALCUDIA

ONA AUCANADA ONA GARDEN LAGO

HOTEL MAR BELL

SÓLLER

DENIA ONA OGISAKA GARDEN

BENIDORM ONA GEMELOS

ALICANTE **ONA LAS ZARZAS**

TORREVIEJA ONA ALDEA DEL MAR **ONA TRIANA**

CALA D'OR ONA VILLAGE CALA D'OR

CALA PI ONA CALA PI

SANTA PONÇA **ONA SURFING PLAYA**

MIJAS COSTA ONA CAMPANARIO

MARBELLA ONA ALANDA CLUB MARBELLA

LA MANGA DEL MAR MENOR

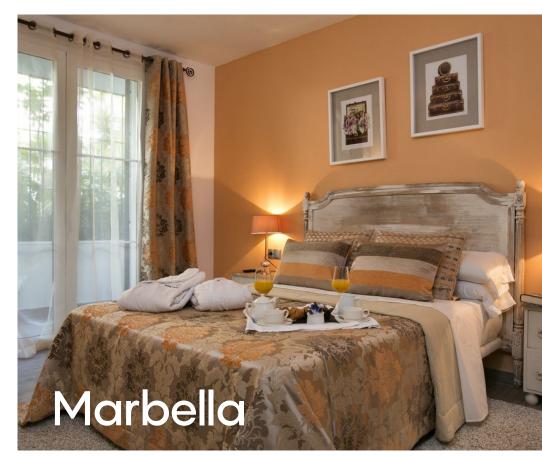
ONA MARINA ARPÓN





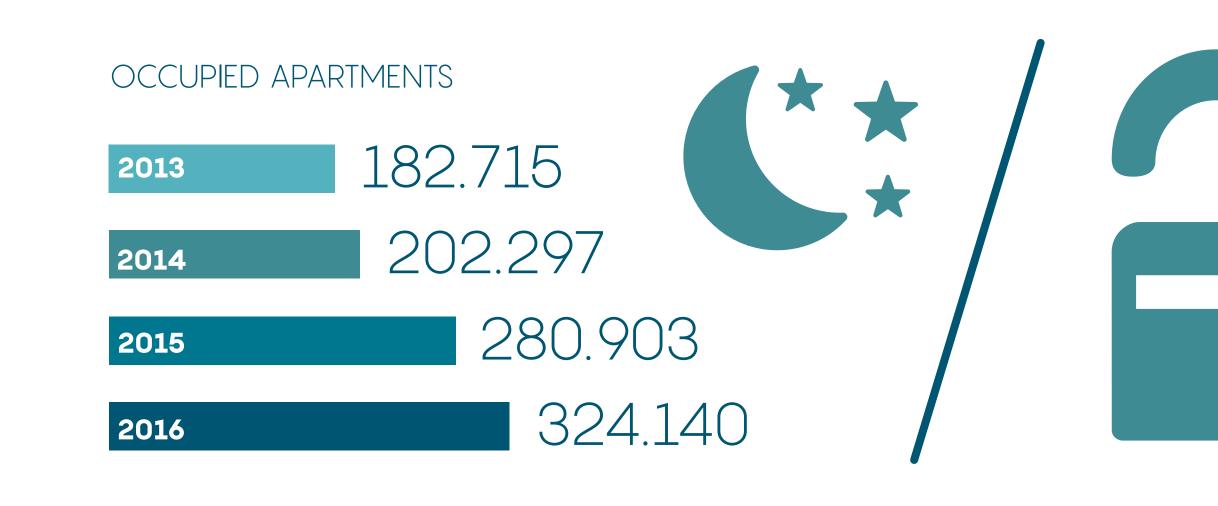












CAPACITY 2017





Ona is strengthened year after year, with a strong and constant growth.

This growth allows us to have an increasing presence in the hotel market, offering guarantee and excellence.











Vacation Club. Business unit dedicated to the management of holiday resorts of the timesharing scheme.



Hotel Brand. Business unit dedicated to the operation of holiday resorts and aparthotels.

OUR STRUCTURE



Business unit dedicated to the management and operation of holiday real estate investments subject to the condo hotel regime



Business unit dedicated to the management and operation of restaurants and bars from Ona Corporation group.

Ona Hotels different styles for different desires



Hotels, aparthotels and resorts for families located on the best holiday and enjoyment destinations.

City hotels and aparthotels, equipped with a wide range of services both for leisure and business travelers.



Ona Valle Romano has been recently incorporated to Ona's portfolio as a PREMIUM Hotel.



URBAN

PREMIUM

Hotels, aparthotels and resorts of a high standard, aimed for a demanding public who are looking for a high-quality service.



A DIFFERENTIATION STRATEGY based on 4 pillars

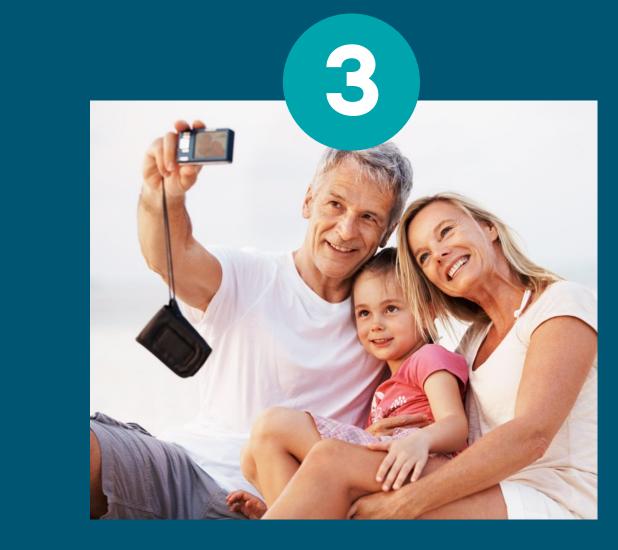




Innovative & owned technological tools

Avant-garde Marketing Strategy: Ona 360°





Diversified and loyal demand



Budget & Quality control



Development of owned 1 technological tools

onasystem 3



Strong commitment with innovation

Creation of an IT Department with new high-tech experts

Development of unique tools adapted to ONA's needs:

- Own booking engine
- **Direct selling channels (33%)**
- OnaSystem®, OnaGSM®, OnaHouseKeeping®, **OnaMaintenance**®





AVANT-GARDE MARKETING STRATEGY: Ond 360

DIGITAL MARKETING

Social Media Inbound Marketin hoto & Video Re-Marketing Seo / Sem E-mail Marketing

@

ona 360

WEB & MOBILE

Design and Programming App's Development A/B Testing Analytics

NETWORKING

Channel Manager Meta Search Engine OTA's Integration, Agencies & TTOO

CONSULTING & TRAINING

BUSINESS CONSULTING SERVICES **Business Analysis** Plans and Strategies Monitoring EDUCATIONAL DIRECTION AND COORDINATION University Degree Executive Master in business school **Business Training**





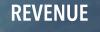
 Onasystem [®] (PMS)
Onahotelos [®] (Business Intelligence) Onagsm ® (Guest Surveys)
Onapos ® (Point of Service)

PROCESS OPTIMIZATION · Onahousekeeping ® · Onamaintenance[®]



CRM

Reputation Management Customer Experience Satisfaction Surveys Internet Mention Monitoring Fully Integrated DDBB Call Center



Status Reports & Benchmarketing Competency Monitoring Channel Management



BOOKING ENGINE

Desktop Version · Mobile Version **Booking Engine Analytics**



LABORATORY (I+D+i)

Internet of Things (IOT) **Big Data** Emotional Marketing Branding Strategy



3 A DIVERSIFIED AND LOYAL DEMAND





British 35%

5 Spanish 32%

French

Customers from 82 nationalities trust us!







Russian

3%

USA 2%



Others **17%**

With more than 50.000 families associated



Own clients' data base who value our type of accommodation.

50.000 families (Vacation Club) pay in advance their annual fee.

We manage the space in a mix way: through TTOO, Condotel and Vacation Club.

Three tools 4 to monitor hotels





Budget control

- · General Committee
- · Monthly and annual review system

3

Online reputations tracking

- Booking valuation (8.3)
 - · OnaGSM®
 - Social Mention

Quality supervision

- Technical revisions
- Operations department
 - Hotels updates

And specially, we offer guarantees in time of crisis

Despite the different economic situations, the hotel industry has experienced in Spain and Europe over the last years, Ona Corporation has been strengthened with a solid and constant growth which has allowed us to have a stronger role in the hotel industry

Our differentiation offers several advantages





- **Knowledge of Hotel products, Vacations Club and** Condohotel, covering the needs of all our clients
- IT, Marketing and commercialization specialists
- Capacity to offer tourist accommodation alternatives for emerging markets.
- Possibilities to overcome political and economic instabilities in our source markets thanks to our management.
- Recurrent income due to our loyal clients.



GET TO KNOW A LITTLE MORE ABOUT US



onacorporation.com



onagrup.net



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