

# Digital technologies

## Hotel Tigaiga Tenerife

### CHALLENGE



- To remain competitive with larger companies in the hospitality industry
- To offer the highest quality service standards to guests and clients

### BENEFIT



- Market competitiveness is preserved
- Services are qualitatively improved
- Rooms and suites reservation probability is significantly higher

### KEY FACTS



Founder Name: **Enrique Talg Schulz and Enrique Talg Wyss**  
Founded: **1959**  
Industry sector(s): **Tourism**  
Country: **Spain**



Source: [www.tigaiga.it](http://www.tigaiga.it)

**Hotel Tigaiga Tenerife is a family-run business founded by Enrique Talg Schulz and his son Enrique Talg Wyss back in 1959. Situated in the charming setting of the Taoro Park, the resort overlooks Puerto de la Cruz and offers panoramic views of Teide, the highest mountain of Spain. Renovated in July 2015, the four star hotel employs around 45 highly-qualified staff and offers 76 rooms and seven suites featuring modern, nature-inspired design. In addition, the resort is surrounded by 8 000 m<sup>2</sup> of subtropical gardens, where different kinds of species of animals and plants can be observed.**

## The Challenge

For a rather small and traditional SME, keeping up the pace and competitiveness with bigger hotels and larger companies, especially those situated on the Canary Islands, was the main challenge that Hotel Tigaiga faced.

Therefore, the company aimed primarily at improving its services to offer the highest quality standards to its guests and clients.

With technology becoming more and more pervasive in the hospitality sector and considering that most of the customers of today are digitally literate, the family-run business had to largely invest into the digitalisation as well as modernisation.

## The Solution

The hotel underwent a profound digital transformation by integrating a wide-range of innovations with an aim to improve the quality of its services and to promote a digital culture at the resort. As a result, a number of innovative technological solutions were adopted, including:

- a cloud-based system to improve the efficiency and to maintain the monitoring of the reservation system;
- digital views such as 3D Panorama, Virtual tour and Earth TV to enhance customer's experience;
- a digital dashboard of the resort to monitor energy and water consumption and to raise environmental awareness.

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## Implementation Process



Source: [www.tigaiga.com](http://www.tigaiga.com)

Since Hotel Tigaiga did not possess the required technologies for the digital transformation, it had to externally outsource the correspondent suppliers and make an initial investment. This was rather difficult and created a short-term financial burden for the company. Therefore, at the beginning, the main barriers were not only technical but also financial.

Throughout the implementation process, the company based its activities around four main cornerstones. These are:

- to put customers first;
- to increase the overall customer experience;
- to involve the entire organisation; and
- to generate a long-term competitive advantage.

## Business Case

Hotel Tigaiga modernised, transformed and digitised its business through the integration of a number of ground-breaking solutions.

By adopting a new digital culture, the company stays competitive with larger companies operating in the same industry.

In addition, it is able to respond to emerging market changes quicker and look for new opportunities.

## The Results and Benefits

Hotel Tigaiga has become more transparent towards their guests and clients and is now able to provide them with more detailed and precise information about their holiday destination.

Thanks to a higher transparency of the company, its customers are given and opportunity to get to know the hotel better before their arrival. This brings benefits not only to the end-user but also to the company itself. In fact, the hotel significantly increased the reservation probabilities of its rooms, suites as well as conference rooms.

### Further information

<http://tigaiga.com>

### Sources

<http://tigaiga.com>

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