

## A decade of INNOVATION AND SUCCESS in direct distribution



**Club Mac is not just any hotel.** With 1024 rooms dedicated to family tourism, it has always stood out for its uniqueness, its customer-centric approach, its loyalty-developing capacities and its ability to challenge industry standards.

Even so, it has had to overcome many challenges, among them:

- Its **location**, 45 minutes from the airport.
- Its **large size**, with more than a thousand rooms.
- Not being backed by a major international brand.
- Being located in a highly **seasonal destination** with a high dependence on tour operators.

Ten years ago, the Mac Hotels chain, with its flagship Club Mac, took the bold decision to embark on this path and in turn gain profitability and independence by seeking to expand the scope of its direct sales in a sector dominated by tour operators.

### CHALLENGING MYTHS, REDEFINING THE RULES

The challenges faced by Club Mac are as daunting as the hotel itself, which continued to break down more of the industry's entrenched myths along the way:



**They challenged** the claim of having to be on Booking.com in order to sell by ceasing to collaborate with them in 2018, which positively impacted their direct sales.



**They simplified** their distribution concentrating only on those channels that truly add value, thus strengthening the agreements with their main partners and favouring the growth of direct sales.



**They disproved** the belief that tour operating leaves no room for growth on the web, finding a balanced channel mix in which direct sales have continued to grow. Just like the hotel's income statement.



**They tackled** head-on the concept that direct sales are more expensive than OTAs, while maintaining a supported cost well below that of intermediaries.



*“Without doubt, during all these years of collaboration, Mirai has helped us to be courageous in our decision making when it came to changing our distribution model. For us, it has become a close relationship of total mutual trust, a real win-win situation. Special thanks for the long hours of one-on-one conversations with Pablo Delgado”*

Miguel Amengual,  
Sales Director.

### LEADERS IN INNOVATION AND STRATEGY

Throughout this partnership, Club Mac has consolidated its trajectory towards direct sales with extraordinary results:

DIRECT SALES 2013 <b>6%</b>	DIRECT SALES 2023 <b>36%</b>	COMMISSION BORNE <b>3.6%</b>	BRAND GROW <b>60%</b>
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- ✓ Channel mix: **SIMPLIFIED AND OPTIMISED**
- ✓ Precio web: **MOST COMPETITIVE PRICE ON WEBSITE**

### This decade-long journey has truly been an adventure

Club Mac and Mirai have shown that with the right technology, strategy and team unity, retail myths can be challenged and turned into success stories. Looking ahead, we know that the best is yet to come and that this decade of transformation, innovation and mutual growth is just the beginning.