

Gloria Thalasso & Hotels

With a presence in Gran Canaria and Lanzarote, their offering goes beyond the conventional: 7,000 m² dedicated to health and relaxation in the largest Thalasso in Europe, gastronomy that fuses local tradition with creativity, and warm, authentic service that has consolidated this chain as a benchmark in hospitality and wellness tourism.

José María Mañaricúa

Propietario y Director de Operaciones de Gloria Thalasso & Hotels

"The collaboration with Mirai has been a strategic decision for our chain's profitability. With their technology and vision, we've achieved exponential growth in direct sales, which directly translates into a tangible improvement in our revenue line. What I value most is the synergy we've reached; the Mirai team has become an indispensable ally, a partner who understands our business and has supported us with closeness and professionalism. This success shows that the right technology, together with a trusted partner, becomes the key tool to drive profit."

www.gloriapalaceth.com/

Javier Delgado Muerza

CEO EMEA de Mirai

"The partnership with Gloria Thalasso & Hotels is the result of eleven years of joint work, built on trust and a shared vision focused on innovation. From the very beginning, the Gloria group poured all its resources and enthusiasm into it, and that determination—combined with our technology and strategic support—has been the perfect formula to transform their distribution model. For the entire Mirai team, it is a great satisfaction to walk alongside a partner that boldly embraces change and that, thanks to its operational excellence, has boosted profitability and commercial autonomy. We look forward to continuing to grow together for a long time."

www.mirai.com

CASE STUDY

Gloria Thalasso & Hotels transforms its distribution model, reaching 45% in direct sales

At Gloria Thalasso & Hotels they understand that true luxury **is not measured in stars** but in making **every guest feel unique**. With more than three decades of history, their purpose has always been the same: to create memorable experiences where wellness, comfort, and sustainability intertwine naturally.

THE CHALLENGE

In 2014, Gloria Thalasso & Hotels faced a common challenge in the industry, but one with a particular impact:

- Strong dependence on tour operators and OTAs.
- High intermediation costs.
- A limited digital experience that did not convey the brand's unique value.
- Technological shortcomings and lack of know-how to make the leap to direct sales.

The need was clear: regain control of their distribution, build guest loyalty, and project to the world—also in the digital environment—the essence they already offered inside their hotels.

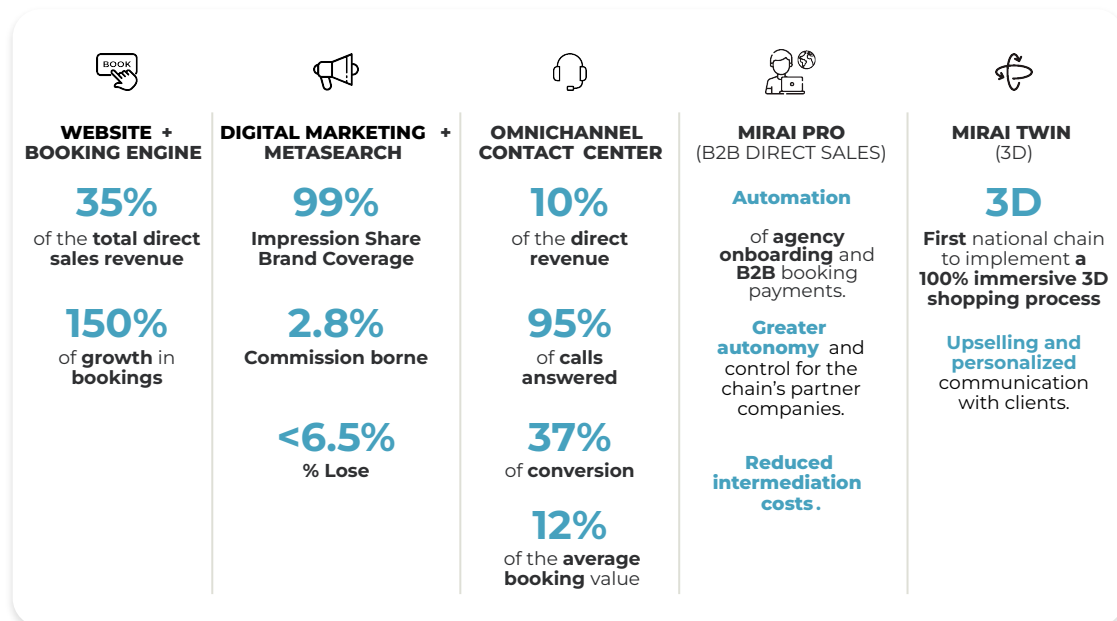
THE SOLUTION

Gloria Thalasso & Hotels' choice of Mirai went deeper than technology: they sought a partner capable of accompanying them every step of the way, providing strategic vision and constant innovation, always with close and transparent communication. These were the steps:



RESULTS

This decision has completely transformed their distribution model and the way they connect with guests:



CONCLUSION

Thanks to this partnership, the chain has not only achieved sustained growth in direct sales but also showcased to the market a differentiated value proposition: a brand that pays attention to every detail, truly prioritizes guest wellness, and places sustainability at the core of its business model.