



Improving conversion with Fornova E-Commerce Optimizer



About Decameron Hotels & Resorts

Decameron Hotels & Resorts is the largest hotel platform in Latin America, founded in 1987. Decameron is focused on South, Central America, and The Caribbean, with properties in Colombia, Mexico, Peru, Ecuador, Panama, El Salvador, Haiti and Jamaica. The company also owns a portfolio of internationally branded hotels primarily in urban locations including Bogotá, Colombia, Lima, Peru and San José, Costa Rica. The full Decameron portfolio now includes 33 properties comprising over 9,000 hotel rooms.

Decameron is a recognized leader in the hospitality industry, with a portfolio best known for its flagship product, a line of high-quality, affordable all-inclusive resorts with strict hygiene and prevention measures with endorsed and certified biosafety protocols.

Decameron Hotels & Resorts noticed they were losing commercial and sales opportunities due to not having correct connectivity for effective digital hotel distribution in core channels such as Google Hotel Ads. Only a few short months after implementing FornovaEC, the results speak for themselves.

FornovaEC enables hotel chains to run efficient and effective programmatic campaigns while increasing conversion, so they can maximise their digital marketing ROI.

“Fornova is one of the most innovative companies in terms of Hotel Distribution & Revenue Intelligence, their adaptive capabilities to emerging technology has separated them from their competition and has proved to us why they are an instrumental resource to long-term success” says David Alejandro Ruiz, Director Corporativo E-Commerce at Decameron Hotels & Resorts.

According to David, “The Fornova customer success team has helped us with the automation of distribution processes. We are saving lots of time and we have improved our conversion rates by up to 20% through dynamic remarketing.”



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David Alejandro Ruiz, Director Corporativo E-Commerce