



**SUNSET WORLD**

*Resorts & Vacation Experiences*

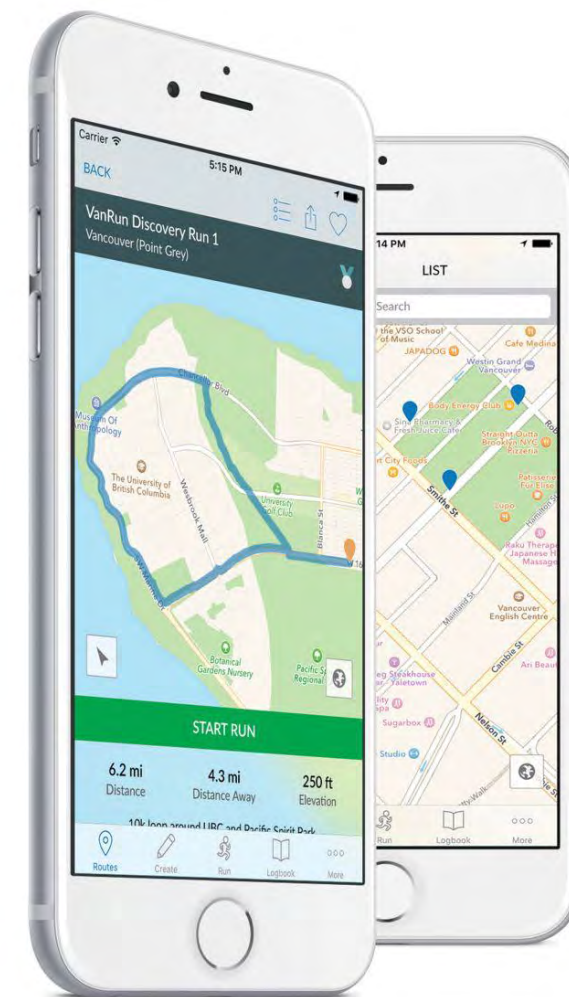
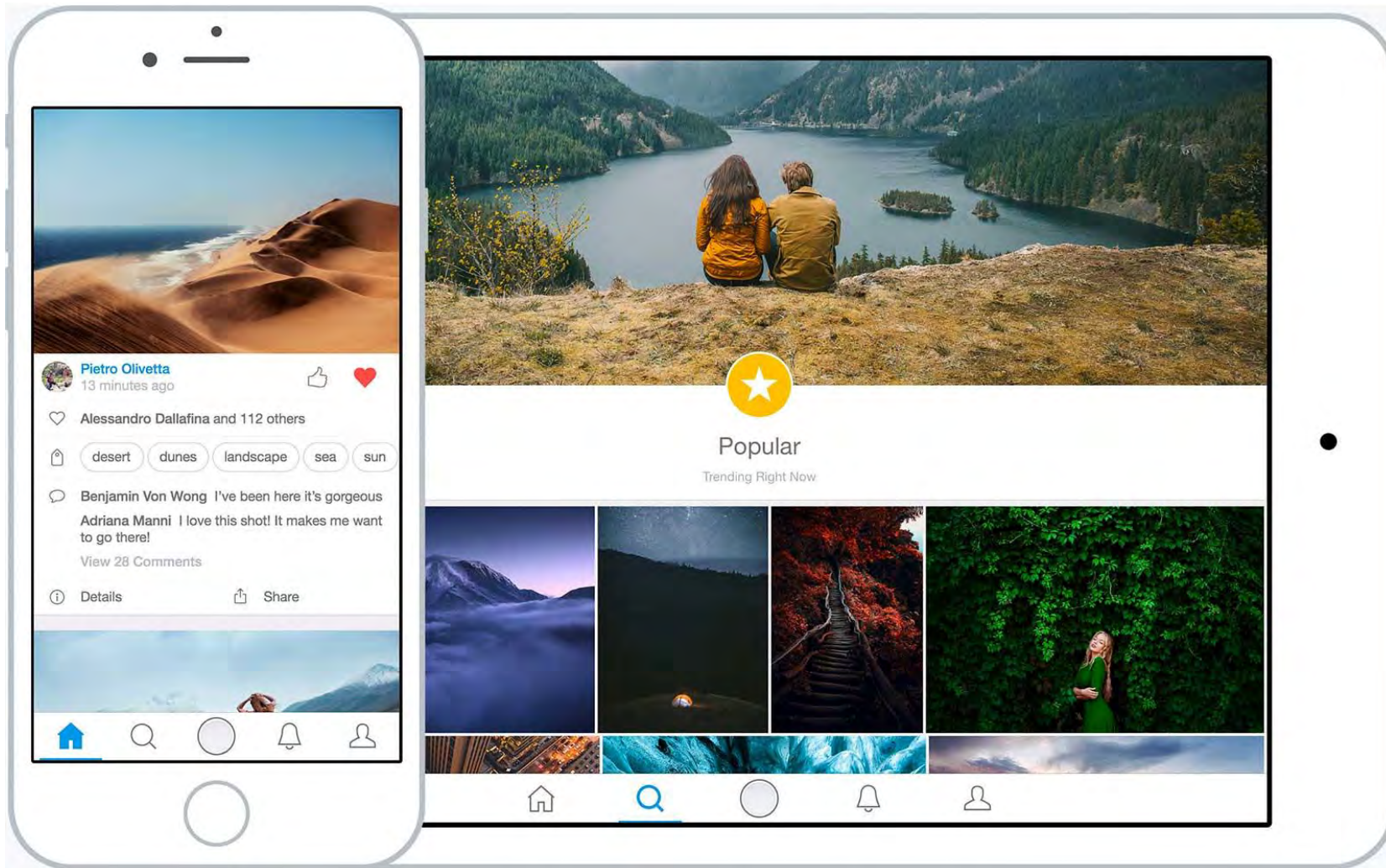
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# TÉCNOLOGÍA SUSTENTABLE













¿Cómo viajamos?



¿A dónde Viajamos?



¿Por qué viajamos?









# ¿De qué se trata entonces?

De cuidar la única casa que tenemos y salvar así a la especie humana.







United Nations Climate Change

Share Responsibility



ROTTERDAM CONVENTION



PARIS2015  
UN CLIMATE CHANGE CONFERENCE  
COP21-CMP11



COP24 KATOWICE 2018  
UNITED NATIONS CLIMATE CHANGE CONFERENCE

**SEMARNAT**

SECRETARÍA DE MEDIO AMBIENTE Y  
RECURSOS NATURALES



**PROFEPA**

PROCURADURÍA FEDERAL DE  
PROTECCIÓN AL AMBIENTE





**¿Qué podemos hacer nosotros?**

¿Qué podemos hacer las empresas  
del sector turístico?











# SUSTENTABILIDAD





# Ecología



# Economía



# Sociedad









**SUNSET WORLD**  
*Resorts & Vacation Experiences*

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**SUNSET ROYAL**  
*Beach Resort*



**SUNSET MARINA**  
*Resort & Yacht Club*



**SUNSET FISHERMEN**  
*Beach Resort*



**HACIENDA  
TRESRIOS**  
*Resort, Spa & Nature Park*





HACIENDA  
TRESRIOS  
*Resort, Spa & Nature Park*

2008 – 10 años







**Lujo**



**Sustentabilidad**





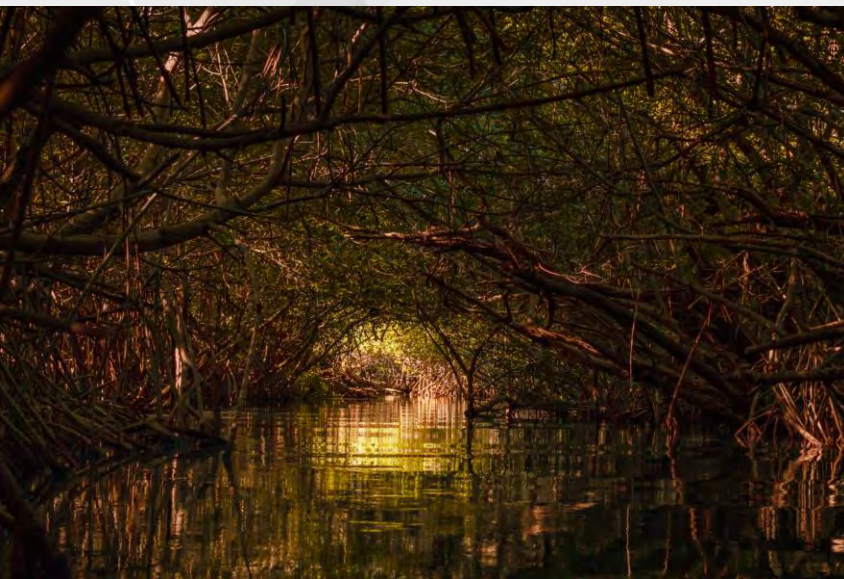
**Biólogos**



**Geohidrólogos**



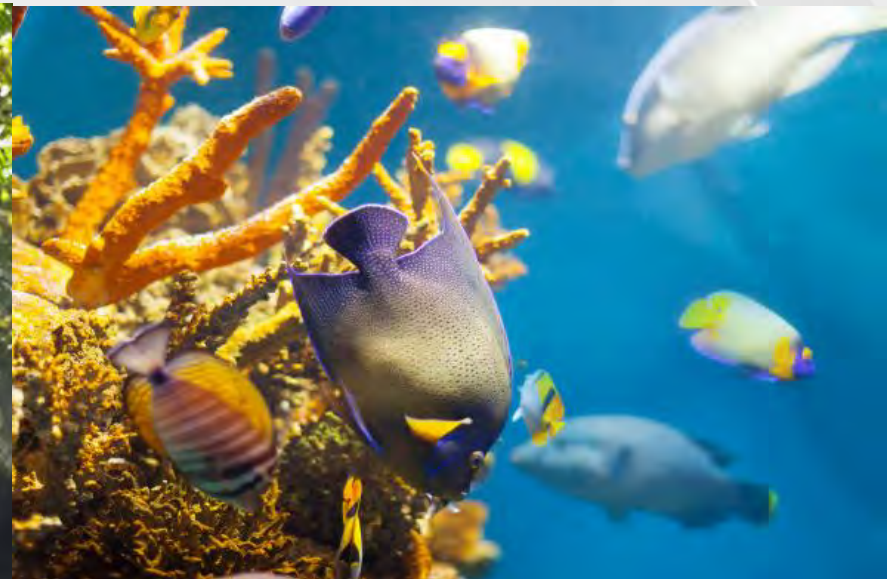
**Faunólogos**



**Especialistas en manglar**



**Especialistas en selvas**

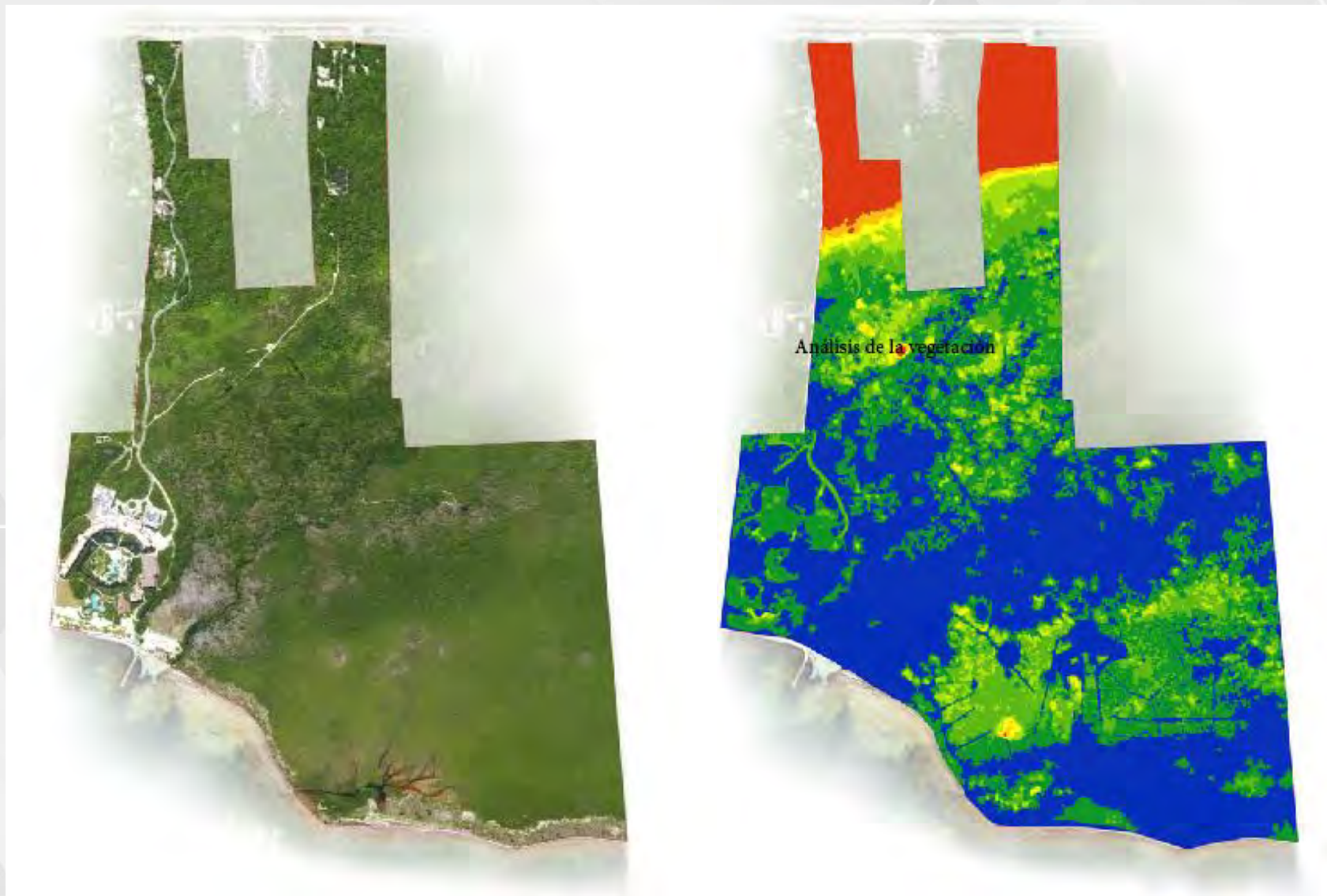


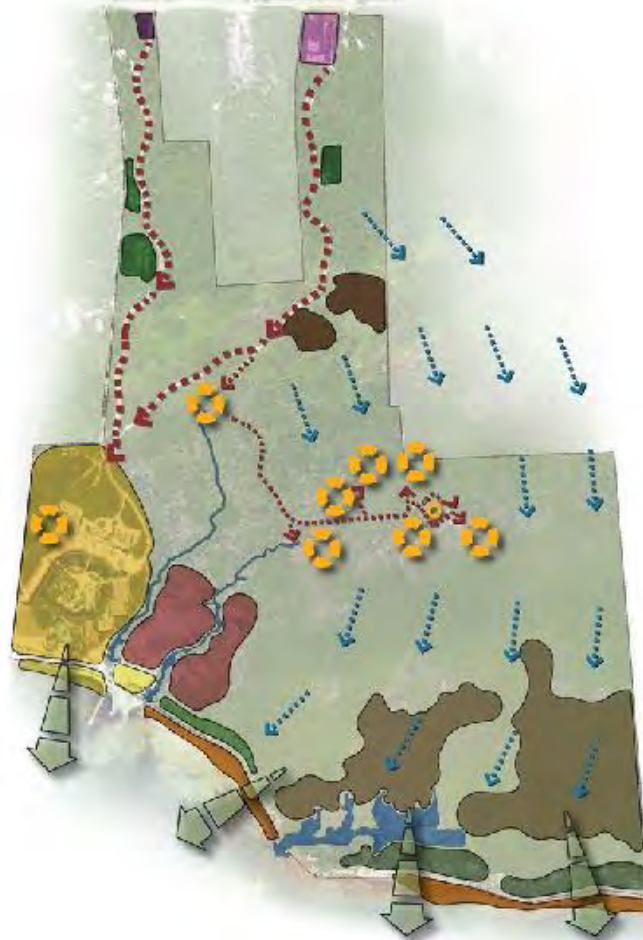
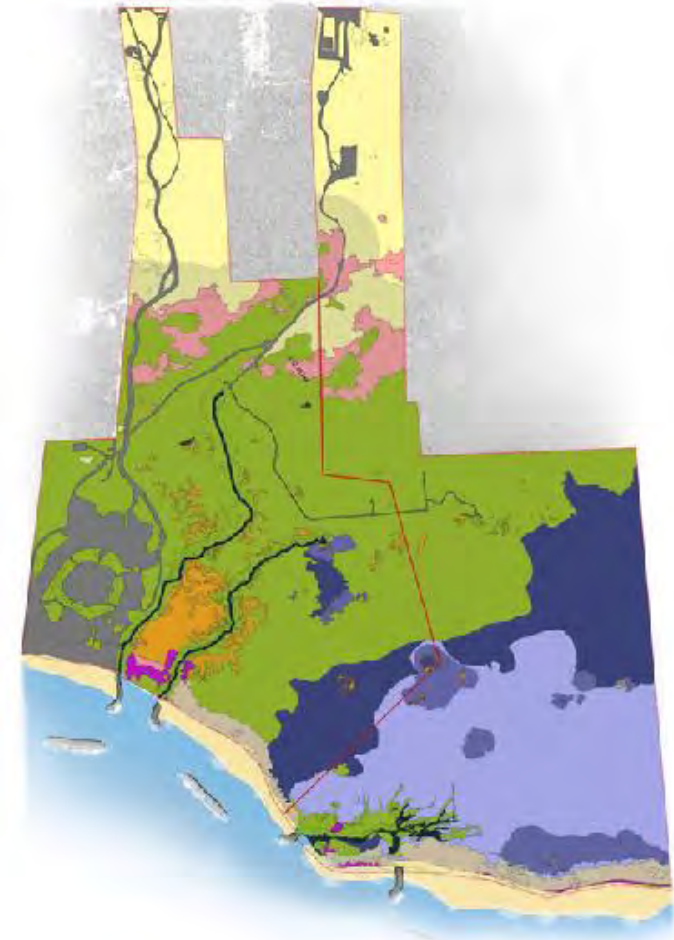
**Especialistas en arrecifes**























**-25%**

Consumo de  
energía eléctrica





**-50%**

Consumo de  
energía







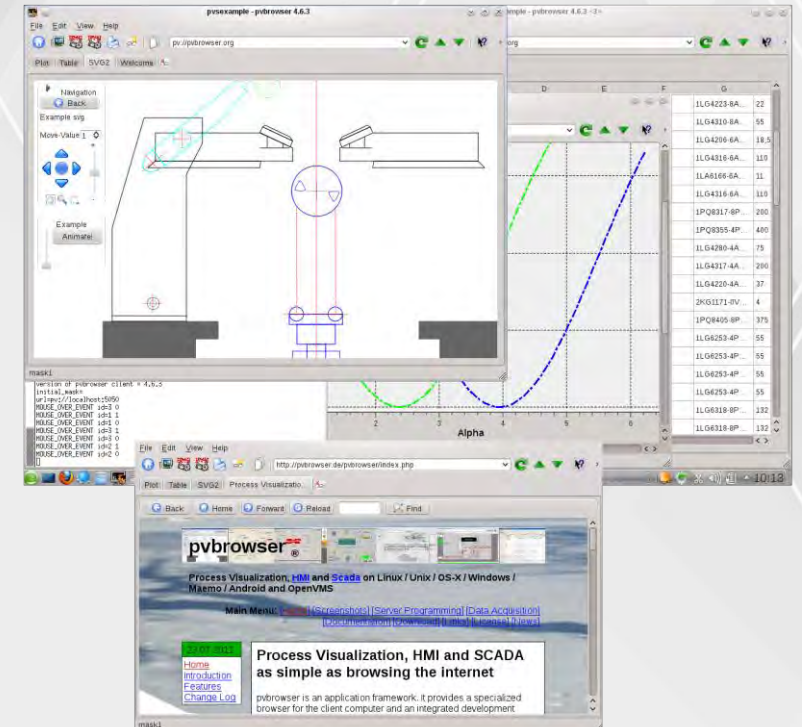
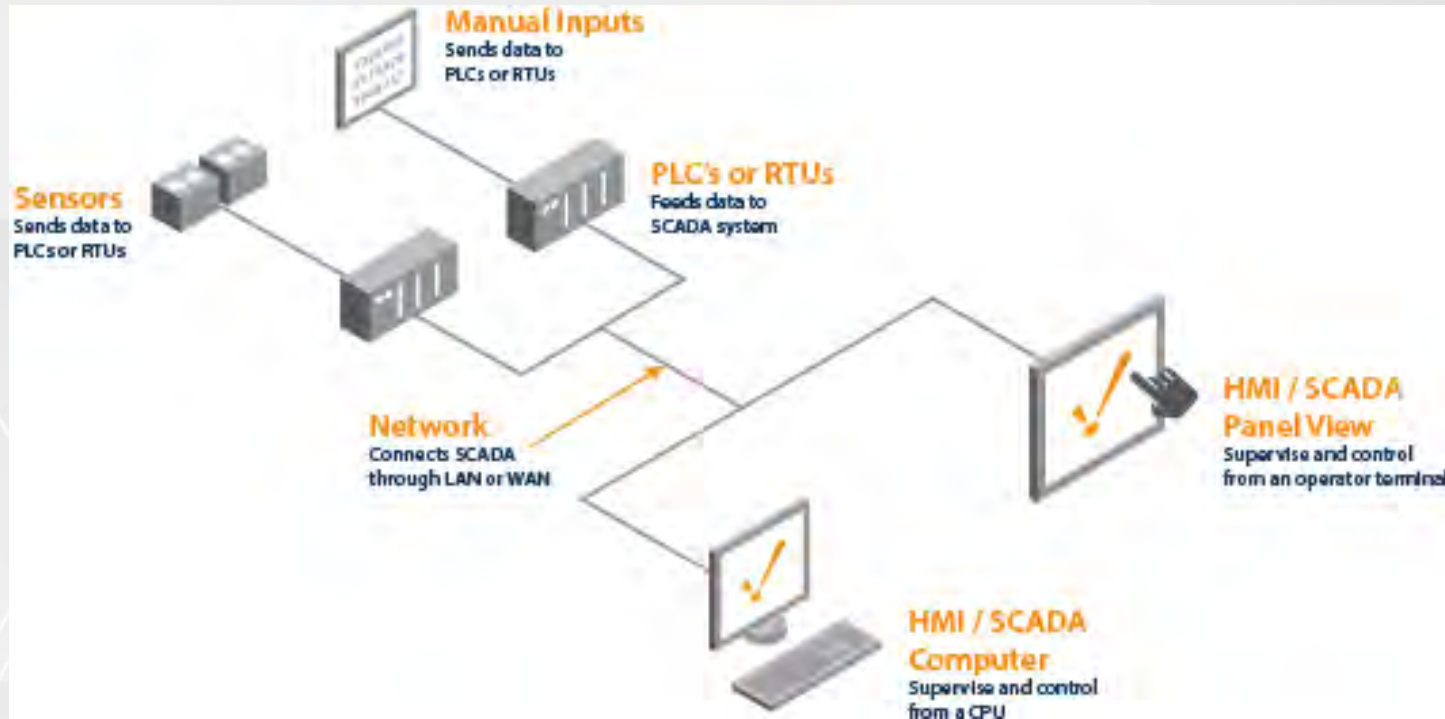








# Arquitectura SCADA y el IoT










AHORRO ENERGÉTICO

en 2017 



  
granja en la selva



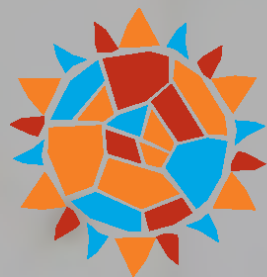












# SUNSET WORLD

*Resorts & Vacation Experiences*



+



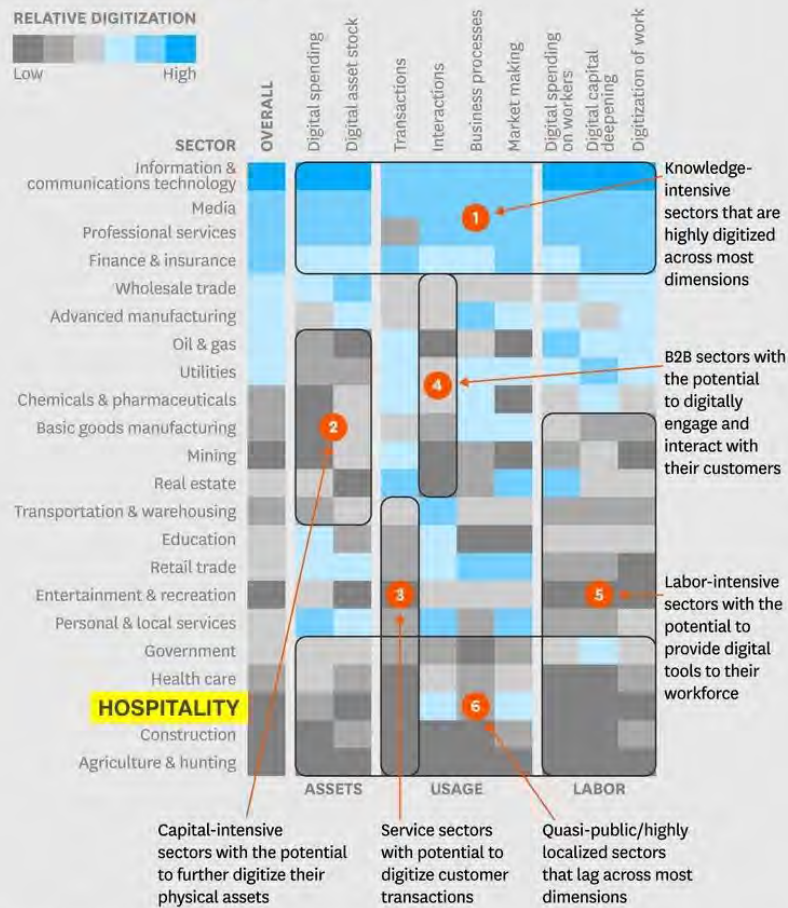
Digital Guest Experience

**DGX**



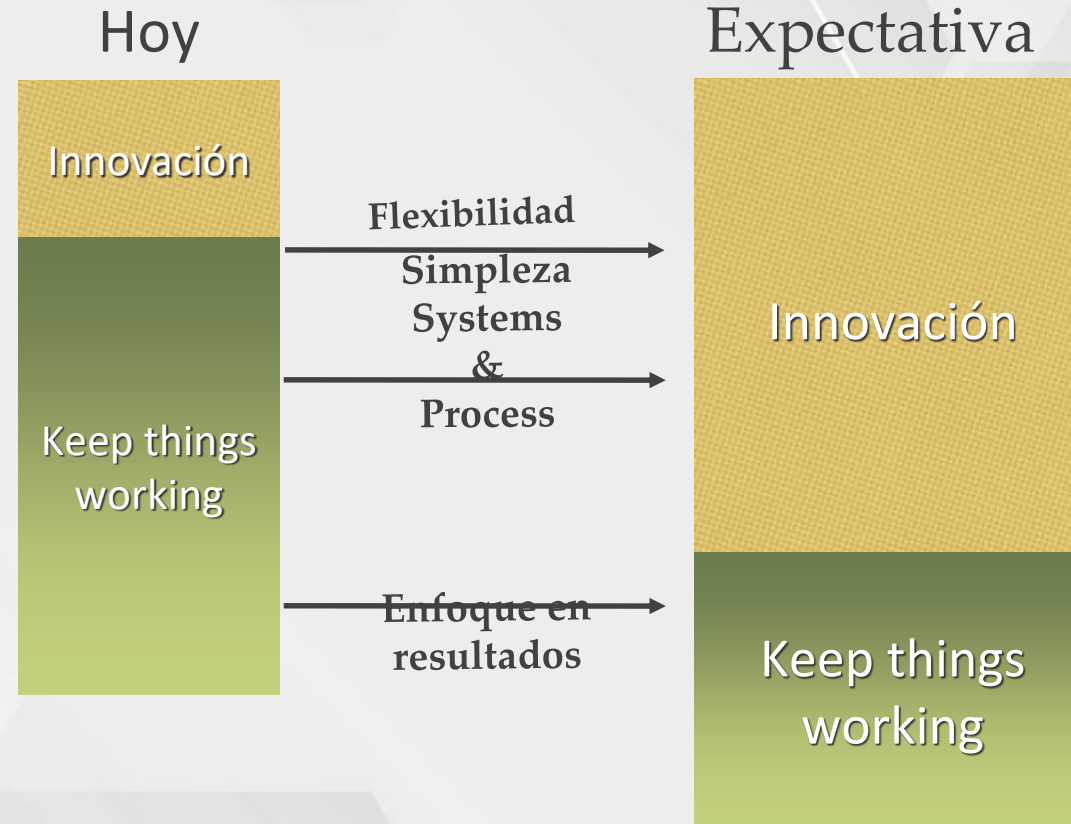
**How Digitally Advanced Is Your Industry?**

An analysis of digital assets, usage, and labor.

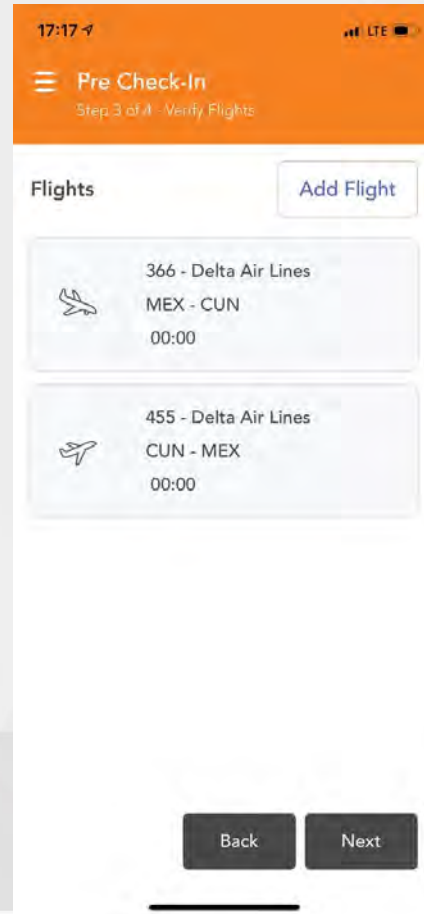
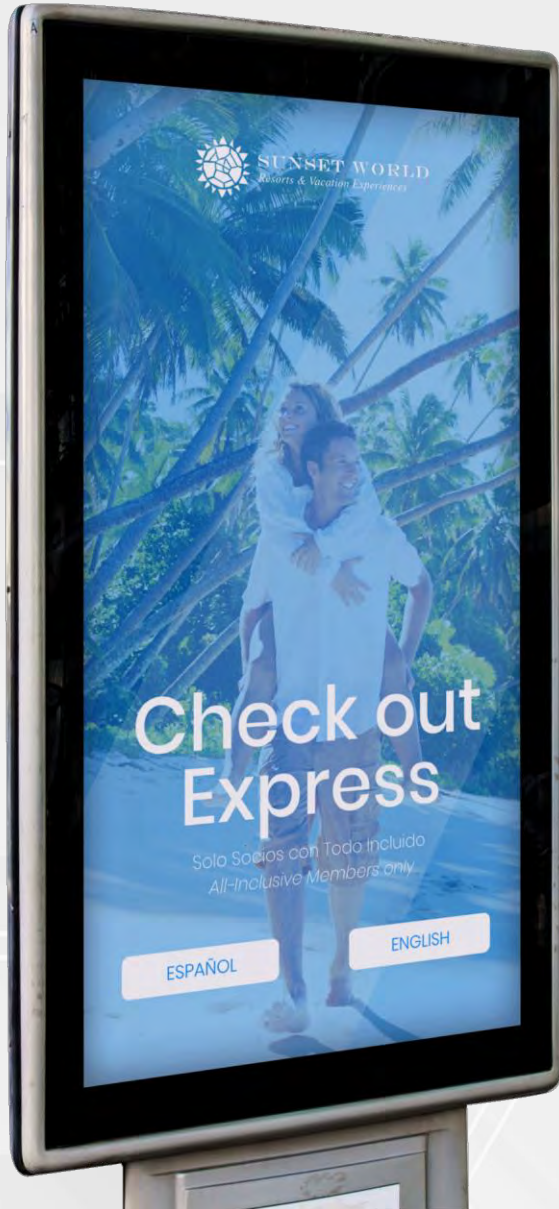


SOURCE: DATA ANALYSIS AND EXPERT INTERVIEWS CONDUCTED BY THE MCKINSEY GLOBAL INSTITUTE FROM "WHICH INDUSTRIES ARE THE MOST DIGITAL (AND WHY)?" BY PRASHANT GANDHI ET AL., APRIL 2016. © HBR.ORG

La digitalización de los procesos en la hotelería no es únicamente tener sistemas para la operación sino la integración de todos los procesos administrativos.





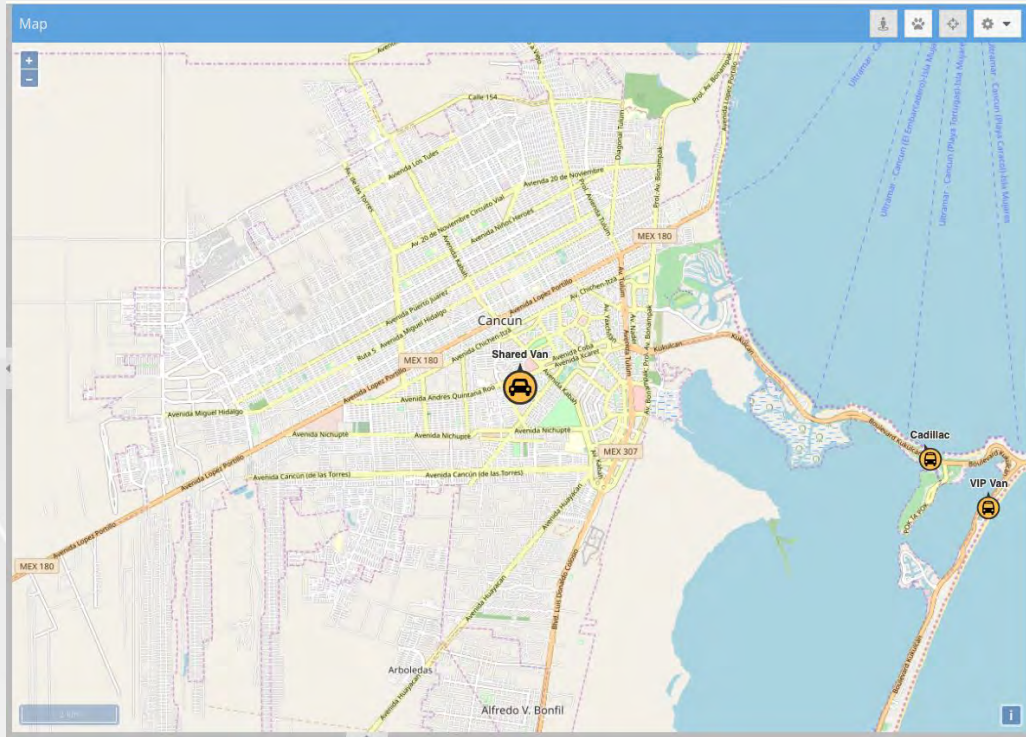


**-60%**

Consumo de  
energía

**Sustentabilidad =  
Integración**





**Cientes informados son clientes felices!**

P. M. S. VER. 5.0 : HOTEL OCEAN SPA F. TRABAJO: 29/03/2019 USUARIO:JAIME DELGADO

Reservas Procesos Facturación Consultas Historico Reportes Estadísticas Auditoria Pulseras Comentarios Catalogos V.I.P. Terminar

Consulta Reservacion [F10 Ir a Menu]

Tipo Reserv.: AMBOS  
Tipo Consulta: Fecha Llegada 29/03/2019 [Buscar] [Grid a Excel] [Reportes]

[Enter] Seleccion de Registro [Esc] Nueva Consulta

Reserva	Cod	Habit	ST	Nombre	Llegada	Agencia	Procedencia	Paquete	Estatu/Vuelo	Salida	T.Habit	Canticpre
599875	0	202	OC	ALONZO, GRACIELA	29/03/2019	24	USA	EPYUCHOL	R 08:05 PM On-Time	01/04/2019	STDB	1 0
592369	0	506	OC	APELSKOG, ROSE	29/03/2019	24	USA	AIMYH	R	03/04/2019	SPKS	1 0
603399	0	221	OC	CAMACHO, ALEX	29/03/2019	65	USA	9	R 05:35 PM On-Time	02/04/2019	SLHS	1 0
600328	0	322	OC	CAMPBELL, LAUREN N.	29/03/2019	24	USA	AIM4SG	R 11:50 AM On-Time	02/04/2019	STKG	1 0
602472	0	111	OC	CAMPOS, EDGAR	29/03/2019	65	USA	9	R 10:19 AM On-Time	02/04/2019	STKG	1 0
601798	4077544	230	OC	CASABAR, SHEILA B.	29/03/2019	24	USA	AIM4SG	R	04/04/2019	STDB	1 0
603706	0	113	OC	CASTILLO, ANGELICA	29/03/2019	24	GTM	AIM4SG	R 02:45 PM On-Time	02/04/2019	STDB	1 0
604541	0	213	OC	CENTURION DE PAREDES, NIL...	29/03/2019	24	PRY	7	R	02/04/2019	STDB	1 0
603385	0	132	OC	ESTIVARIZ ANGUS, MAURICIO ...	29/03/2019	24	USA	AIM4SG	R 08:15 AM Arrived On-Time	02/04/2019	STDB	1 0
601699	0	134	OC	FLORES, FEDERICO SEBASTIAN	29/03/2019	24	ARG	7	R 01:40 PM On-Time	04/04/2019	STDB	1 0
597652	0	318	OC	GARCES PEÑAILILLO, LORENA...	29/03/2019	24	CHL	AIM4SG	R 11:35 PM On-Time	02/04/2019	STDB	1 0
603275	0	133	OC	GOLO PEREIRA, MARILEI	29/03/2019	24	BRA	9	R	03/04/2019	STDB	1 0
601107	0	232	OC	GONZALEZ MADARIAGA, MAR...	29/03/2019	24	CHL	7	R 11:35 PM On-Time	04/04/2019	STDB	1 0
602948	0	320	OC	GUERRA, OSMAR	29/03/2019	24	USA	7	R 11:25 AM On-Time	02/04/2019	STDC	1 0
601439	0	309	OC	HUREWITZ, JAMIE	29/03/2019	24	USA	9	R 01:07 PM On-Time	02/04/2019	STDB	1 0
599219	0	242	OC	KUCAN, ALEJANDRO GABRIEL	29/03/2019	24	ARG	AIM4SG	R 11:35 PM On-Time	05/04/2019	STKG	1 0
599941	0	310	OC	LOPEZ FERNANDEZ, JOSE X.	29/03/2019	65	USA	9	R 02:55 PM On-Time	02/04/2019	STDC	1 0
603523	0	317	OC	LUIS, MEJICANOS	29/03/2019	24	GTM	AIM4SG	R	02/04/2019	STDC	1 0
602985	0	311	OC	MARTINEZ, YERI	29/03/2019	24	USA	9	R	02/04/2019	STDC	1 0
599716	0	503	OC	MINOLI, IGNACIO	29/03/2019	24	ARG	AIM4SG	R	02/04/2019	SPDB	1 0
603261	0	323	OC	MORENO RUBIANO, MAGALI JA...	29/03/2019	24	COL	AIM4SG	R	02/04/2019	STDC	1 0
602459	0	308	OC	NIETO CEBALLOS, ERNESTO B...	29/03/2019	24	ECU	AIM4SG	R 04:53 PM On-Time	02/04/2019	STKG	1 0
599091	0	217	OC	ORTILLA, JEANYVIE	29/03/2019	24	CAN	AIM4SG	R 09:47 AM Arrived On-Time	05/04/2019	STDB	1 0
603280	0	502	OC	QUESADA GONZALEZ, WILLIA...	29/03/2019	24	CRI	7	R 04:53 PM On-Time	02/04/2019	SPDB	1 0
602704	0	316	OC	QUINTEROS BECERRA, RICAR...	29/03/2019	24	CHL	AIM4SG	R	02/04/2019	STDC	1 0
599930	0	139	OC	SAATKAMT LAVARDA, GLADIS	29/03/2019	65	BRA	AIMYH	R	02/04/2019	STKG	1 0
602474	0	112	OC	SALAZAR, KARMINA LIZETH	29/03/2019	65	USA	9	R 10:19 AM On-Time	02/04/2019	STDB	1 0
594345	0	237	OC	SAN MARTIN, EDGARDO ADRIAN	29/03/2019	24	ARG	7	R 04:00 PM On-Time	04/04/2019	STKG	1 0
604846	0	201	OC	SOTO, ALFREDO	29/03/2019	24	MEX	EPM4SG	R	31/03/2019	STKG	1 0
599749	0	319	OC	TRAMONTIN, LEANDRO THOMAS	29/03/2019	24	PRY	7	R 10:27 AM On-Time	04/04/2019	STKG	1 0

Total Entradas : 31 Total Registros : 31

**Colaboradores informados son colaboradores eficientes**





Temperatura



Wifi



Ruido



Limpieza de habitaciones



Servicio lento



¿Por qué me piden siempre **mi**  
**nombre y mi número de**  
**habitación?**





¿Cuál es su nombre y número de habitación?



¿Cuál es su nombre y número de habitación?



¿Cuál es su nombre y número de habitación?



¿Cuál es su nombre y número de habitación?





Nos resulta fácil aprenderse los rostros y nombres de todos los huéspedes



## Brazalete con chip

- ✓ Nombre
- ✓ Número de habitación
- ✓ Gusto o preferencia particular







>



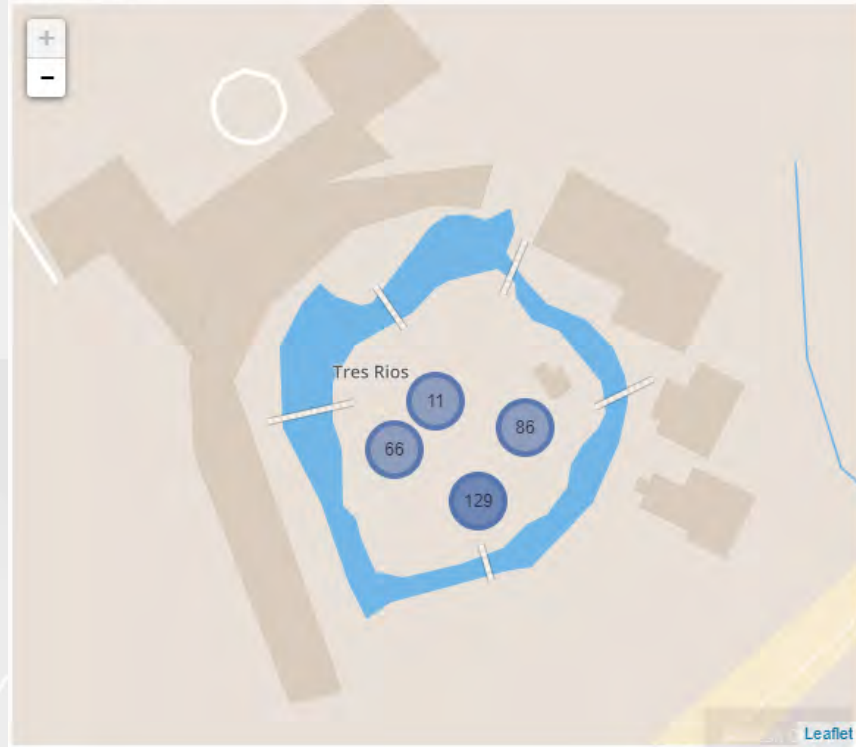
**¡La cerveza llega caliente!**







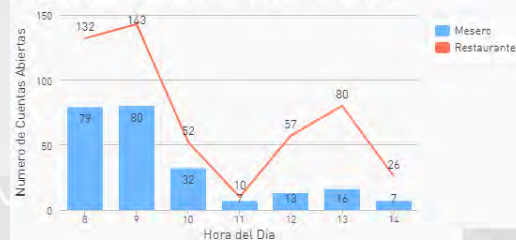
Seguimiento



6,460.94

Distancia recorrida (metros) por Antonio Kauil

Cuentas por Hora de Antonio Kauil vs Total Restaurantes All



Ficha Técnica Mesero



Mesero: Antonio Kauil

Filtros

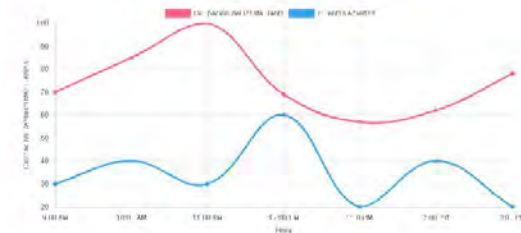
Periodo: 11 / Sep al 13 / Sep

Mesero: AKAUIL

ACTIVIDAD POR ZONA



ACTIVIDAD DEL DÍA



Ocupación:

75%

Comandas:

12

Cuentas

18

RANKINGS

Posición en distancia:

Mesero con más recorrido  
Daniel Ramirez

15,200 mts.

Tu recorrido: 7,500 mts.

Comandas Abiertas  
por km.

1.79

Factor de Eficiencia:

72%

Tiempo entre  
comandas:

21 min.



# IA y el poder de la predicción en campañas de redes sociales



## MICRO-SEGMENTACIÓN

Predice y entiende el comportamiento de un segmento aportando un gran nivel de detalle realmente útil.



## CONTENIDO DE INTERÉS

Identifica quién puede hacer click en un anuncio y qué segmento estará más interesado.

## Incremento en las ventas



## MARKETING

Determina quién hará click en qué anuncio y el tiempo ideal para cada anuncio.



## ÉXITO PARA ANUNCIANTES

Incrementa la eficiencia permitiendo a los anunciantes alcanzar sus metas de campaña de CTR.



**Case Study**

Hospitality, B2C



**How Sunset World Finds Guests in an Ocean of Leads**

When its promotional campaigns are in full swing, Sunset World – one of Mexico’s leading vacation providers – can receive as many as a million leads a week. That’s 1 million. In a week.

Those leads result from a variety of promotions and sweepstakes Sunset World uses to market its six resorts and travel services brands in Cancun and the Riviera Maya to prospective guests from Canada to South America. The campaigns offer low-cost vacation packages or trip giveaways as a way to introduce guests to the Sunset World resort experience. As pampered as hotel guests may feel during their stay, their experience can be made even more luxurious once they elect to join the company’s timeshare program, Club Sunset.

“We have a motto: Leave no guest behind,” says Edgar Osorio, CIO of Sunset World. “That means we must give every guest an exceptional experience – not just while they’re here, but before they even arrive and after they’ve returned home.

Committing to that level of excellence can put extraordinary demands on sales and marketing teams who have to fish through a virtually endless ocean of leads to find prospective guests. The sheer volume of leads, generated by multiple campaigns on two continents, meant blasting prospects with generic emails sent from a marketing automation program, and then hoping for some kind of response. That, however, wasn’t proactive enough for Sunset World.

“We weren’t attacking leads efficiently at all,” recalls Osorio. “All those calls and emails make it hard for a reservations department to deliver a consistent experience to our customers. Sometimes they had to wait two or three days for our response, and in our business that’s catastrophic. If you can’t respond to them quickly enough, they’ll go to another hotel.”

Contests and sweepstakes make engagement even more challenging. “We opened a marketing campaign in New York and it was generating around 300,000 leads per week,” he says. “By the time we could consume these leads, most of the people didn’t even remember they had been interested in our services.”

*“When our agents receive an email from Jennifer Wright, they know they can sell that customer. They engage faster because they know the person is interested.”*

Edgar Osorio  
CIO, Sunset World

**Customer**

Sunset World is a leading provider of quality, affordable Riviera Maya and Cancun vacations through its six resorts in Mexico and several travel services brands.

**Challenge**

Qualify up to 1 million leads a week, increase bookings, re-engage longtime members, and convert one-time resort guests into Sunset Club members.

**Conversica Solution**

Conversica’s AI Automated Sales Assistant with Unlimited Bandwidth.

**Conversica Virtual Persona**

Jennifer Wright

**Conversica Assists**

- Convert 7-10 percent of qualified leads into bookings
- Secured 400 incremental bookings from legacy members
- Respond to guest concerns within 24 hours versus a week



Written by **The Economist** Intelligence Unit

**The Intelligent Workforce**

As artificial intelligence (AI) technologies replace human effort in the workplace, how will companies apply the human touch to those activities that need it most?



At Sunset World, a holiday company based in the Mexican resort of Cancun, Jennifer Wright is hard at work. She’s got a stack of marketing leads in front of her, generated by a variety of promotions and sweepstakes that the company regularly runs in order to market its six resorts on the Mayan Riviera to prospective guests from across North and South America.







