

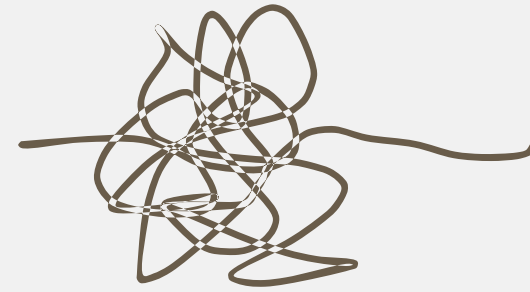
# Cancellati.es

*The ultimate partner for hotel managers.*

by Carlos Santos Seisdedos

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# Problem



Hotel booking marketplaces **penalize** hotels that don't offer **free cancellation policies** by reducing their visibility, making it harder for hotels to attract customers.

*"Yesterday, I only got **2 visits** to my profile in Booking. I don't have any customer complaint, I offer the second lowest rate in the 1st arrondissement of Paris and even have views to the Tour Eiffel. How is this even possible?!?"* - H      , Manager of Art and Boutique Hotel (Paris)

Guests **back out when having to pay deposits** to make a reservation, they want to pay after their stay.

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*"**Will they show up ?** If they don't, it will be the **third cancellation this month**. They can even cancel 2 minutes before their expected arrival time! "* - Ignacio, Manager of Saavedra Hotel (Barcelona)



High **cost of booking cancellations** in small and medium hotels, resulting in **lost of revenue** and **operational inefficiencies** (staff and supplies).

# Solution

## Cancellati.es



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### SaaS platform

- Independent of existing Hotel Management Systems, **no client friction**.
- **Affordable** cost, highly **scalable**
- **Simple** dashboard with most important OKR.

### Advanced Machine Learning approach

- Based on data: more than **1Tb of modeling data**.
- High **accuracy**: prediction on booking cancellation over 90% with booking information only.
- Additional information from news, airports, activities companies, etc.

### The ultimate partner for hotel managers

- Prediction allow **hotel managers to act on bookings** with high cancellation probability.
- Hotel managers have the last word.





# Thank you

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