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MALLORCA Ç COLLECTION BOOSTS F&B REVENUE BY 124% WITH IRIS APP

The luxury hotel group uses the IRIS app to elevate the guest experience and maximise online F&B sales

Mallorca Ç Collection, has opted for IRIS's hotel app for their second luxury property, El Vicenç de la Mar, following its successful deployment at sister hotel El Llorenç Parc de la Mar where F&B revenue increased 124% year on year.

IRIS, the global provider of guest experience and F&B apps, provides the boutique hotels with online F&B ordering, digital guest services and a hotel directory through its cloud-based hotel app.

Mallorca Ç Collection, which manages both hotels, was keen to deliver a high-tech, digital guest journey and maximise sales across their gastronomy outlets. Results at El Vicenç de la Mar so far have surpassed expectations with F&B sales and orders growing over 11% weekly in the first month.

Rubén Zamora, Director at El Vicenç de la Mar, added "We wanted to provide our guests with a sustainable, digital experience that will enhance their stay and give them everything they need - and the IRIS app does exactly this. We have seen impressive sales results through the app at its sister property El Llorenç Parc de la Mar, and so far, we are delighted with the performance at El Vicenç in such a short space of time."

"The sophisticated platform helps improve the guest experience whilst enabling us to power up our ancillary revenue growth and be more cost effective."

The app is delivering an increased number of orders, with higher order values, in a paperless fashion. Likewise, service requests and spa bookings can be fulfilled swiftly and efficiently. Guests have access to a wealth of information on the app - everything from hotel amenities and activities, to experiences and local attractions - at the tip of their fingers.

By providing their guests with an iPad for use during their stay, guests are now able to order food and drink and place service requests whenever they like, wherever they are and from the comfort of their own device.

El Vicenç de la Mar is a 35 bedroomed boutique hotel that opened in May 2022, the newest member of The Mallorca Ç Collection. With two restaurants, a rooftop terrace, a cocktail bar and private cinema, the hotel was keen to fulfil the needs of today's guests and provide a digital, sustainable experience that they are used to in other areas of their daily lives.

Jim Stewart, IRIS Global Account Manager commented, "We're delighted to extend our partnership with the Mallorca Ç Collection. El Vicenç de la Mar is providing their guests with an enriched and personalised guest experience - helping guests to manage their stay, from ordering popcorn in the cinema to booking a spa treatment and ordering a taxi with concierge."

"The platform enables the hotel to be agile and efficient - along with fulfilling service requests, they can adapt menus and hotel information at the click of a button to ensure their guests are treated to a first-class service and a seamless, memorable stay befitting of a luxury boutique hotel."

To read the **full case study** on the Mallorca Ç Collection, please click [here](#).

About IRIS Software Systems

IRIS is a global market leader in digital F&B ordering, guest directory and concierge solutions for hotels, working with many of the world's leading chains including Marriott, Hilton, Mandarin Oriental, IHG and Four Seasons. IRIS empowers Hotels and F&B leaders to do what they do best: increase revenue, look after their teams, and provide an outstanding customer experience.

Their flexible hospitality platform enables hotels and restaurants to provide a truly digital ordering experience to their guests, making it easier and faster for guests to browse, order and pay for items and services across multiple outlets. Since 2010, thousands of hotels on every continent across the world have used IRIS's mobile, tablet and web app technology to boost additional revenues by 20% on average.

More information: www.iris.net or info@iris.net
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