

Celering

Transforming corporate mobility: a use case in the Canary Islands

A transformative collaboration between Ashotel and Celering



ashotel 

ASOCIACIÓN HOTELERA Y EXTRAHOTELERA DE
TENERIFE, LA PALMA, LA GOMERA Y EL HIERRO

Ashotel and Celering partnership



Ashotel

- **20** hotel's
- **+8.000** employees
- **3** bus lines
- **5** global hotel chains
- Represents hotels across Tenerife, La Palma, La Gomera, and El Hierro. Faced with employee commute difficulties due to the island's geography, especially moving from the northern to southern regions.



Celering

- A technology-driven mobility company.
- Headquartered in Madrid, focused on sustainable, human-centered solutions.
- Celering's mission is to enable better quality of mobility through efficient and environmentally friendly transport options, reducing reliance on personal vehicles.

Challenges for Hotels in Staffing and Transportation



Long and Exhausting Commutes

Many employees live in the northern part of the island, while most hotels are located in the south. Traveling across the mountainous terrain without a private vehicle is challenging and often unfeasible.



High Personal Costs

Individual hotels can't afford to run private shuttles for limited numbers of employees. The demand isn't enough to justify these high costs.



Time and Stress

These extended, demanding commutes impact employees' quality of life, increasing stress levels and affecting work-life balance and overall productivity.

Challenges for Hotels in Staffing and Transportation



Attracting and Retaining Talent

Without accessible transport options, hotels struggle to attract skilled workers who live further away, resulting in staffing challenges.



High Costs for Private Shuttles

Individual hotels can't afford to run private shuttles for limited numbers of employees. The demand isn't enough to justify these high costs.



Coverage Issues

Hotels often depend on local talent or face high costs to cover shifts when employees have transportation issues, affecting service quality.

Broader Territorial Challenges in the Canary Islands



- **North-South Connectivity Issues**

Limited public transportation infrastructure between the northern and southern regions of the island creates a barrier for mobility, particularly for employees working in southern hotels.

- **Traffic and Pollution**

With no shared transport options, employees rely on private vehicles, increasing traffic, pollution, and resource consumption.

- **Dependence on Private Vehicles**

In an island environment where natural resources are vital for tourism and quality of life, this reliance on personal vehicles is unsustainable in the long term.

Connecting the Challenges to the Solution



- **Collaboration Across Hotels**

By pooling resources, hotels can share transportation costs, making it feasible and affordable for all.

- **Flexible, Demand-Based Transport**

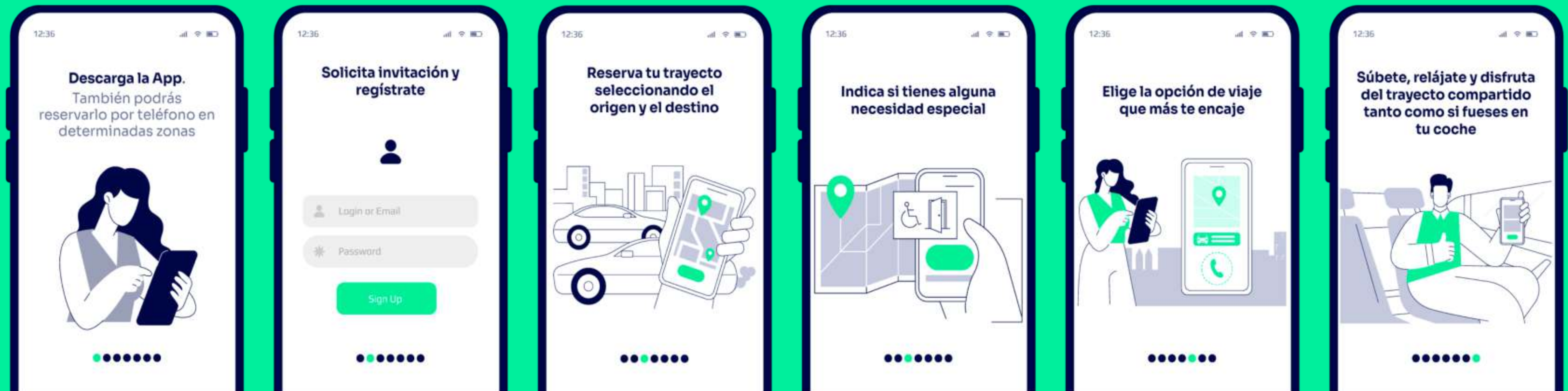
Celering's platform allows employees from different hotels to travel together on scheduled routes, reducing costs and reliance on private vehicles.

- **Environmental and Social Benefits**

Reducing the number of private cars on the road decreases traffic congestion, pollution, and fosters a better quality of life for employees

The Celering App as a core component

How the App works: The Celering app is the foundation of the solution, coordinating passengers, drivers, and operators seamlessly.



Key functionalities

- **Dynamic Dashboard**

Track the conversion funnel, real-time service usage by entity, group, and route.

- **User Insights**

Monitor user behavior, including registration rates and predictive demand modeling.

- **Business KPIs**

Analyze essential metrics like co-payment percentages, cost savings, and CO2 reduction.

- **Configurability**


Flexible, real-time configurations allow group-specific adjustments, ensuring the solution adapts to changing needs.



Nexotur.com · 13 día(s)

Ashotel lanza un proyecto piloto de movilidad sostenible para empleados

El proyecto comenzó hace meses con fases previas de análisis y de diseño, como el estudio de hábitos de movilidad de una ...




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Movilidad Compartida
Dale el coche para ir a trabajo

RTVC · 11 día(s)

Proyecto de movilidad compartida para hoteles del sur de Tenerife


Una alternativa de movilidad compartida para nueve hoteles del sur de Tenerife que ha puesto en marcha Ashotel ...



europapress · 13 día(s) · on MSN

Ashotel inicia su proyecto piloto para trasladar a trabajadores de nueve hoteles de Costa Adeje (Tenerife)

La Asociación Hotelera y Extrahotelera de Tenerife, La Palma, La Gomera y El Hierro, Ashotel, ha puesto en marcha un proyecto ...




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Movilidad Compartida
Dale el coche para ir a trabajo

eldia · 13 día(s)

Ashotel activa la guagua a la demanda gratis para trabajadores de nueve hoteles de Adeje

La iniciativa, denominada Ashotel Movilidad Compartida y enmarcada en la Estrategia de Sostenibilidad y Digitalización de la ...



Gente Digital · 13 día(s)


Ashotel inicia su proyecto piloto para trasladar a trabajadores de nueve hoteles de Costa Adeje (Tenerife)

La Asociación Hotelera y Extrahotelera de Tenerife, La Palma, La Gomera y El Hierro, Ashotel, ha puesto en marcha un proyecto piloto de movilidad inteligente para trasladar a personal a sus puestos de ...

EL DÍA · 6 día(s) · on MSN

Los trabajadores de nueve hoteles, satisfechos con la guagua gratis

Atender a sus puestos de trabajo es una odisea para gran parte del personal hotelero en Costa Adeje. Para llegar a tiempo, su ...



eldigitalsur · 13 día(s)

Estas guaguas ahora llevan al personal de los hoteles de Costa Adeje desde Arona y Granadilla

"Ashotel Movilidad Compartida" —como se denomina el proyecto ... Esta aplicación, desarrollada por Celering, tiene como objetivo mejorar la movilidad de los empleados de los establecimientos asociados ...

EL DÍA
LA OPINIÓN DE TENERIFE

Economía El inglés pasa a un segundo plano en las demandas de empleo Pág. 22

Un hombre mata a sus dos nietos y se suicida en Granada Pág. 49

Gratis para trabajar en nueve hoteles de Adeje

Ashotel activa un proyecto piloto de movilidad inteligente para trasladar al personal de los hoteles de Adeje y Las Galletas-El Fraile. El servicio estará en pruebas durante seis semanas.



10 millones de euros en subsidios para la compra de viviendas

Carlos Alonso (CC) ve posible limitar la compra de viviendas a extranjeros en las Islas

trabajadores de nueve hoteles

Sur Tenerife 15

ARICO
Ayuntamiento y Cabildo avanzan hacia la mejora de la compensación por el vertedero

EL DÍA
2018

Cabildo y Ayuntamiento de Arona están los temas de un acuerdo de colaboración que mejore las condiciones de trabajo de los trabajadores que realizan el transporte de residuos desde el vertedero de Arona hasta el que acoge el Consorcio de Gestión de Residuos de Tenerife. Por ello, en primera instancia se le exige al Consorcio Ambiental que se asegure la continuidad de los servicios que se están prestando y que se doten de los recursos necesarios para garantizar la prestación de los servicios de forma adecuada y sostenible.

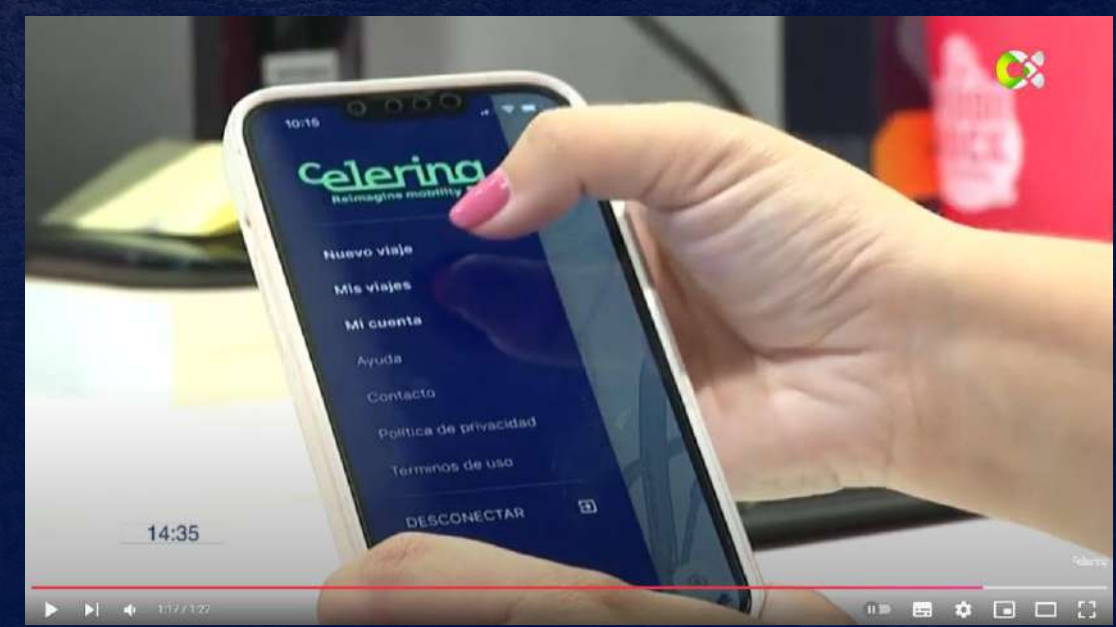
la demanda de nueve hoteles

de movilidad inteligente trasladar a personal de los hoteles de Adeje y Las Galletas-El Fraile

FASNIA
CC critica la pérdida de una subvención que no solicitaron los beneficiarios

EL DÍA
2018

Chelín Casariego asegura que el Ayuntamiento de Fasnía perdió una subvención de 300.000 euros destinada a mejorar la iluminación del Plan de Urbanismo de Fasnía 2016-2020, con el objeto de mejorar la seguridad vial. Casariego asegura que se trata de una subvención que por una mala gestión del grupo de gobierno socialista no se solicitó a tiempo y que se perderá para siempre.



Project Impact in numbers

Project Impact in numbers



14 Hotels

Participating hotels connected by shared transport routes.



3 Core Routes

Strategically planned routes cover main areas and employee residences.



25,000+ Journeys

A substantial number of trips made, reducing the need for individual car commutes.



168% Service Growth

Continuous increase in usage highlights growing demand and satisfaction.

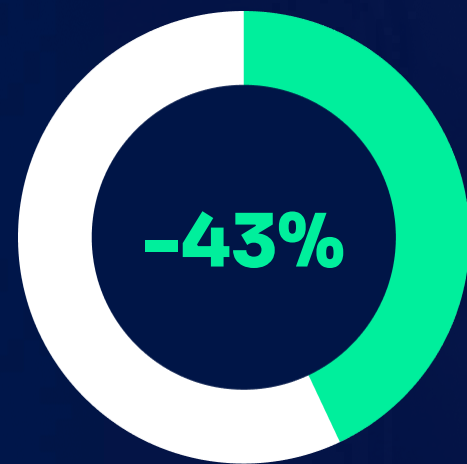


312 Registrations

Early adoption reflects employee engagement and satisfaction.

Project Impact in numbers

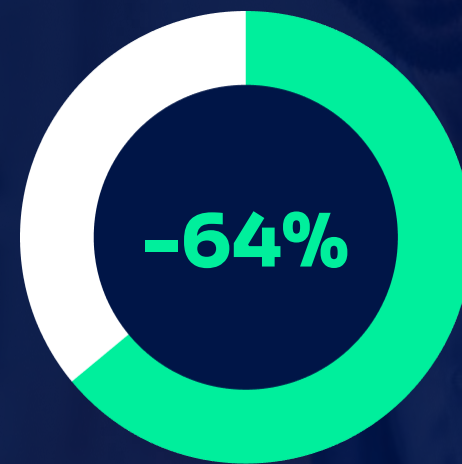
Cost



Economic Impact

The project achieved a 43% reduction in commuting costs, benefiting both employees and hotels through decreased reliance on personal vehicles and fuel savings.

CO2



Environmental Impact

With a 64% reduction in CO2 emissions, the initiative supports sustainability goals, helping to preserve the islands' natural beauty.

Time in commute



Social Impact

Employees experience improved work-life balance and reduced commute-related stress, enhancing job satisfaction and productivity.

User Feedback – High Adoption and Satisfaction Levels

87% Participation Rate

High engagement indicates that employees are enthusiastic about sharing their feedback.

100% Positive Feedback

Users praise the service for its convenience, reliability, and stress reduction.

9/10 Rating

The average rating reflects employees' high satisfaction, emphasizing the service's value in their daily lives.



"A very useful service—I would recommend it without hesitation."



"Saves me money and means I don't have to drive. I arrive at work more relaxed and less stressed."

Key conclusions

- **Broader Talent Pool**

The service enables hotels to attract employees from a wider radius, including the island's northern regions.

- **Faster, Cost-Effective Commutes**

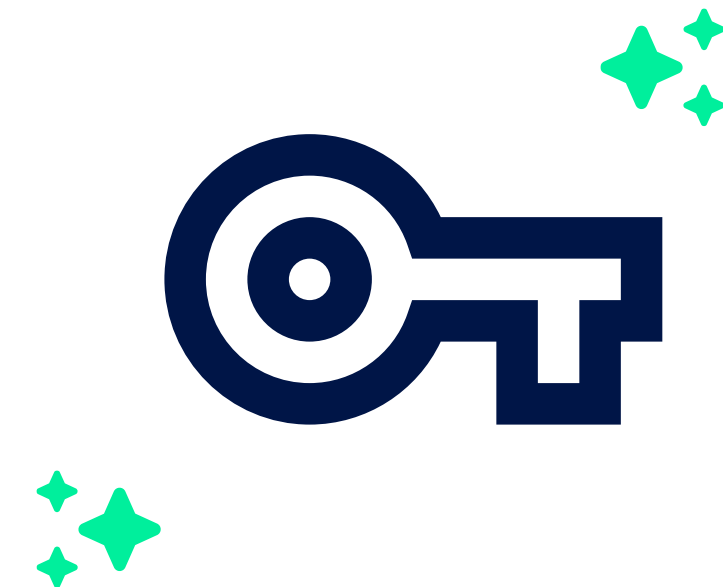
Hotels and employees benefit from reduced travel times and costs, making the service more attractive and practical.

- **Reduced Traffic Congestion**

By decreasing the number of private cars, the project contributes to lower traffic density on the island.

- **Direct Drop-Offs**

Door-to-door service enhances convenience for employees, allowing them to arrive at work comfortably.



Core Takeaways from the Project



Focus on People

Solutions that prioritize employees' quality of life have a more profound impact, making transportation systems truly user-centered.



Adaptable Technology

Dynamic, data-backed solutions allow real-time adjustments, ensuring the service meets evolving demands and user needs.



Public-Private Partnerships

Collaboration with public sector institutions is essential. Government support amplifies the positive impact of mobility solutions, enhancing accessibility and awareness.



Celering

Our mission is to **transform mobility**, enabling people to have a better quality of life and choice over their future, humanizing cities and connecting rural spaces, reducing time, economic resources and environmental impact.

We customize our platform's features to meet your specific needs

How would you like to set up your service?

Service options	Main stops	Days	Time range
<input checked="" type="checkbox"/> Shared with other organizations		<input type="checkbox"/> Monday	
<input checked="" type="checkbox"/> Individual taxi or PHV rides		<input type="checkbox"/> Tuesday	
<input checked="" type="checkbox"/> PRM vehicle		<input type="checkbox"/> Wednesday	
<input checked="" type="checkbox"/> Premium vehicle		<input type="checkbox"/> Thursday	
<input checked="" type="checkbox"/> Door-to-door service		<input type="checkbox"/> Friday	
		<input type="checkbox"/> Saturday	
		<input type="checkbox"/> Sunday	

shared or individual rides,

0:48 / 2:13

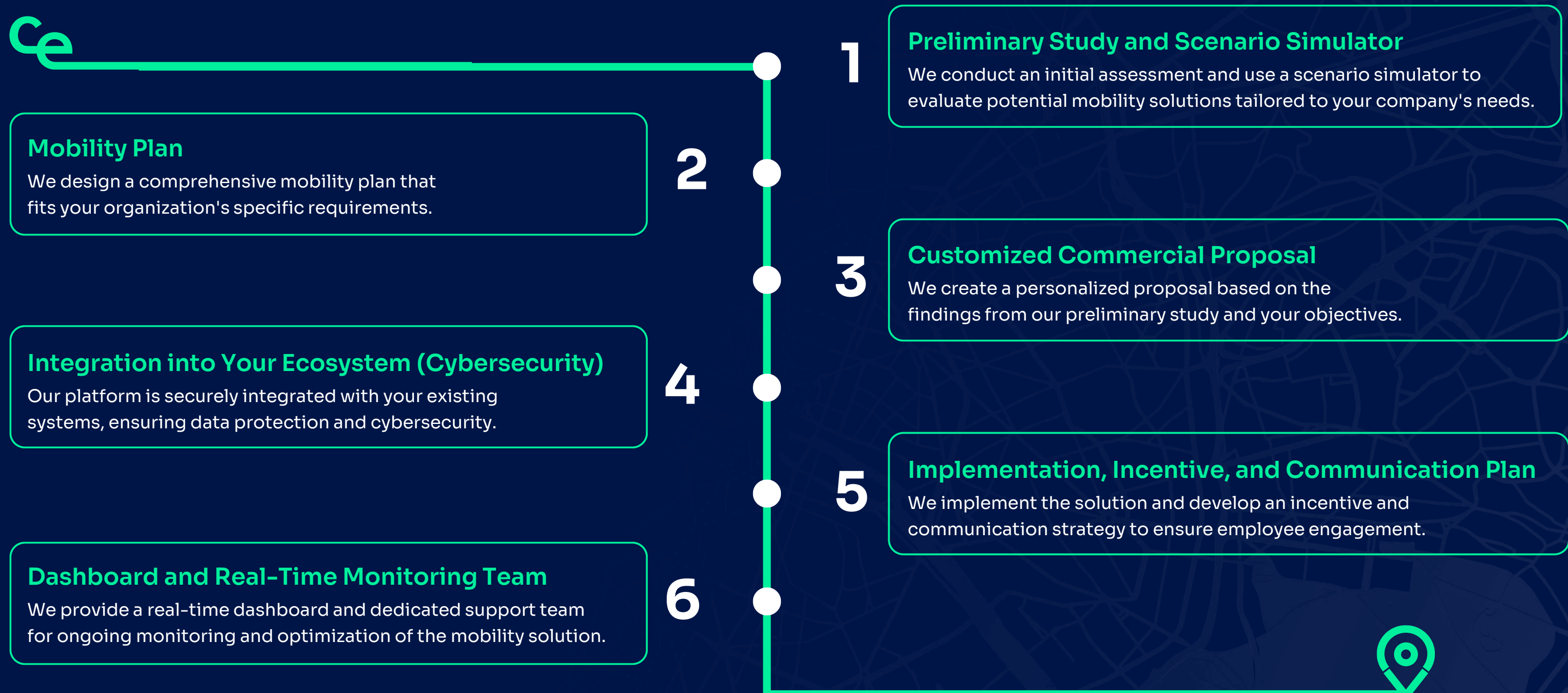
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Mobility as a Service end to end

- Broader Talent Pool
- Faster, Cost-Effective Commutes
- Reduced Traffic Congestion
- Direct Drop-Offs



Our process to transform corporate mobility



Meet the Team



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CEO

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Universidad de Navarra, Audi, Metrotenerife, UNECE, Tecnalía, IEA, Sustainable energy for all.



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Telcom Eng.

Instituto RTVE, Apple, Vodafone, EFE, Microsoft...



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Platform operations

Software Eng.

BMW, Bitext, Cetelem, Correos, Ibermática, Siemens Gamesa, Airbus, Everis, Altran.



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Universidad de los Andes, Agencia Nacional Digital, Grupo ASD, Paradigma, Minagricultura.



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Reimagine mobility