How a ten-location hospitality brand sold 96% direct

Guests booked direct, rated the stay above 80 NPS, and more than 200 staff ran ten sites from one playbook.

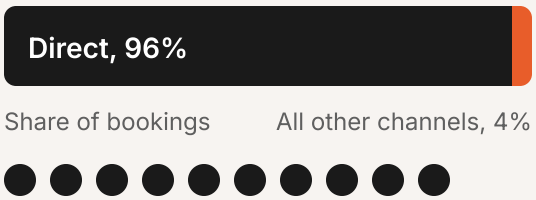
96%	80+	200+	10
of bookings came direct	guest NPS	staff on one playbook	locations on one guest record

THE PROBLEM

Ten locations in different markets, each with its own season and local team. Brands like this usually rent their guests from online travel agencies and run each site as its own small business.

WHAT WE BUILT

1. **One guest record.** A central CRM pulled PMS, POS, CRS and wellness data into a single repository, cleaned down to the individual guest.
2. **Email capture at every step.** A pre-arrival note to OTA guests through the relay address, then a prompt at check-in and check-out.
3. Personalized win-back offers from staff at checkout and via email ahead of the next booking, so guests returned direct instead of through an OTA.



Ten locations, one guest record, and almost no commission paid to reach guests the brand already knew.

WHAT CARRIES OVER

Most hotel groups pay commission on guests they already know. Owning the guest record and making the direct path the easy one works at four hotels as well as ten.

OUTCOME: WHAT ONE GUEST RECORD MADE POSSIBLE

Recognition

Returning guests were known before arrival, at any of the ten locations.

Spend per stay

Pre-arrival offers for dining, wellness and experiences raised what guests spent.

Acquisition cost

Fewer OTA commissions and less paid media to reach guests already in the database.