

+12% F&B & ancillary revenue uplift through direct digital channels	40% Reduction in front desk call volume through guest self-service	15–25% OTA commission on revenue you already earned	<8% Centro cost as share of new value created
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Illustrative — Boutique Hotel, 45 keys · \$300 ADR · 65% occupancy · spa, meeting rooms, events, retail | Your numbers will differ. We build a model with you.

ILLUSTRATIVE VALUE MODEL — SAME PROPERTY, WITH CENTRO ACTIVE ACROSS ALL SERVICES

ADDITIONAL REVENUE CAPTURED

Room service & F&B digital ordering <i>≈ 5 orders/day · \$3.81 avg ticket</i>	\$7,322
Restaurant venue A <i>≈ 3 covers/day · \$4.68 avg cover</i>	\$5,396
Restaurant / bar venue B <i>≈ 3 covers/day · \$4.62 avg cover</i>	\$4,439
Spa & wellness appointments <i>≈ 2 treatments/day · \$10 avg ticket</i>	\$7,994
Meeting rooms & venue bookings <i>≈ 0.7 bookings/day across 1 rooms · \$35 avg · 200 operating days/yr</i>	\$4,900
Events & experience tickets <i>≈ 1 events/wk × 15% attendee adoption × \$80 avg over 30 active weeks</i>	\$360
Room upsells, late checkout, upgrades <i>≈ 1 late check-outs/day · \$30 avg ≈ 1 paid upgrades/day · \$40 avg ≈ 0.20% uplift on \$3.2M annual room revenue</i>	\$28,826
Merchandise & branded retail <i>≈ 2 merch purchases/day · \$7.81 avg</i>	\$4,503

Revenue total \$63,740 / yr

Every service that today requires a phone call, a trip to reception, or simply doesn't happen — is revenue Centro captures directly into your business, not an OTA's.

Adoption % shown is incremental — share of guest-nights / stays where Centro generates a transaction that wouldn't have happened otherwise, not total uptake of that service.

OPERATIONAL SAVINGS

Front desk call reduction (40%) <i>≈ 20% fewer front-desk calls (10 avoided/day) · ~182 hrs/yr saved at \$22/hr</i>	\$4,015
Housekeeping scheduling efficiency <i>≈ 25% reduction in failed HK visits (8 avoided/day) · ~91 hrs/yr saved at \$22/hr</i>	\$2,008
Energy management (15% reduction) <i>≈ 10% reduction on \$35,000/yr in-room energy spend ≈ 10% reduction on \$8,000/yr common-area energy</i>	\$4,300
Service quality (OOS, alerts, comps) <i>≈ 12 OOS room-nights avoided × \$300 ADR ≈ 8 service-recovery comps avoided × \$50 avg</i>	\$4,000

Savings total \$14,323 / yr

Guest intent becomes operational signal — staff resource follows demand, not assumption. Every digital interaction reduces manual workload while protecting service quality.

ANNUAL VALUE CREATED

\$78K

revenue + savings / year

EBITDA IMPACT

~\$37K / yr

rev × 35% margin + savings

CENTRO PLATFORM (ACTIVATE)

\$19,720

Initial Investment — onboarding + Year 1 service then \$9,720 / yr Annual Service Fee ≈ 12.4% of value created · vs 15–25% OTA commission

Every property starts with a value model. The scope you adopt determines how much of that opportunity you activate. A smaller initial scope still generates strong returns — and each level is designed to expand as confidence grows.

	CONNECT Foundation Initial from \$10,400 · then \$5,400/yr service fee guest engagement layer	ACTIVATE Core Initial from \$19,720 · then \$9,720/yr service fee ~12.5% of value — illustrated above	OPTIMISE Managed Initial from \$36,200 · then \$16,200/yr service fee continuous growth partnership
Revenue & engagement capability			
GUEST CONNECTIVITY & ENGAGEMENT			
Branded guest web app — no download required	✓	✓	✓
QR codes, wallet passes & timed access	✓	✓	✓
Multilingual automated guest communications	✓	✓	✓
Amenity reservations + Stripe payments	✓	✓	✓
REVENUE ACTIVATION (FULL STACK)			
F&B ordering — room service, restaurant, bar	—	✓	✓
Dining, wellness & venue reservations	—	✓	✓
Room upgrades, late checkout & upsell engine	—	✓	✓
Event tickets, experiences & merchandise	—	✓	✓
In-room controls — HVAC, lighting, media <i>with Crestron integration</i>	—	✓	✓
PMS integration — guest identity & billing	—	✓	✓
Real-time order routing & housekeeping signals	—	✓	✓
OPERATIONS & GROWTH			
Staff, fulfilment & administrator dashboards	✓	✓	✓
Continuous optimisation — Centro managed service	—	—	✓
Revenue performance reviews & growth roadmap	—	—	✓
	Engagement layer live. Foundation built.	Full revenue stack active. Illustrated model above.	Capture preserved over time; new revenue lines added.