

+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 — Independent City Hotel, 100 keys · \$250 ADR · 70% occupancy · meeting rooms, events | 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>≈ 9 orders/day · \$5.50 avg ticket</i>	\$17,987
Restaurant venue A <i>≈ 5 covers/day · \$6.50 avg cover</i>	\$12,755
Restaurant / bar venue B <i>≈ 4 covers/day · \$5.50 avg cover</i>	\$8,994
Meeting rooms & venue bookings <i>≈ 2.4 bookings/day across 2 rooms · \$35 avg · 220 operating days/yr</i>	\$18,480
Events & experience tickets <i>≈ 2 events/wk × 18% attendee adoption × \$100 avg over 40 active weeks</i>	\$1,440
Room upsells, late checkout, upgrades <i>≈ 1 late check-outs/day · \$32 avg ≈ 1 paid upgrades/day · \$45 avg ≈ 0.22% uplift on \$6.4M annual room revenue</i>	\$53,400
Revenue total	\$113,056 / 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>≈ 40% fewer front-desk calls (34 avoided/day) · ~620 hrs/yr saved at \$22/hr</i>	\$13,651
Housekeeping scheduling efficiency <i>≈ 70% reduction in failed HK visits (35 avoided/day) · ~426 hrs/yr saved at \$22/hr</i>	\$9,368
Energy management (15% reduction) <i>≈ 15% reduction on \$70,000/yr in-room energy spend ≈ 12% reduction on \$18,000/yr common-area energy</i>	\$12,660
Service quality (OOS, alerts, comps) <i>≈ 30 OOS room-nights avoided × \$250 ADR ≈ 30% of events use auto-setup (saves ~20 min × \$30 tech rate) ≈ 60 service-recovery comps avoided × \$70 avg</i>	\$11,940
Savings total	\$47,619 / 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

\$161K

revenue + savings / year

EBITDA IMPACT

~\$87K / yr

rev × 35% margin + savings

CENTRO PLATFORM (ACTIVATE)

\$31,600

Initial Investment — onboarding + Year 1 service then \$21,600 / yr Annual Service Fee ≈ 13.4% 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 \$17,000 · then \$12,000/yr service fee <i>guest engagement layer</i>	ACTIVATE Core Initial from \$31,600 · then \$21,600/yr service fee <i>~13.4% of value — illustrated above</i>	OPTIMISE Managed Initial from \$56,000 · then \$36,000/yr service fee <i>continuous growth partnership</i>
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.

WORKS WITH THE SYSTEMS ALREADY IN YOUR PROJECT

- Crestron Home
- 2N Access Control
- FLEXIPASS
- Stripe Payments
- MEWS PMS
- Apple & Google Wallet
- Custom API

Delivered through your integration partner. Pricing is project-specific and confirmed following scoping. Figures are illustrative and exclude applicable taxes. Managed services included