centro

Your property brings the guests.
Centro turns each visit into its full revenue potential.

You have invested in your brand, your building, and the guest relationship. Centro is the digital layer that activates that investment — connecting guests to every service you offer and giving your team the tools to deliver it.

HOSPITALITY

+12%	40%	15–25%	<8%
F&B & ancillary revenue uplift through direct digital channels	Reduction in front desk call volume through guest self-service	OTA commission on revenue you already earned	Centro cost as share of new value created

Illustrative — Upscale Lifestyle Hotel, 180 keys · $450 ADR · 70% occupancy · spa, poolside cabanas, 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 *≈ 8 orders/day · $8.00 avg ticket*	**$23,179**
Restaurant venue A *≈ 6 covers/day · $12.00 avg cover*	**$24,835**
Restaurant / bar venue B *≈ 6 covers/day · $8.00 avg cover*	**$16,556**
Spa & wellness appointments *≈ 9 treatments/day · $50 avg ticket*	**$165,564**
Cabanas & premium amenities *≈ 8 cabanas × 25% utilisation × $80 avg over 200 bookable days*	**$32,000**
Meeting rooms & venue bookings *≈ 4.8 bookings/day across 4 rooms · $40 avg · 250 operating days/yr*	**$48,000**
Events & experience tickets *≈ 5 events/wk × 22% attendee adoption × $150 avg over 48 active weeks*	**$7,920**
Room upsells, late checkout, upgrades *≈ 4 late check-outs/day · $35 avg* *≈ 4 paid upgrades/day · $50 avg* *≈ 0.22% uplift on $20.7M annual room revenue*	**$162,805**
Merchandise & branded retail *≈ 6 merch purchases/day · $12.00 avg*	**$24,835**
Revenue total	**$505,694 / 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%) *≈ 20% fewer front-desk calls (22 avoided/day) · ~402 hrs/yr saved at $22/hr*	**$8,833**
Housekeeping scheduling efficiency *≈ 30% reduction in failed HK visits (22 avoided/day) · ~274 hrs/yr saved at $22/hr*	**$6,022**
Energy management (15% reduction) *≈ 10% reduction on $220,000/yr in-room energy spend* *≈ 10% reduction on $50,000/yr common-area energy*	**$27,000**
Service quality (OOS, alerts, comps) *≈ 30 OOS room-nights avoided × $450 ADR* *≈ 50% of events use auto-setup (saves ~20 min × $30 tech rate)* *≈ 25 service-recovery comps avoided × $75 avg*	**$17,175**
Savings total	**$59,030 / 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
$565K
revenue + savings / year

EBITDA IMPACT
~$236K / yr
rev × 35% margin + savings

CENTRO PLATFORM (ACTIVATE)
$48,880
Initial Investment — onboarding + Year 1 service
then $38,880 / yr Annual Service Fee
≈ 6.9% 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.*

Revenue & engagement capability	CONNECT **Foundation** Initial from $26,600 · then $21,600/yr service fee *guest engagement layer*	ACTIVATE **Core** Initial from $48,880 · then $38,880/yr service fee *~6.9% of value — illustrated above*	OPTIMISE **Managed** Initial from $84,800 · then $64,800/yr service fee *continuous growth partnership*
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 *with Crestron integration*	—	✓	✓
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.*