



Your property brings the guests.

Centro turns each visit into its full revenue potential.

HOSPITALITY

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.

+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

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

Table with 2 columns: Service, Revenue. Includes items like Room service & F&B digital ordering (\$23,179), Restaurant venue A (\$24,835), etc.

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

Table with 2 columns: Savings Category, Amount. Includes Front desk call reduction (\$8,833), Housekeeping scheduling efficiency (\$6,022), etc.

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 x 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.

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

Revenue & engagement capability

Table with 4 columns: Capability, Connect, Activate, Optimise. Includes rows for Guest Connectivity & Engagement, Revenue Activation (Full Stack), etc.

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