



# 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 — 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>	<b>\$17,987</b>
Restaurant venue A <i>≈ 5 covers/day · \$6.50 avg cover</i>	<b>\$12,755</b>
Restaurant / bar venue B <i>≈ 4 covers/day · \$5.50 avg cover</i>	<b>\$8,994</b>
Meeting rooms & venue bookings <i>≈ 2.4 bookings/day across 2 rooms · \$35 avg · 220 operating days/yr</i>	<b>\$18,480</b>
Events & experience tickets <i>≈ 2 events/wk × 18% attendee adoption × \$100 avg over 40 active weeks</i>	<b>\$1,440</b>
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>	<b>\$53,400</b>
<b>Revenue total</b>	<b>\$113,056 / yr</b>

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>	<b>\$13,651</b>
Housekeeping scheduling efficiency <i>≈ 70% reduction in failed HK visits (35 avoided/day) · ~426 hrs/yr saved at \$22/hr</i>	<b>\$9,368</b>
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>	<b>\$12,660</b>
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>	<b>\$11,940</b>

**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>
<b>Revenue &amp; engagement capability</b>			
<b>GUEST CONNECTIVITY &amp; ENGAGEMENT</b>			
Branded guest web app — no download required	✓	✓	✓
QR codes, wallet passes & timed access	✓	✓	✓
Multilingual automated guest communications	✓	✓	✓
Amenity reservations + Stripe payments	✓	✓	✓
<b>REVENUE ACTIVATION (FULL STACK)</b>			
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	—	✓	✓
<b>OPERATIONS &amp; GROWTH</b>			

## We use cookies

Centro uses essential cookies to run this site. With your permission, we also use HubSpot to understand which pages visitors find useful so we can improve the site. You can change your mind anytime from the Cookie Preferences link in the footer.

Decline

Accept