



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.

\$318K

Additional revenue captured
per year

\$628K

Operational savings
per year

★ 4.8

Target guest review score
guest-experience layer

10.1%

Centro cost as share of
new value created

Illustrative — All-Inclusive Resort, 497 keys · \$900 ADR · 87% occupancy · spa, poolside cabanas | Your numbers will differ. We build a model with you.

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

ADDITIONAL REVENUE CAPTURED

Spa & wellness appointments	\$145,998
≈ 2 treatments/day · \$200 avg ticket	
Cabana & poolside packages	\$61,600
≈ 20 cabanas × 5% utilisation × \$220 avg over 280 bookable days	
Room upgrades & late checkout	\$110,602
≈ 2 late check-outs/day · \$75 avg ≈ 1 paid upgrades/day · \$200 avg	

Revenue total \$318,200 / 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 deflection (35%)	\$28,318
≈ 35% fewer front-desk calls (122 avoided/day) · ~2,981 hrs/yr saved at \$10/hr	
Housekeeping efficiency (15% rotation)	\$89,878
≈ 15% reduction in failed HK visits (65 avoided/day) · ~9,461 hrs/yr saved at \$10/hr	
Energy & HVAC management	\$420,000
≈ 15% reduction on \$2,500,000/yr in-room energy spend ≈ 10% reduction on \$450,000/yr common-area energy	
Out-of-service room recovery (40%)	\$90,000
≈ 250 OOS room-nights avoided × \$900 ADR	

Savings total \$628,196 / yr

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

GUEST EXPERIENCE

★★★★★ 4.8	
target guest review score · out of 5	
Personalised, guest-directed service	35,910 guests / yr
57% of guests	
In-room technology quality	25,000 guests / yr
40% of guests	
Consistent experience, every room	52 rooms / night
problems caught early	
Digital room access	46,000 guests / yr
73% of guests	
Reviews & repeat booking	3,160 reviews / yr
10% of digital check-outs	
Multilingual guest communications	25% market reach
beyond North America	
Sustainability participation	41,000 guests / yr
64.8% of guests	

Experience score ★ 4.8 target

Guest experience is harder to price than revenue or savings — so we measure it where it surfaces: review scores, repeat bookings and protected ADR. Each figure is the annual guest population Centro reaches on that driver, backed by published research.

ANNUAL VALUE CREATED

\$946K

revenue + savings / year

EBITDA IMPACT

~\$740K / yr

rev × 35% margin + savings

CENTRO PLATFORM (ACTIVATE)

\$105,424

Initial Investment — onboarding + Year 1 service
then \$95,424 / yr Annual Service Fee
≈ 10.1% of value created · vs 15–25% OTA commission

Tell us your numbers — we'll show you yours.

A property-specific value model at no cost, walked through in a 30-minute working session with your integration partner.

centro.network

Delivered through your integration partner