



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>	\$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	—	—	✓
	<i>Engagement layer live. Foundation built.</i>	<i>Full revenue stack active. Illustrated model above.</i>	<i>Capture preserved over time; new revenue lines added.</i>

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