Plusgrade

Enhance guest experiences and unlock new revenue streams

Why Plusgrade?

Plusgrade provides hotels with a unique opportunity to offer exclusive premium upgrades to guests through a personalized bidding process. This approach, which has been successful in the airline, cruise, and rail industries, **significantly boosts guest engagement by 3-5 times,** resulting in increased revenue opportunities for your business.

Premium Upgrade
Maximize room upgrade revenue with data-driven automation

StayExtend
Monetize early arrivals, late departures and soft occupancy dates

StayPlus
Empower guests with tailored offers for a more enjoyable stay

Pay with Points
Reach and engage loyalty program members with the opportunity to use points to upgrade

Transform your guest experience

Effortless Implementation
Experience seamless automation with our ready-to-use ancillary solutions, simplifying the implementation process from day one.

Zero-risk solutions
Unlock maximum benefits without any implementation fees or upfront costs with our white-label solutions, ensuring a risk-free investment.

Data-driven strategy
Gain a competitive edge with our data-driven strategy, leveraging market insights from our extensive global ancillary network.

Amplified customer engagement
Increase revenue with personalized, customer-set maximum bids to lift conversions.

Seamless Integration
Our system easily integrates with leading PMS systems and channel and revenue managers.

About Plusgrade

Plusgrade powers the global travel industry with its portfolio of leading ancillary revenue solutions. Over 200 airline, hospitality, cruise, passenger rail, and financial services companies trust Plusgrade to create new, meaningful revenue streams through incredible customer experiences. As the ancillary revenue powerhouse, Plusgrade has generated billions of dollars in new revenue opportunities across its platform for its partners, while creating enhanced travel experiences for millions of their passengers and guests. Plusgrade was founded in 2009 with headquarters in Montreal and has offices around the world.