

MOBILE DINING: A CASE STUDY

The Luxe Sunset Blvd. Increases Revenue with Mobile Ordering



How can we increase our revenue by making in-room dining more accessible while reducing staff dependency?



By introducing mobile ordering and leveraging data driven promotions through the platform...



Luxe Sunset Blvd. saw a **34% increase** in average check size

LUXE.
SUNSET BLVD
HOTEL

160

Guest Rooms



SIROCCO

On-Site Restaurant



92% Guest engagement on push notifications and promotions

45% Of all dining orders now automated with INTELITY

-  Improved operational efficiency within 60 days of launch
-  Positive feedback from TripAdvisor reviews

FULL PLATFORM IMPACT: A CASE STUDY

Fairmont Miramar Improves Guest Experience & Staff Efficiency



How can a technology platform upgrade our day-to-day operations?



By changing the way guests interact with their hotel and automating staff workflows.



Fairmont Miramar saves
255 FTE
hours annually


94% Guest engagement

160 Service requests processed daily

\$130K+ Lift in annual dining revenue

5K+ Service requests 100/day

4K+ Work Orders 60/day

 Successful introduction of forced modifiers and up-sell tactics



302 Rooms
in Santa Monica, CA
Spa

