

MEWS

Make it remarkable.

Mews.com

# Boosting revenue throughout the guest journey

October 16 2025



# Welcome

## Tommy Kalita

Senior Sales Manager

MEWS

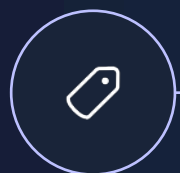




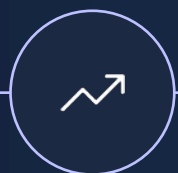
# Guests.

The heart ♥ of  
your business

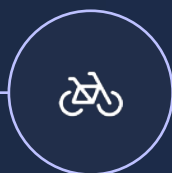
# Boosting revenue across the Guest journey



Dynamic pricing



Post-booking  
upsells



More bookable  
services

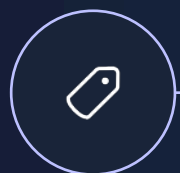


24-hour guest  
concierge

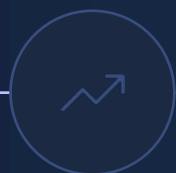


High-touch  
hospitality

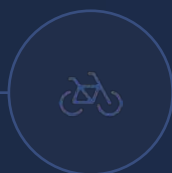
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Automate and optimize your hotel's revenue:

# Revenue Managers are stuck chasing the market, not beating it



51%

of time spent on  
non-revenue generating  
activities

# Revenue Management Systems (RMS)

Adjust rates automatically



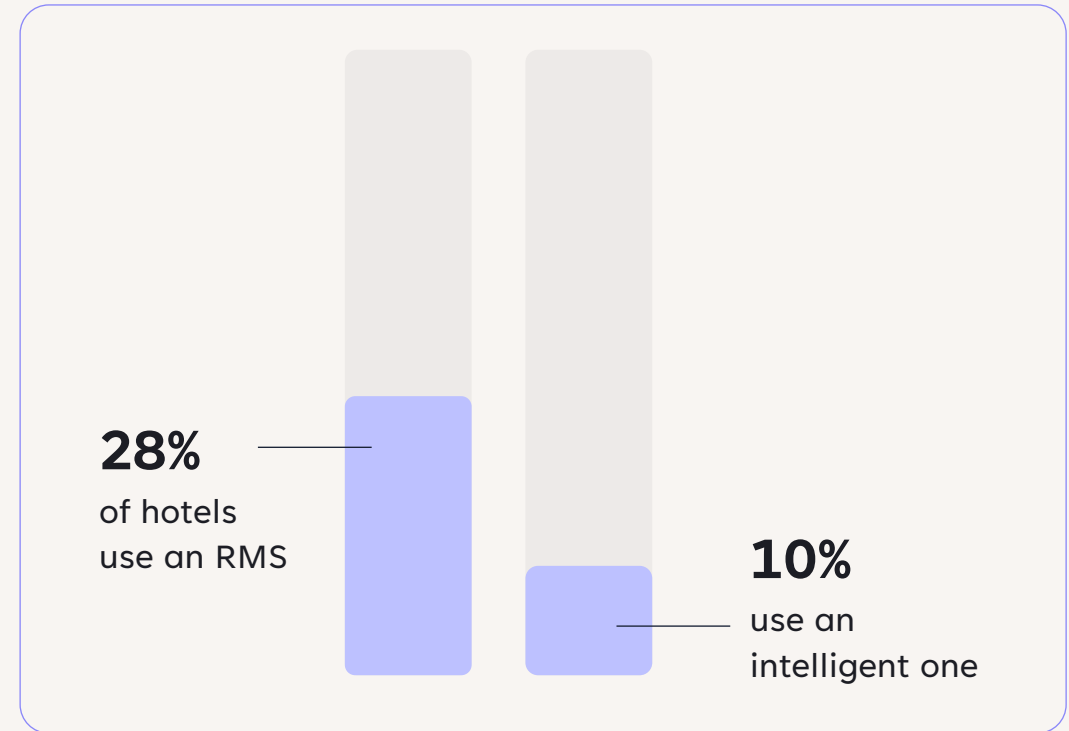
Target engaged guests



Price optimally



The best use data and AI to optimize prices around the clock





# Atomize, a Mews company



Uses AI to process market and competitor data



Dynamically optimizes room rates



Predicts trends a year in advance



Offers an easy-to-use interface with built-in automations

Save **20-30 hours**  
a month

Boosts occupancy and unlocks **20% more RevPAR** and **35% more ADR**

# Hotel Le Port Royal

Quebec City, Canada

## Challenge:

- + Lack of competitor intel
- + Time-consuming manual processes



I used to spend 3 hours per week on pricing. Now it takes me no more than **10 minutes.**”

**Agnès Marsoin, General Manager,**  
Hotel Le Port Royal



“I no longer feel the pressure of constantly questioning if my prices are right.”

**Agnès Marsoin, General Manager,**  
Hotel Le Port Royal

# Question

01

MEVS

Boosting revenue throughout the Guest journey

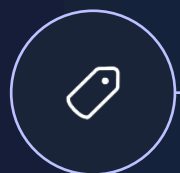
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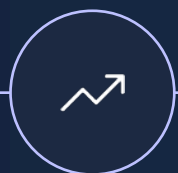
Who is using dynamic pricing today?

What made you implement it?

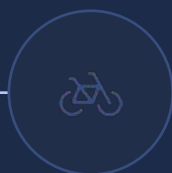
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# Post-booking:

## An overlooked part of the journey

Post-booking upsells

1. Offer personalized upgrades



2. Include upsell add-ons



3. Reassure and excite the guest



# L'UNI

## Appart-Hôtel

Quebec city, Canada

### Challenge:

- + Driving smart revenue growth

### Result:

61%

Guests purchase parking during check-in



"With Mews Booking Engine, almost 40% of our sales are direct. That's major for us – it's a lot more net revenue in our pockets."

**L'UNI Appart-Hôtel**

# Glampsource North Hatley

*Cantons-de-l'Est, Canada*

## Challenge:

- + Maximizing revenue thanks to direct bookings

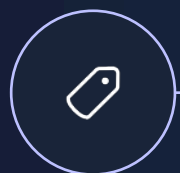
## Result:

Added average value  
of 40\$  
per booking through upsells

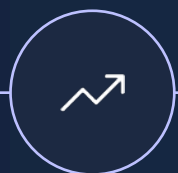


"Our average booking value has increased with Mews, in large part because we're able to easily upsell extras at different points of the guest journey."  
**Glampsource North Hatley**

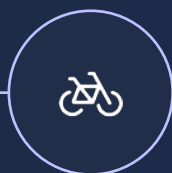
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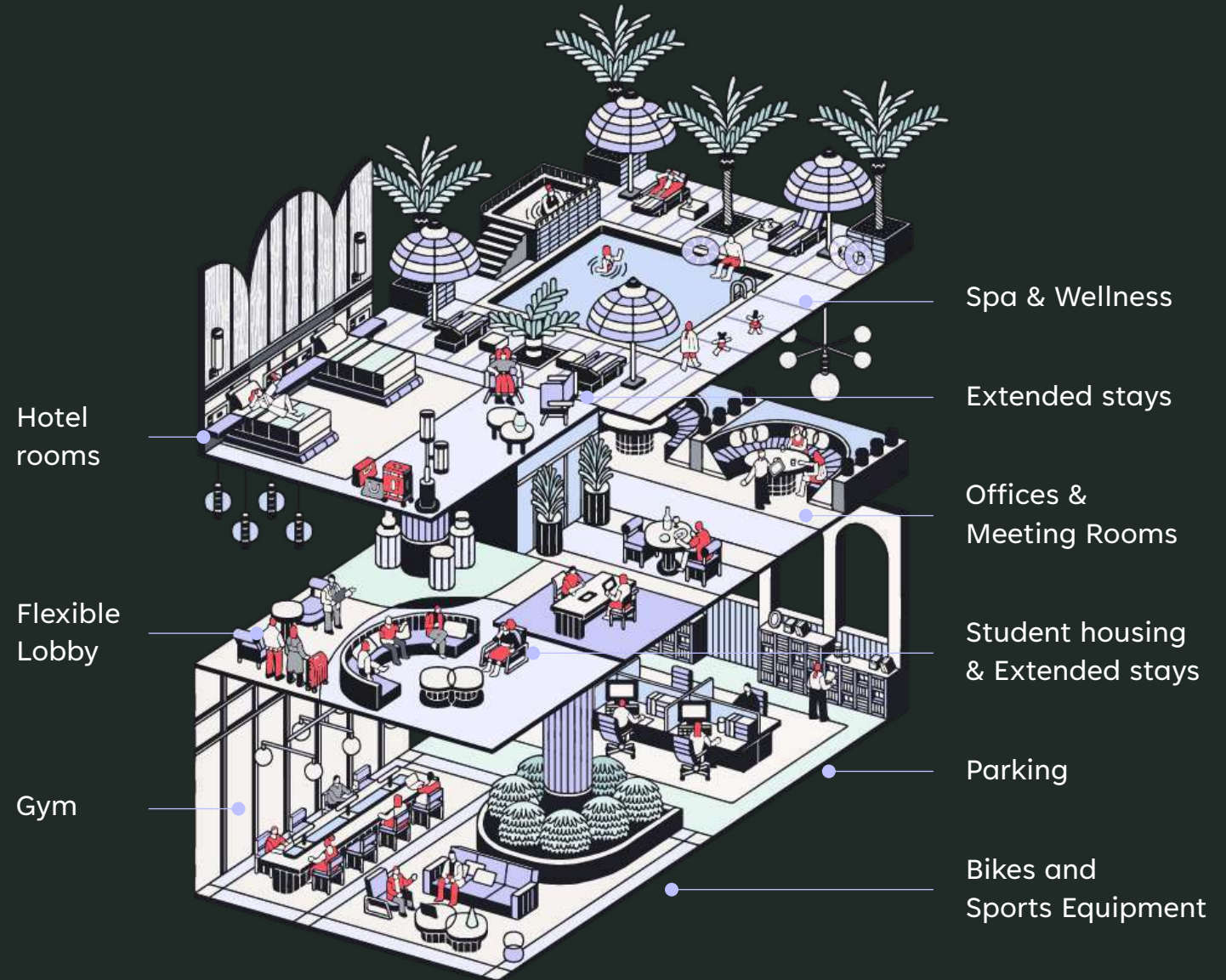
High-touch  
hospitality

For decades,  
hotels have  
been limiting  
their potential

Hotel  
rooms



# Monetize more of your existing spaces



Hours

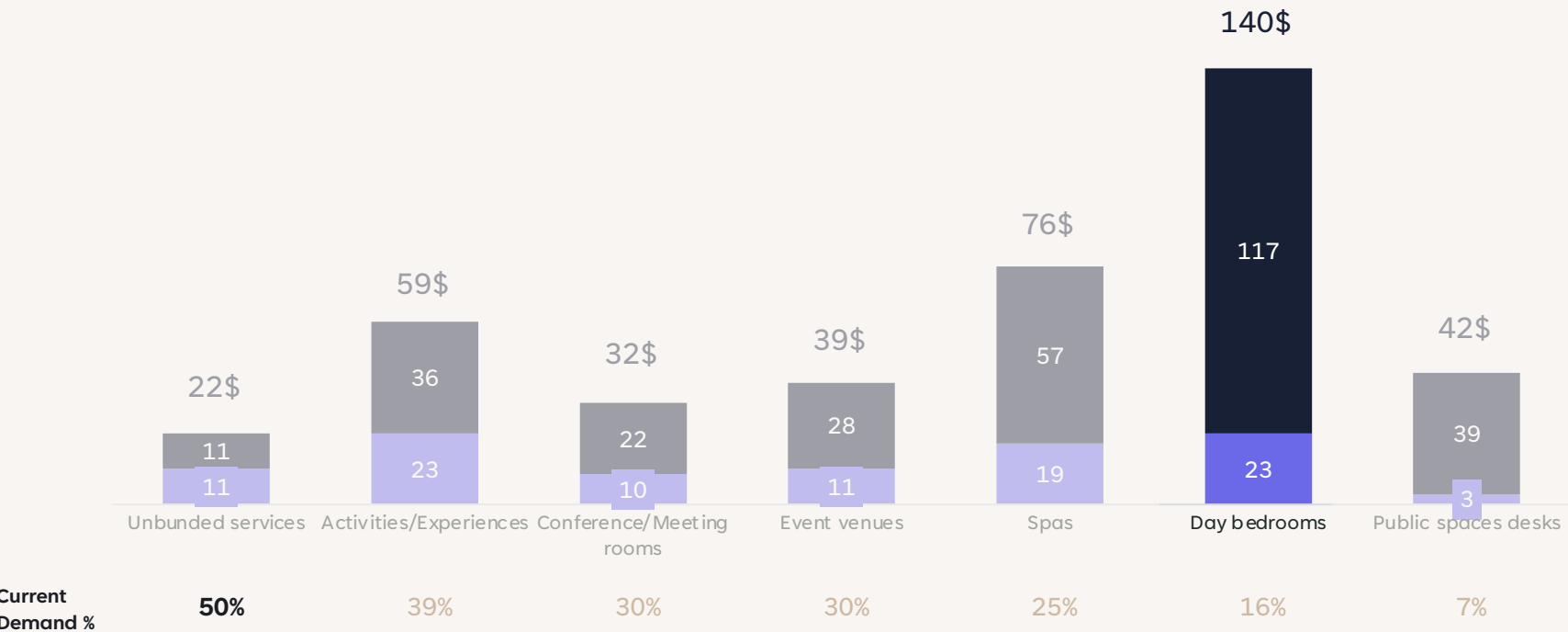
Weeks

Months

# Unlock your revenue potential

Value Added Market - \$CAD TAM

■ Current demand ■ Full Potential



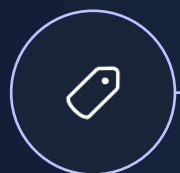
Mews Spaces

C\$117M

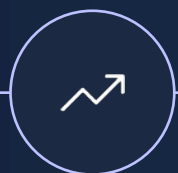
Additional revenue

Source: Spring Partners custom research

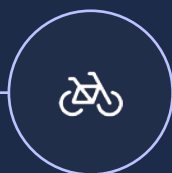
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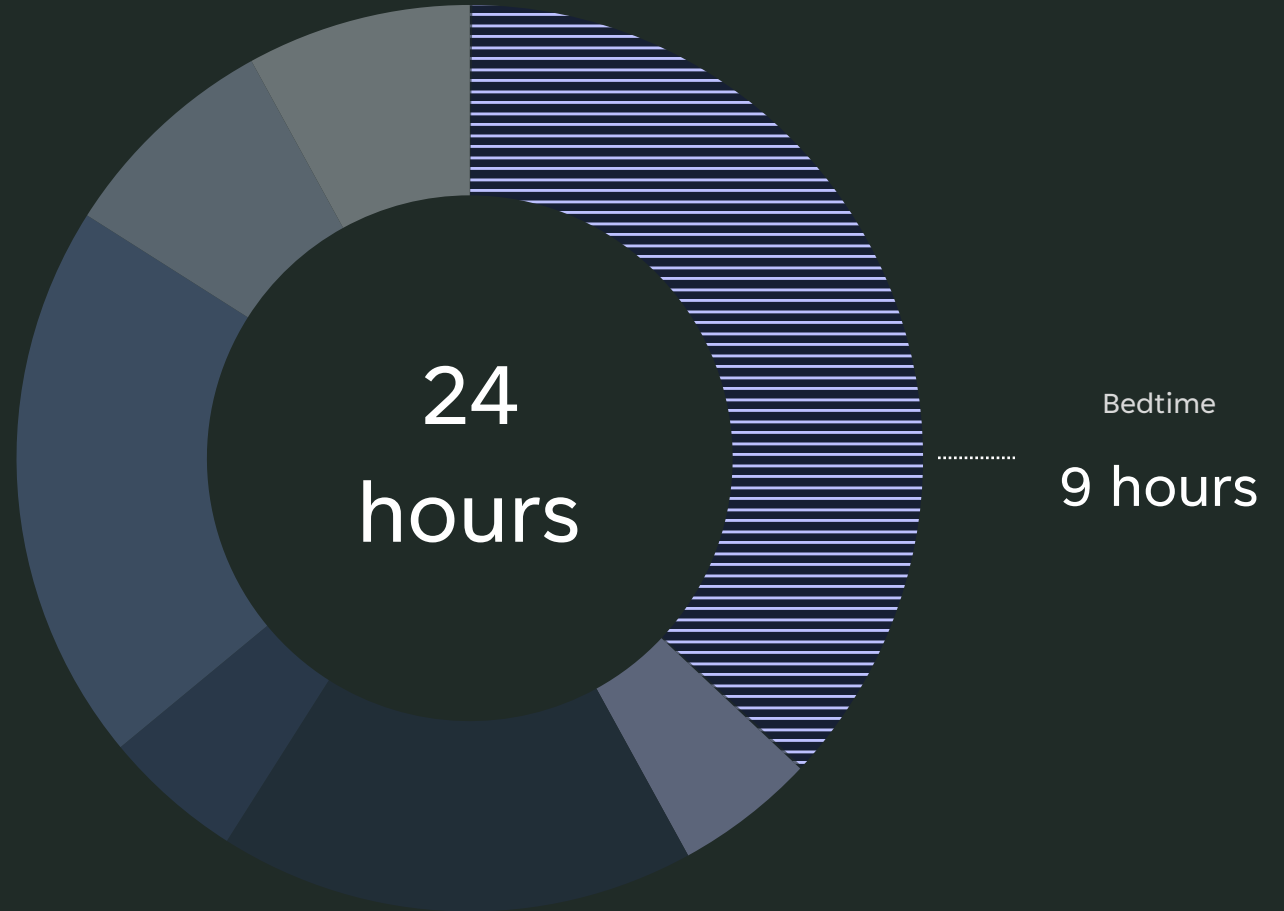


24-hour guest  
concierge



High-touch  
hospitality

Most hotels  
think only about  
'sleeping' time



# Manage the Guest's entire day



# Question

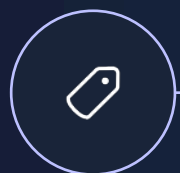
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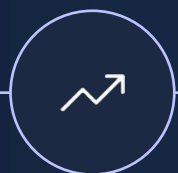
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Beyond sleep and breakfast—  
how are you engaging your  
Guests throughout the day?

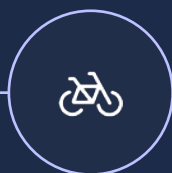
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# Personalization is expected as standard



**47%** of travelers will give personal information for personalized services



**73%** of millennials are looking for unique and authentic travel experiences

# Turn data into actionable insights

## Single source of information



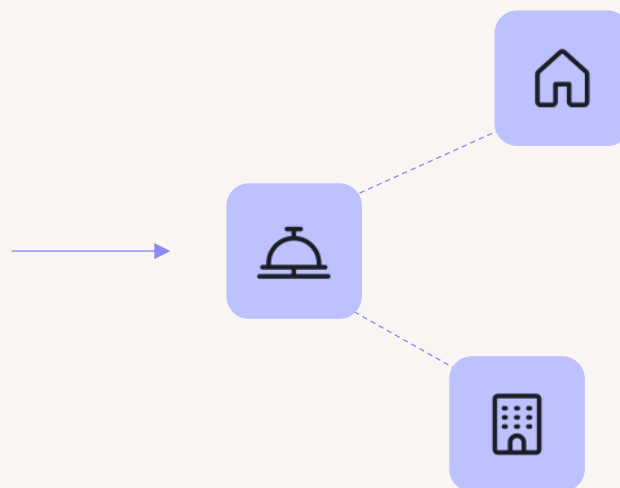
Luis Smith

**Reservations:** 3

**Preferences:** Gluten free

**Loyalty:** Silver

## Data rich guest profiles



## AI-generated tips

### SMART TIP

The guest would appreciate a gluten-free food menu.



Share the profile  
across all your properties



Luis Smith

**Reservations:** 3

**Preferences:** Gluten free

**Loyalty:** Silver



# The annex

*Toronto, Canada*

## Challenge:

- + Creating a home-from-home experience
- + Balancing tech convenience with meaningful interactions

## Result:

### Highest

Rated boutique hotel in Toronto on Google



“Like The annex, Mews is a very forward-thinking platform. It saves us time and gets out of the way so that we can fully focus on the guest experience.”

**Ryan Killeen, Co-Founder & CEO**  
The annex

# The right tech:

Is portable



Automates repetitive tasks



Delivers insights about guests



Recognizes returning guests



# Let's keep in touch

→ [tommy.kalita@mews.com](mailto:tommy.kalita@mews.com)



Book a demo

## Tommy Kalita

Senior Sales Manager

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