



# Clarion Hotel Sign sees **381% More Upsell Revenue** with Oakly's Front Desk Upselling + Mews integration

Stockholm, Sweden | 4-star | Part of Strawberry Hotels | Products: Oakly's Pre-arrival & Front Desk Upselling

Clarion Hotel Sign partnered with Oakly to boost revenue and guest experience—generating awareness and demand pre-arrival and giving the front desk team the confidence to upsell more at check-in.

[Read more](#)

## Challenges

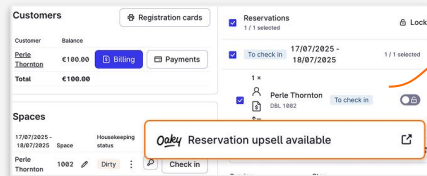
- ❌ Time wasted on manual work due to no integration between MEWS & upselling solution
- ❌ Lower motivation due to no visibility into commissions or team performance
- ❌ Lost revenue from inconsistent and ad-hoc upselling

## Solution



### 2-way Oakly + Mews integration

Upsell offers, pricing & availability in seconds. Removes manual work.



**Product spotlight:** Oakly's upsell recommendations are accessible directly within Mews.



**Seeing commissions per upsell** keeps agents motivated



**Performance dashboard** tracks goals & results, and motivates the team



**Using Pre-arrival + Front Desk** captures more revenue at multiple touchpoints.  
💡 Pre-arrival insights help agents boost sales at check-in

## Results



**381.3%**

Upsell revenue increase

February 2025 vs November 2024



**€47.57**

Avg upsell revenue per guest per month

November 2024 to March 2025



**60%**

Upsell revenue driven by premium room upgrades

Pre-arrival and front desk upselling

"The integration between Oakly and Mews is amazing, upsells are easy to add with **just a few clicks.**"



**Emil Ingvarsson**

Assistant Welcome Office Manager at Clarion Hotel Sign