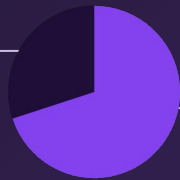


2024 Hotel Performance with Oakly

Pre-Stay Upselling + Front Desk Upselling performance across United States

Hotels across the US using Oakly made an impressive extra **\$29.9 per room per month**. Room upgrades and room related services (e.g., late check-out) make up 70% of the ancillary revenue, with the remaining 30% coming from other services. Oakly **maximizes spend per guest** by presenting the perfect upsell every time.

30%
of upsell revenue
comes from
services



70%
of upsell revenue
comes from **room
upgrades**

AVG upsell **revenue**
per room per month
when using PA+ FDU
upselling (2024)

\$29.9

Top performing deals

1. High floor suite 🛏️
2. Parking spot **P**
3. Surprise room upgrade 🎉
4. Valet parking **P**
5. Early check-in 🕒
6. Room upgrade with a view 🛏️
7. Late check-out 🕒

Deals like **high-floor suites, reserved parking spots with valet service, and flexible check-in options** are the top performers, driving an impressive **28% of additional total revenue**.

The average basket size of **2.1 items** shows the strong relevance of upselling deals. Guests are choosing multiple add-ons, rather than limiting themselves to a single option.

With Oakly's powerful segmentation tools and dynamic pricing capabilities, guests always see the right offer at the right time & price!

6.5%

AVG Conversion rate

18%

MAX Conversion rate

2.1 items

AVG Upsell basket size

2024 Hotel Performance with Oakly

Breakdown per state

New York

Hotels in New York using Oakly achieved an average extra revenue of \$43.5 per room per month, with a peak of \$127 at a four-star city hotel.

\$43.5

AVG Revenue per room per month

\$127

Max Revenue per room per month

Hard Rock Hotel New York

Pre-Stay Upselling**\$152**

AVG revenue per deal

**77.3%**

Email open rate

**10.5%**

Conversion rate

California

Hotels in California generated an average extra revenue of \$22.34 per room per month, with a peak of \$56.22 at a four-star resort in Mineral Springs.

\$22.34

AVG Revenue per room per month

\$56.22

Max Revenue per room per month

Margaritaville Resort Lake Tahoe

Front Desk Upselling**\$119**

AVG deal revenue

**>\$7,000**

Upsell revenue generated in 14 days of using Oakly

Upgrade to a family suite
\$150

Take deal

You're an upsell hero!
You just earned:

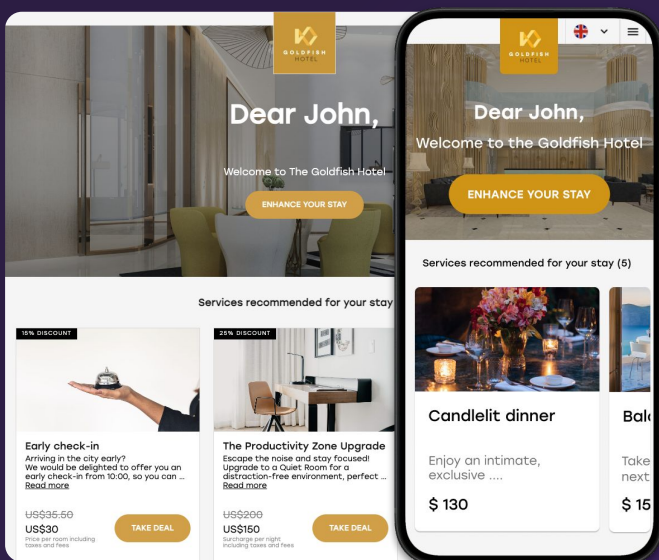
\$15

Offer more than a bed with Oakly.

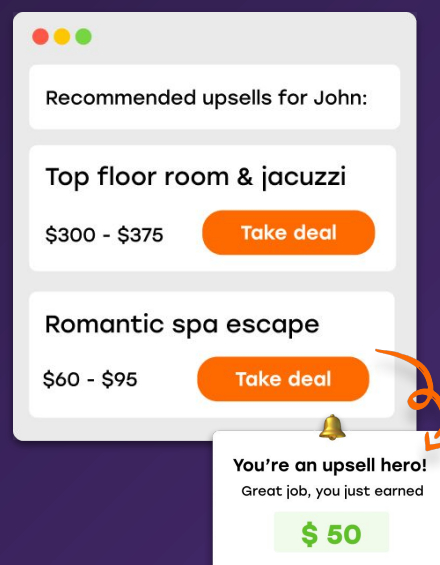
Meet your revenue goals without raising room rates

Oakly is the upselling solution that can help your hotel increase revenue and improve the guest experience by offering relevant room upgrades and extra services directly to your guests.

Before arrival & in-stay



At the front desk



Boost revenue with personalized upgrades & add-ons guests will love

Save time with automated upselling—less work, more results

Enhance guest experience by letting them customize their stay

Have a consistent upsell strategy and guest experience



Allison Irish
US Sales Manager

Ready to offer more and maximize your revenue?
Let's talk about how Oakly can help your hotel!

[Book a call now](#)