

# HOW THE ANGELENO INCREASED NET ROOM REVENUE AND GUEST RETENTION

HOTEL  
Angeleno

#### Location

Los Angeles

#### Rooms

209

#### Amenities

Penthouse-level  
Restaurant & Bar  
Daily Wine Hour  
Uber Central Services

#### Website

hotelangeleno.com

Hotel Angeleno is a  
Los Angeles luxury  
boutique hotel with an  
iconic, cylindrical exterior  
and unique, personalized  
service to match.

#### THE SITUATION

As competition in the Los Angeles hotel market heated up, the Angeleno staff needed a way to attract new guests away from other hotels while giving past guests a reason to return. In 2016, the hotel teamed up with The Guestbook to leverage the power of cash back rewards alongside its Inner Circle loyalty program and join a network of upscale hotels.

#### THE RESULTS

Not only did the property see a significant increase in direct web reservation conversions, but over 4,777 guests enrolled in the program, greatly expanding the hotel's database. In the past 12 months, The Angeleno has received over \$755,000 in room revenue and 3,546 room nights from guests enrolled in the The Guestbook rewards program. The program was a highly efficient part of the hotel's overall revenue management strategy, with an 11.3x revenue to cost multiple.

#### PROGRAM IMPACT\*

<b>\$755,951</b>	<b>3,546</b>	<b>4,777</b>	<b>11.3x</b>
<b>ANNUAL ROOM REVENUE</b>	<b>ROOM NIGHTS</b>	<b>GUESTS ENROLLED</b>	<b>REVENUE TO COST MULTIPLE</b>

\*Actualized data from Oct. 1, 2018 to Sept. 30, 2019 and includes guests enrolled by property and The Guestbook.

“ The Guestbook is an important component of our revenue management strategy. It works long side our Inner Circle loyalty program. Helped us capture more direct bookings because we message it as a part of our booking program. We love the access to reporting and appreciate that The Guestbook provides .csv files so we can talk directly to our guests. ”

— Dean Yamashita, Director of Sales & Marketing

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