

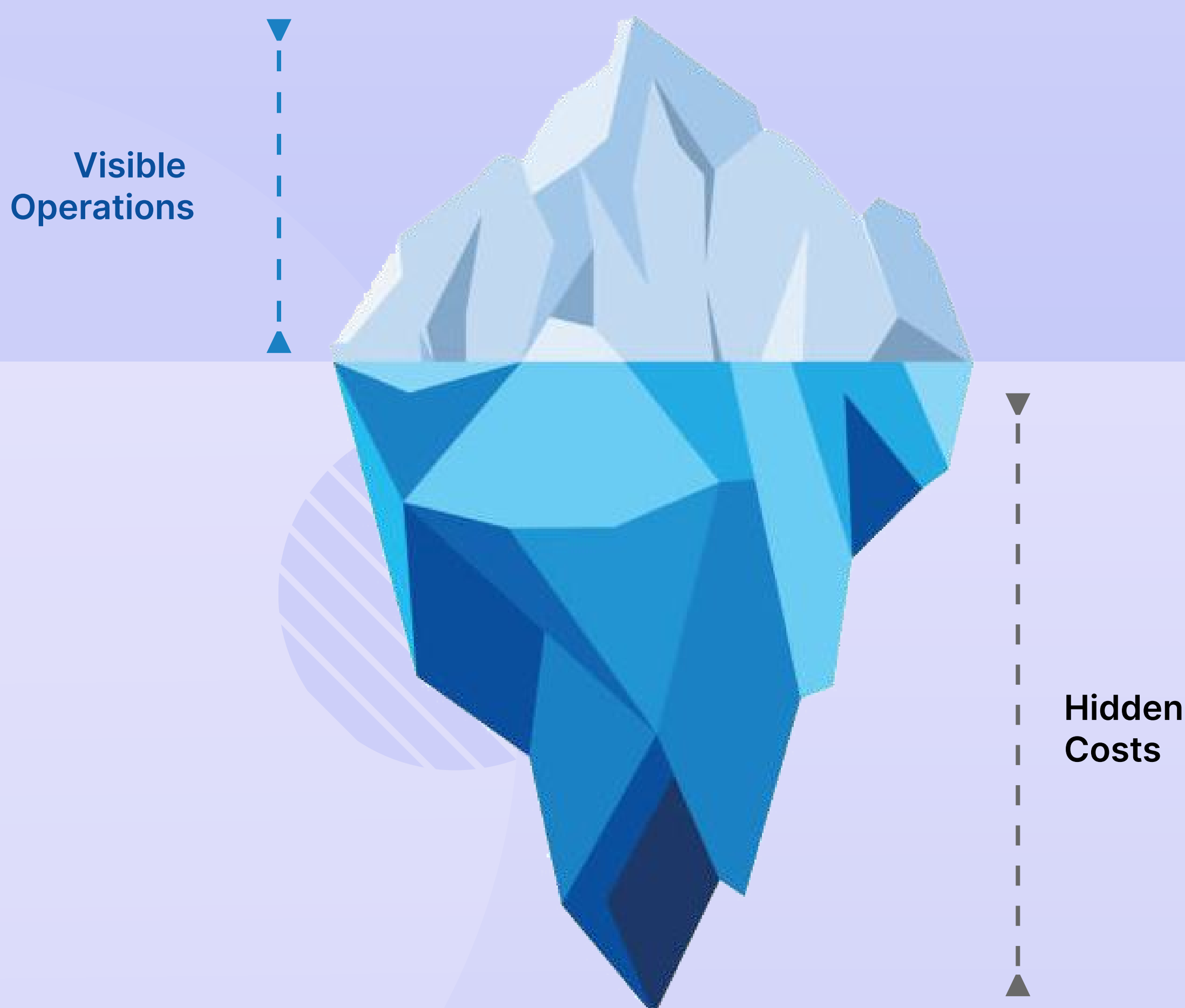
# THE \$2.5M HIDDEN COST OF LEGACY HOTEL SYSTEMS



What luxury properties lose every year by avoiding modernization

## The Illusion of Stability

Legacy systems appear stable because they're familiar. But beneath the surface, they're quietly costing your property



**5 minutes**

Guest Check-in time (should be 30 seconds)

**15-25%**

Missed revenue opportunities

**8-12 minutes**

VIP service calls (should be 3 minutes)

## The Real Costs Hiding in Plain Sight



### Operational Inefficiency

Staff spending time toggling between systems instead of serving guests

- 3-8 minutes: Simple guest requests
- Hours daily: Lost productivity
- \$100K+ annually: Extra staffing costs



### Guest Experience Friction

Guests expect hyper-personalized experiences. Legacy systems weren't built for that.

- Fragmented data: Guests re-explain preferences
- Service recovery: Takes too long
- Mobile expectations: Unmet



### Revenue Leakage

Old systems fail to optimize revenue, pricing, or upsell opportunities

- Static pricing: vs. AI optimization
- Missed upsells: Anniversary packages
- 15-25%: Lost ancillary revenue



### Security & Compliance Risk

Old systems don't meet modern security standards—making your brand vulnerable

- PCI compliance: Violations unknown
- Data vulnerability: VIP information at risk
- Regulatory gap: GDPR, CCPA requirements