

“Half of our business comes directly and at higher rates!”

Avery Windham - General Manager

## The Docent's Collection

The Docent's Collection is a boutique hospitality concept in Portland, Maine's historic Old Port offering 42 luxury loft-style apartments, ideal for short or long-term stays. Each unit features a fully equipped kitchen, bespoke local décor, and flexible mobile check-in. Guests can adjust service levels— from fully self-driven to attentive concierge support..

## Business Challenge

With rates starting at \$500/night, each uniquely styled loft attracts guests with specific preferences. The operator needed a personalized booking process to support brand building and a direct-first strategy. At the same time, they wanted to sell units individually on Airbnb and use simplified categories (e.g., studio, 1-bedroom) for OTAs like Booking.com. With lofts spread across town, cross-selling and smart distribution were essential to maximize occupancy.

## Implemented Platform Products

### Dynamic Inventory

They applied the dynamic inventory model to design a flexible pricing and product structure that highlighted the uniqueness of each loft, while still enabling simplified sales to third-party channels.

- Feature-based combinations (e.g., view, layout, décor) were defined so each attribute could be priced independently.
- Simplified categories (e.g., studio, 1-bedroom) were created for OTAs, with prices reflecting an average of the underlying feature-based configurations.

This approach allowed them to capture full value in direct channels, where guests could select and pay for specific features, while ensuring efficiency and standardization for OTA listings.

### Internet Sales Engine

The operator uses the GauVendi Sales Engine to enable match-based selling by suggesting the most suitable lofts for each travel context. With a wide range of lofts available, the recommendation model plays a key role in surfacing the most popular or best-fit options based on group size, length of stay, and travel dates. Guests with specific feature preferences can filter by those attributes and instantly see the best available match.



## ACHIEVED RESULTS

- ✓ 47% direct online bookings
- ✓ high 4-figure feature-upselling over category pricing every month
- ✓ Significant time saved in labor administration reservation work
- ✓ Guest satisfaction improved (reported by hotel staff and Google rankings)

### Flexi Channel & Sales Optimizer

Since the hotel sells each individual loft directly and through Airbnb, while offering simplified categories to other OTAs, the channel manager is directly connected to GauVendi to enable this setup.

Simplified categories are mapped to the respective OTAs, and each individual product is linked to Airbnb. Availability, prices, and automated length-of-stay restrictions are continuously updated and pushed into the channel manager, which syncs with various third parties. This ensures a highly differentiated distribution strategy that is fully automated and prevents overbookings.

## SALES ENGINE STANDARD KPIS

59.7%

UPSELL CONVERSION

\$ 36,-

FEATURE-UPSELL PER BOOKING

8,1%

LOOK TO BOOK CONVERSION