

# How Conscious Hotels Increased Upsell Revenue by 20–25% While Scaling Guest Communication with AI

Amsterdam, Netherlands

685 Rooms

Hotel Chain



## Impact Delivered

**25%**

Increase in upsell revenue across properties

**60%**

Of guest inquiries handled automatically with DuveAI

**1**

unified platform to manage 9 properties

## Overview

Conscious Hotels, together with Hotel V (acquired in 2023), manage 9 properties and 685 rooms in Amsterdam on Mews. The hotel group has set out to modernize its guest experience while maintaining efficiency across a growing portfolio.

Led by the Head of Digital, the team focused on increasing revenue, improving response times, and scaling operations—without adding complexity or scattered tools.

## Challenges

### Limited Revenue from Manual Upselling

Upselling was primarily managed at the front desk and through emails, making it inconsistent and difficult to scale. Without automation or personalization, revenue potential remained underutilized.

### Slow and Fragmented Guest Comms

Guest communication was managed almost entirely via email, leading to delayed responses and increasing pressure on the reservations team—especially as guest expectations shifted toward instant replies.

### Operational Strain Amid Staffing Challenges

Like many hospitality groups, Conscious Hotels faced staffing limitations. Teams struggled to balance operational tasks with delivering fast, high-quality guest interactions.

## Results Achieved

### 20–25% Increase in Upsell Revenue

By leveraging Duve's segmentation—using arrival and additional check-in data—upsell offers are precisely tailored to each guest, driving high personalization and a 20–25% increase in upsell revenue.

### Faster Response Times with AI

With 60% of inquiries handled automatically with DuveAI, guests now receive immediate responses, significantly improving response times and reducing pressure on staff.

### Improved Performance Through Centralized Control

By centralizing all guest touchpoints in one platform, the team reduced operational overhead, and improved control with clear response-time KPIs across properties.



*“I think Duve is a strong step toward the hotel of the future.*

*It has played a key role in our digital transformation.*

*Without it, we would have needed multiple tools to achieve the same result.”*

**Jesper van Raaij**

Head of Digital, Conscious Hotels