



**UPGRADE  
PACK**

*for Hotels*  
Your premier upsell partner

## What is Upgrade Pack?

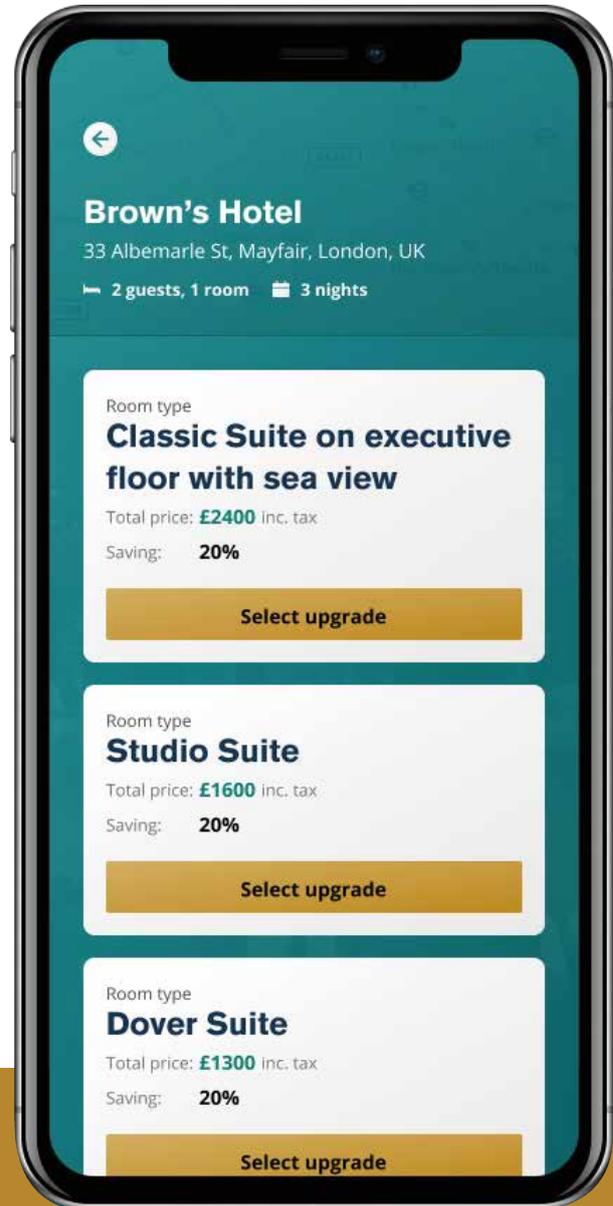
**Upgrade Pack** is a market-first platform for distribution. We provide an unrivalled source of ancillary revenue with zero fees and zero commission.

Our **private marketplace** is the best in class way for you to connect with high value and hard to reach guests who want to purchase upgrades.

**We increase your ancillary revenue and premium inventory occupancy.**

In-line with existing agreements	✓
High value / high spend guests	✓
Early visibility of revenue	✓
Optimised occupancy	✓
Direct guest relationships	✓
Elevated guest experience	✓
Retained rate control	✓
World class data and insights	✓

**A new, easy, and zero cost channel for paid upgrades**



## How it works

Our platform **seamlessly connects** with your CRS or PMS to access the existing booking. Your guest is presented with your exclusive upgrade offers; encouraging them to **purchase a paid upgrade** to a higher room category.

**We don't charge our hotel partners** any commission, costs, or fees.

Instead, we are paid by our financial services clients who provide our app, on a subscription basis, to their most valuable customers as a loyalty benefit or reward.

## Technology

Our ability to **connect directly** with your CRS or PMS and manage the go-live process with your system provider allows for a lean project timeline, enables a rapid path to launch, and with **minimal involvement** from your technology team.

Connect directly	✓
Utilise your existing system	✓
Launch in days, not months	✓
Full certification	✓
We do the heavy lifting	✓

## Why it works

**Upgrade Pack** is unlike anything else in the ancillary revenue or distribution market. We're not a bidding or auction mechanic, we don't demand our own pricing, and you retain the relationships with your guests.

Upgrades are confirmed before the guest arrives and you always (always) retain **full pricing control**.

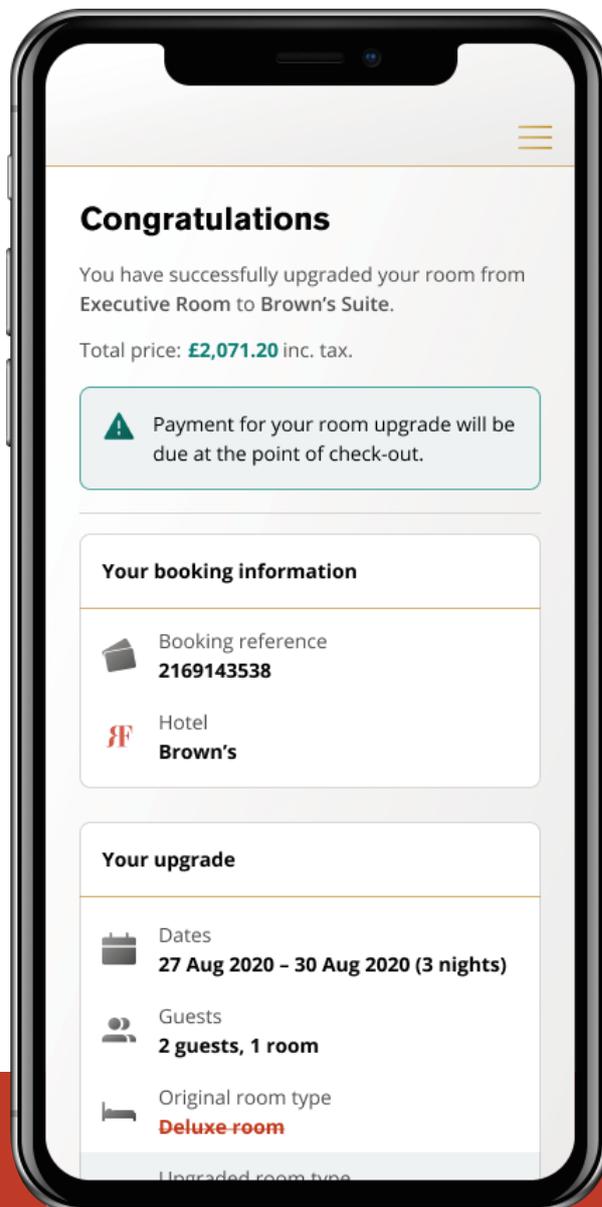
Our app is 100% focused on upgrades, helping you sell premium inventory.

Our closed marketplace combines the right type of messaging (direct 1-2-1), guests with a high disposable income, and a trusted third party (their bank or card issuer).

**Upgrade Pack** is the ultimate win-win solution; helping you **increase RevPAR**, add to the bottom line, and deliver an **enhanced guest experience**.

**"The next gen rev man hit!"**

*Director of Revenue, Global Hotel Group*



## In summary

**Increased revenue, enhanced guest experience, and optimised occupancy – all for no commission or fee.**

**Upgrade Pack** creates an alternative and efficient sales channel for unsold premium inventory. Access a closed marketplace of hard to reach affluent travellers who are willing to pay for an upgrade.

---

A guest focused solution ✓

---

A revenue generating solution ✓

---

A technology based solution ✓

## Talk to us

**June Tang**

Head of Hotels and Integrations  
[junetang@upgradepack.com](mailto:junetang@upgradepack.com)

**Toby Berger**

VP of Partners  
[tobyberger@upgradepack.com](mailto:tobyberger@upgradepack.com)

Find out more at [upgradepack.com](https://upgradepack.com)  
Follow us [@UpgradePack](https://twitter.com/UpgradePack)