

## In-room sales turn over USD 50,000+ per month at the hotel FIVE Palm Jumeirah through InnSpire



As Dubai continues to secure its spot as a popular business and tourist destination, the vibrant hotel-scene keeps expanding with world-class properties and experiences.



An example of this is the FIVE Palm Jumeirah - the Dubai flagship branch of the prestigious FIVE Hotels & Resorts. With its prime seaside location at the base of the Palm Jumeirah, a short distance from downtown Dubai and just 30 minutes from the city's two international airports, the impressive Jumeirah hotel offers all the luxuries of an upscale beachfront retreat in the city; fine dining restaurants and bars, as well as state-of-the-art spa, pool and gym services and 477 carefully designed rooms with stunning views of the Arabian Gulf, Dubai Marina and Dubai's iconic skyline. And because the hotel has partnered with InnSpire, guests also benefit from the best of modern in-room technology. Says Jaydeep Anand ? General Manager at FIVE Palm Jumeirah who is also the COO of FIVE Holdings which is the owning company of FIVE Hotels & Resorts:



“We already knew from the market that InnSpire can help drive room revenue with its powerful H-commerce solutions – but this is through the roof. We are turning over more than 50,000 USD per month just through the InnSpire interfaces.”

At FIVE Palm Jumeirah, the hotel guests are able to use a simple and intuitive interface on the TVs in their rooms, where everything the hotel has to offer is available. Mr. Anand continues:

“In fact, we are turning over many times more in sales than the entire suite of solutions cost us, so the monetization is incredible, and the ROI is as clear as daylight.”



With large, inviting pictures, and clear options for choices (such as orange/apple/pineapple-juice etc.), it's a very easy and rewarding experience for the guest. And since the solution is built around creating recommendations that go well with their choices, such as beverages, desserts, etc. – the up-selling features work beautifully, while being non-intrusive.

Ahmed Farrash, VP Sales Middle East and Africa says of the collaboration:



?Naturally, we're proud to be working together with one of the most prominent and exciting hotels in the UAE. We are impressed by how the people behind the FIVE Palm Jumeirah have managed to create a thoroughly modern hotel with such an engaging ambiance. We are happy to play our part in providing their guests with the technical solutions of the future, while driving both revenue and guest satisfaction.?

The FIVE Palm Jumeirah welcomes guests and visitors to experience the breath taking views and the serene beaches. All conveniently enhanced with the best technology the world has to offer.

### **About FIVE Holdings:**

FIVE Holdings, a Dubai-based real estate group, offers a wide range of services across four key verticals ? development, hospitality, restructuring and investment ? designed to leverage the different cycles of the real estate industry.