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ROOMDEX, A HOTEL UPSELL INNOVATOR, PARTNERS WITH MODUS HOTELS
Modus Hotels Continues its Technology Leadership with ROOMDEX's
Automated Hotel Upsell Tool at the Windsor Suites Hotel

Santa Cruz, CA –December 15th, 2020 – ROOMDEX, a pioneer in automated hotel upselling solutions, is happy to announce that Modus Hotels is piloting ROOMDEX's Upgrade Optimizer™ software in multiple hotels, leading with The Windsor Suites Hotel, (Philadelphia, PA).

[Upgrade Optimizer™](#) is an automated hotel upsell tool that generates revenue directly to a hotel's bottom line. ROOMDEX intelligently calculates the best upgrade offer price and ensures that only available rooms will be offered. Pre-arrival, guests are sent offers with room features that match their persona. Along with the upgrade, guests have the chance to purchase early check-in or late check-out. Late check out is offered automatically pre-arrival and during stay.

ROOMDEX hotels have reported an average of \$65 of additional room product up-sell revenue per up-sold stay since using the hotel upsell tool. Upgrade Optimizer™ room revenue is improving RevPar and boosting ADR when hotels need it most – even during low occupancy.

“Modus is continuously looking for the most forward-thinking technologies that can both improve efficiency and help us deliver the best guest experience,” said Marco Burlimann, Senior Vice President of Operations and Assets at Modus Hotels, “In today's world, we are focused on a touchless yet meaningful delivery of services. In this regard, the ROOMDEX activation has been very exciting. Our guests are not only getting the chance to improve their stay, they also are being given choice and control over the process. It is a touchless experience that provides actual, new value to the guest.”

“The performance of the Windsor Suites Hotel pilot has been very promising for ROOMDEX,” said Jos Schaap, CEO and Co-Founder of ROOMDEX, “The Modus Hotels team has a very professional approach to new technology and their feedback has been insightful. We are looking forward to a long relationship with them.”

About ROOMDEX

[ROOMDEX's](#) hotel upsell software, "Upgrade Optimizer," automates, monetizes and ultimately simplifies the hotel room upgrade process by putting the power of choice in the hotel guest's hands. Automation is the cornerstone of our pioneering hotel optimization platform. ROOMDEX uses hotel reservation, guest data and its proprietary persona and price algorithms to deliver personalized digital offers, greatly enhancing the guest experience. The hotel upsell tool relieves hoteliers of the labor time required by other upselling solutions while delivering high margin revenue and a substantial ROI.

The company was founded by Jos Schaap, Pierre Boettner and Denis Bajet, three industry veterans (Ex. MICROS- Systems (now Oracle Hospitality), StayNTouch, Shiji and Nor1) who together bring over 90 years of hotel software innovation experience in PMS, integrations, revenue management, BI, mobile, self-service and upgrade optimization software. Since founding in spring of 2020, ROOMDEX has signed on more than 55 hotels with 5,500 rooms across the U.S., U.K. and Europe.

Website: <https://www.roomdex.io>

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About Modus Hotels – The Windsor Suites

Modus Hotels is a Washington, D.C. based award-winning hotel development and management company focused on the lifestyle segment of the industry with deep experience in both independent and branded assets. Designed for the independent-minded traveler, each hotel offers a unique experience for those seeking an alternative to the predictability of an ordinary hotel. Located in diverse cities and neighborhoods, Modus Hotels are designed to fit today's traveler's individual taste and lifestyle. Modus' portfolio includes Hotel Hive, The River Inn, Motto by Hilton Washington DC City Center, and One Washington Circle Hotel (all in DC) and The Windsor Suites and Pod Philly in Philadelphia. Additional hotels and new cities are coming soon. For more information, visit www.modushotels.com or call 202-331-3800. Follow Modus on Facebook at www.facebook.com/modushotels, Twitter @modushotels and Instagram @modushotels.