

Kona Kai Resort

Platform Opportunity Report · Prepared for HP Hospitality · June 2026

14

rooms & suites

84%

direct booking revenue

\$2.1M

est. annual room revenue

\$30–60K

est. annual upside

The Property Today

Key Largo, FL · boutique beach-house cottages · on-site art gallery + botanic gardens.

- Confirmed running Cloudbeds PMS + booking engine (direct reservation link live).
- 84% of revenue is already direct — 10%-off-direct incentive + best-rate guarantee.

The Blind Spot That Remains

Even as a direct-booking leader, the property still leaks the visitors who never book:

- ~95% of website visitors leave anonymous — never resolved or retargeted
- Abandoned bookings exit Cloudbeds with no person-level recovery
- A residual ~16% still flows through OTAs at 15–18% commission (≈ \$51K/yr).

The delivr.ai Opportunity

Anonymous Shopper Recovery

Resolve site visitors to a person + address; retarget within 72 hours — recovering demand that never converted.

Abandoned-Booking Win-Back

Email + display the moment a booking is dropped in the Cloudbeds engine — clawing back high-intent leavers.

Geo Direct Mail & Guest Win-Back

Postcards to in-market travelers and past guests near rebooking — built for a 50% return-guest culture.

ESTIMATED ANNUAL UPSIDE

- ~\$25K/yr — recover half the residual OTA commission
 - ~\$25–35K/yr — recover anonymous & abandoned demand (+1–2% revenue)
- \$30–60K**
per year · ≈ 12–25× a ~\$2,400/yr add-on