

La Jolla Resort

Platform Opportunity Report · Prepared for HP Hospitality · June 2026

21

rooms & suites

83.5%*

direct booking revenue

\$2.1M

est. annual room revenue

\$30–65K

est. annual upside

The Property Today

Islamorada, FL · rooms, suites & multi-bedroom bayfront lodges · active across major OTAs.

- Confirmed running Cloudbeds (direct reservation link live on the official site).
- Active OTA presence leaves commission on the table beyond the HP portfolio average.

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
- Residual OTA bookings at 15–18% commission (≈ \$53K/yr at est. ADR ≈ \$320).

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

- ~\$26K/yr — recover half the residual OTA commission
 - ~\$25–40K/yr — recover anonymous & abandoned demand (+1–2% revenue)
- \$30–65K**
per year · ≈ 13–27× a ~\$2,400/yr add-on

Illustrative estimates. Direct-booking metrics from Cloudbeds' published HP Hospitality case study; * = HP portfolio average.

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