

# Pines & Palms Resort

Platform Opportunity Report · Prepared for HP Hospitality · June 2026

## 24

rooms & suites

## 83.5%\*

direct booking revenue

## \$2.7M

est. annual room revenue

## \$40–80K

est. annual upside

## The Property Today

Islamorada, FL · oceanfront cottages, suites & rooms · active on Booking, Expedia & more.

- Confirmed running Cloudbeds (direct reservation link live on the official site).
- Active multi-OTA presence means a larger recoverable commission slice than the HP 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
- Active Booking/Expedia listings leave meaningful OTA commission on the table ( $\approx$  \$68K/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

- ~\$34K/yr — recover half the residual OTA commission
  - ~\$30–45K/yr — recover anonymous & abandoned demand (+1–2% revenue)
- \$40–80K**  
per year ·  $\approx$  17–33 $\times$  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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