



How to Turn Your Tech Stack into a Revenue Generator

Morocco Showcase Summit |
20 November 2025 15:30 GMT +1





Anthony Casano

Country Director - France,
Canary Technologies

Today's speaker

It's Time to Get Creative!

In 2026, revenue in the **global accommodations market** is expected to reach:

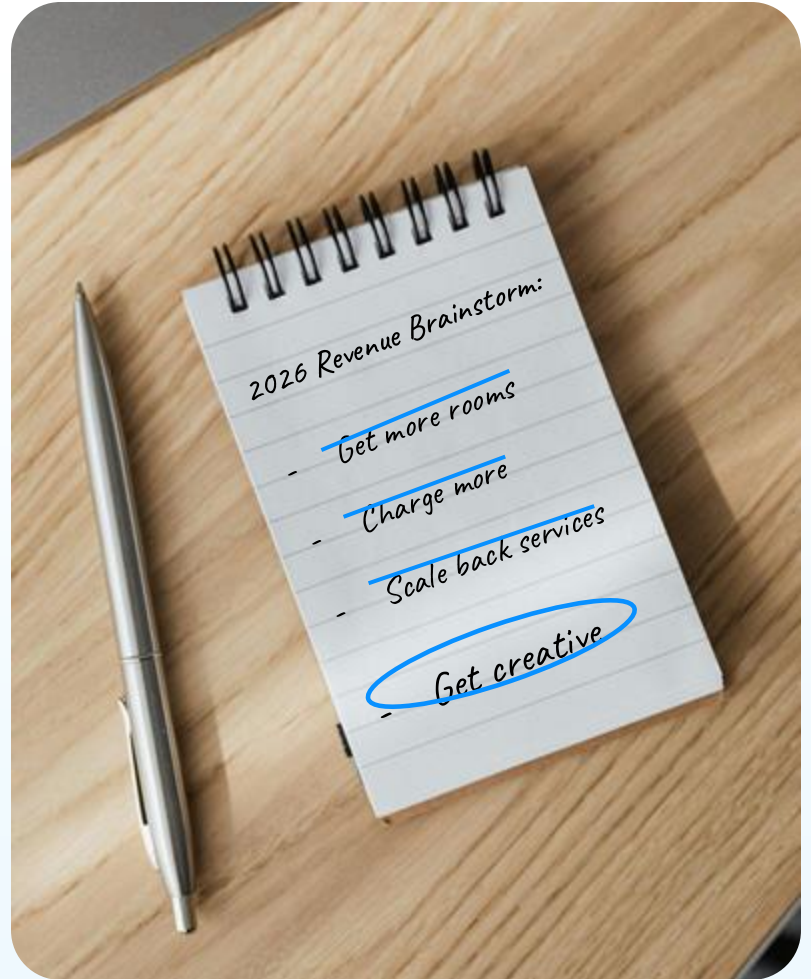
\$1.3T

Yet, **costs are on the rise** and room **rate increases are slowing**.



What can you do?

An often overlooked asset to your topline is your **tech stack**. Let's dive in on how you can put your tech tools to work more effectively.



4 Ways To Generate Revenue **with Your Tech Stack**



Room revenue



1. More Direct Bookings

With better guest communications



AI Webchat



AI Voice



AI Guest Messaging

2. Boost ADR

With higher reviews & rankings



Digital Tipping



Smart Checkout

Non-room revenue



3. Increase Upsells

By up to 300%



Digital Upsells



Digital Compendium



AI Guest Messaging

4. Close More Sales

Boost sales & catering revenue



Digital Contracts



Digital Authorizations



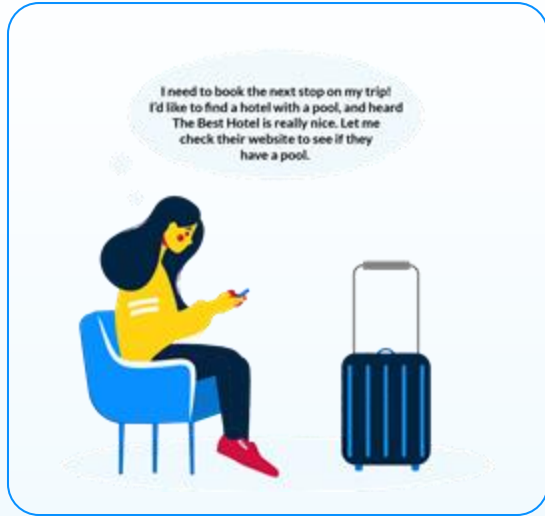
Payment Links

01

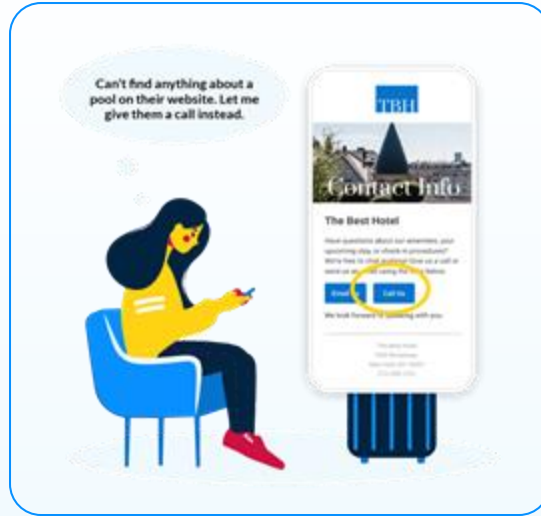
More Direct Bookings



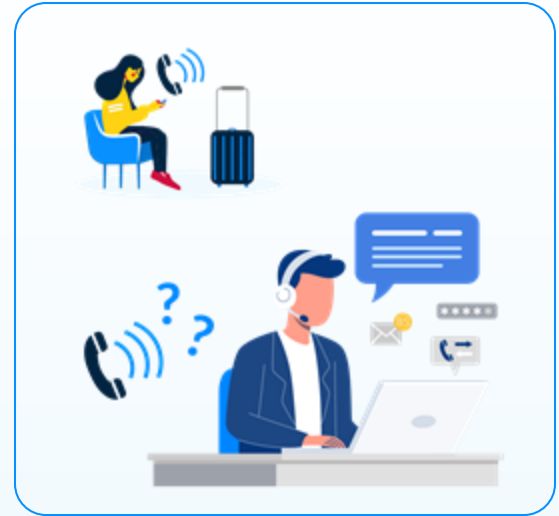
Picture This...



A guest wants to know if your hotel has a pool.



They visit your website to look for answers. They find your phone number. They call.



There's a better way! →



Answer Every Call

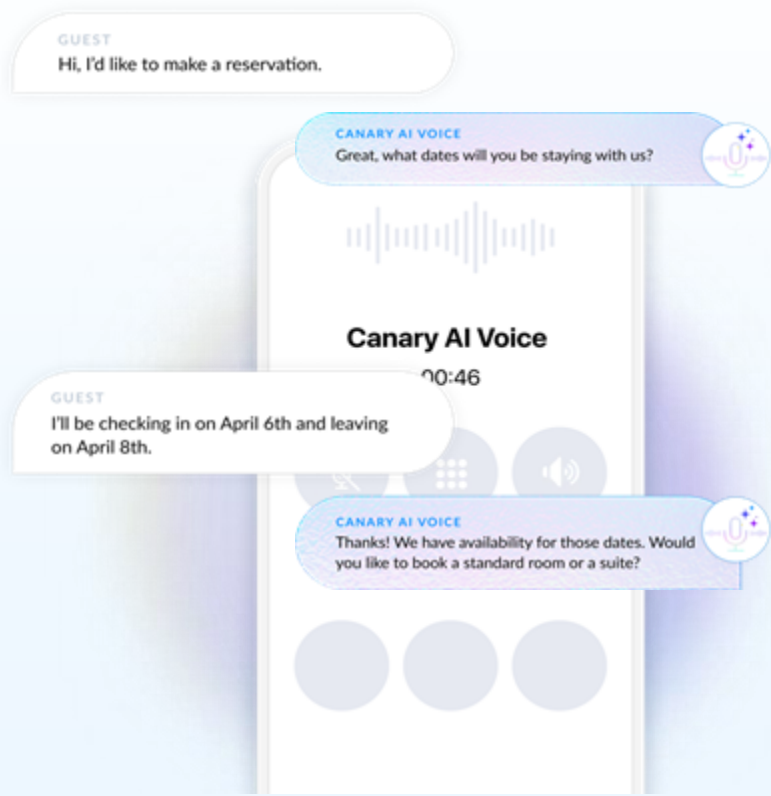
Let **AI Voice** assistants answer every call to get guests the answers they need and book a reservation directly.

30%

Missed opportunity

30% of calls to the front desk go unanswered.
One-third of those are to book a room.

Picture this **instead:**



Recoup lost revenue **with AI Voice**

Midscale hotels miss an average of five booking calls a day. Each one is lost revenue.

The Revenue Impact

~\$160,000

Potential annual revenue loss for avg.
midscale hotel



02

Boost ADR



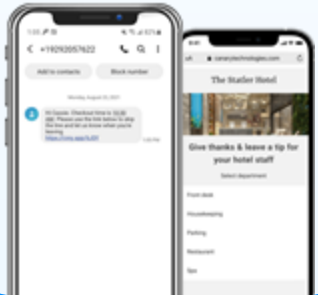
Boost Tripadvisor & Google Rankings



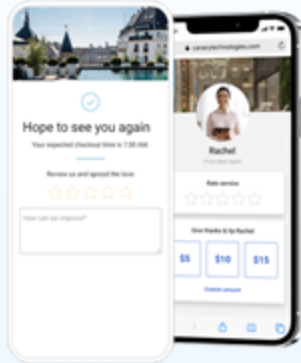
Hotels that improve their average online rating by one star can experience a 9–11% increase in RevPAR

Guest are prompted to checkout by text, or leave tip for service staff

Smart Checkout & Digital Tipping



Guests can rate their stay

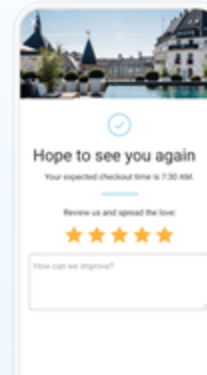


Ask guests to write a review on Google and TripAdvisor



Turn detractors into promoters by managing any issues before guests end their stay

Guests leave review on 3rd-party sites

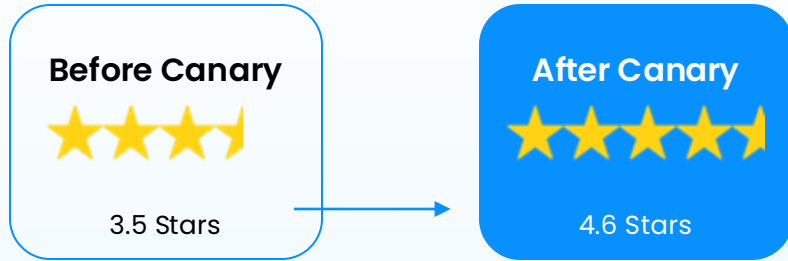


Increase 5-star reviews by up to 300%

#1 of 212 hotels in Miami Beach

4.6 (4,197 reviews)

How Ali'i Resorts Skyrocketed **Google Reviews** with Canary



“

We've seen our average star rating increase from 3.5 to 4.6 on Google since implementing Canary's Checkout solution.

– **Sam Chesick**, Assistant Director of Operations



03

Increase Upsells



Most hotels **struggle** with upsells

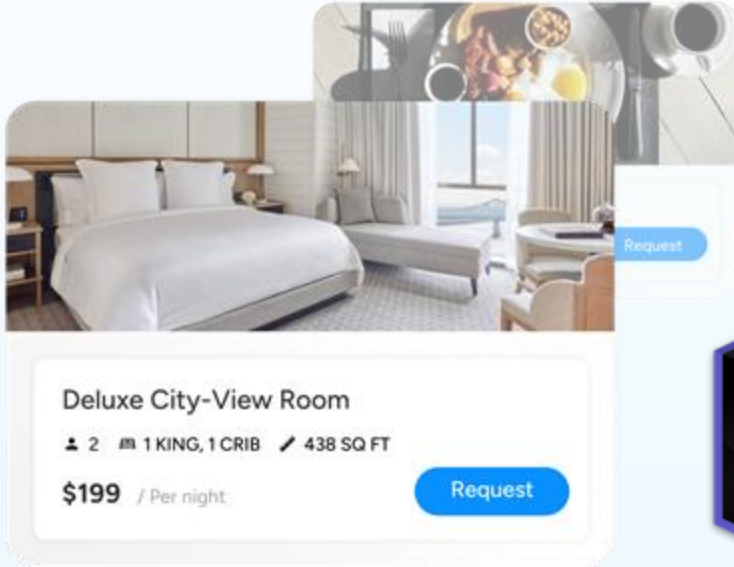
Missed revenue opportunities

- ⊗ **Who**
Requires front desk agents to be salespeople
- ⊗ **How**
Relies on emails
(that don't work well with ~30% open rate)
- ⊗ **When**
Limited to the time of booking or check-in
- ⊗ **What**
Typically offering room upgrades only



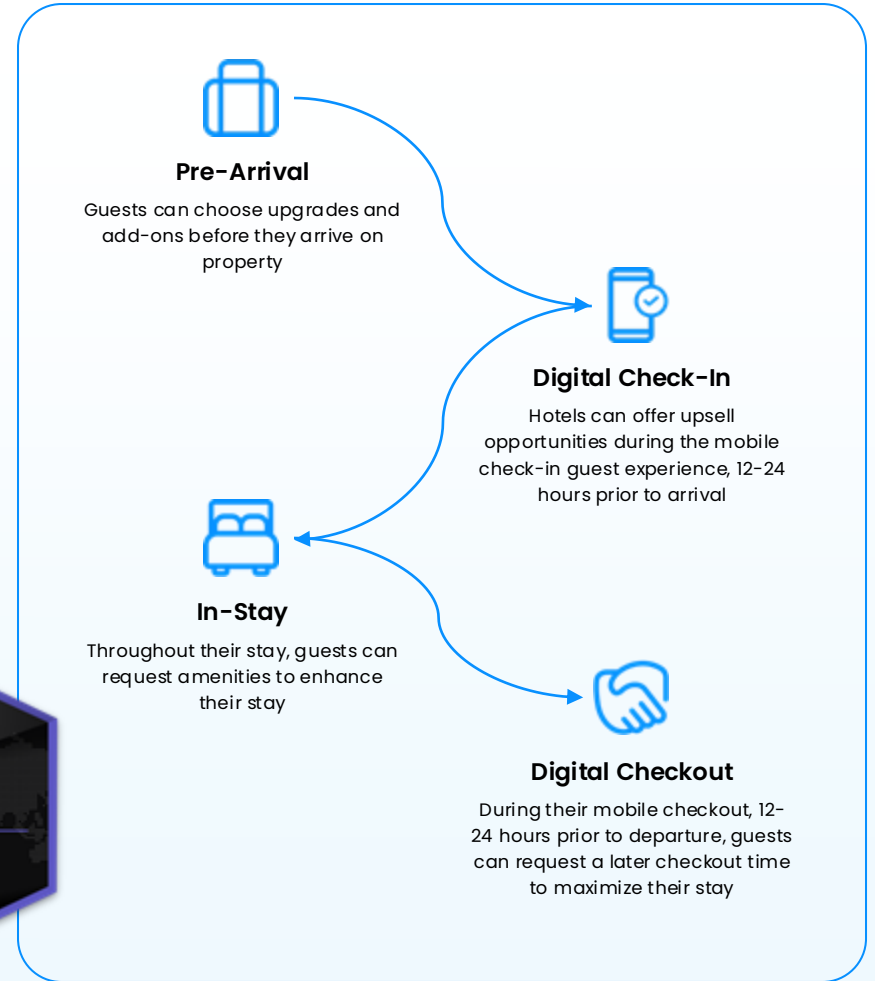
Supercharge Upselling

Put the power of Canary's #1-rated Upsells platform in your guests hands – on their mobile.



Deluxe City-View Room
2 1 KING, 1 CRIB 438 SQ FT
\$199 / Per night

Request



04

Protect & close more revenue



Canary Provides a **Best-in-Breed** Digital Authorization Solution

Canary's process is easy, secure and PCI compliant. Here's how it works:



Hotel team generates and provides the guest with a **link to digital authorization form**



Guest clicks link and **fills in information on a secure page**



CC data is stored securely and hotel can retrieve it in the event of disputes



Hotel **logs into dashboard** and can view authorization



Canary's Digital Authorizations Solution is Designed to Meet Hotels' Needs



PCI Level 1 Compliant



Eliminates Fraud



Saves 3 hours/week in front desk time



24 / 7 / 365 Support



Hotel Specific Operations



Intuitive Interface Designed for Hoteliers

Protect revenue: Reduce payment processing fees

The integrated solution to collect payments in real-time that saves you money.



Save \$1000s in processing fees with ecommerce transactions (Credit Card, Apple & Google Pay) and ACH / bank transfers



Eliminate chargebacks by collecting cash for deposits and non-refundable bookings upfront



Finalize event sales faster by sending payment links alongside contracts with auto-reminders

The Staller

Shop/Company name
Enter group/company name

Name & last
Enter name

Email for receipt
Enter email (required)

Acknowledgments goes here. This text is based on the template. It can be customized during template creation. Some more dummy text goes here for position only.

Payment Methods

Apple Pay

Cash

Bank Transfer

English

Privacy Policy - Terms & Conditions

Powered by Canvas Technologies

The Staller

Theresa Wells from Staller Hotel New York sent you the following documents, please review and sign.

Action Required

Contract Completed

Final Payment (\$25,000) **Finalize**

Final payment (\$25,000) Due on Nov 01, 2025

Signers

Emily Smith Signed

Theresa Wells Awaiting signature

For any questions or needs, contact Staller Hotel New York at (212) 875-1275

English

Privacy Policy - Terms & Conditions

Powered by Canvas Technologies



Close deals faster, track all group sales in one hub

Centralize and track contracting and payment for your event pipeline from proposal through close-out



Manage multiple deals in different stages from a single centralized dashboard



Track each deal's progress against due dates and get notified when customers sign or pay



Accelerate deal velocity with automated reminders

Assigned to	Signature status	Payment status	Event date	
All users	All status	All status	MM/DD/YYYY	
BOOKING	EVENT DATE	ASSIGNED TO	AMOUNT	UP NEXT
Emily and John Wedding	Jun 02, 2025	Theresa Webb	\$15,000	MAR 18, 2025 Contract countersign past due
Tech Innovators Conference	Jul 15, 2025	Theresa Webb	\$80,000	MAY 08, 2025 Contract signature due
Anderson Family Reunion	Jun 12, 2025	Marvin McKinney	\$5,000	MAY 12, 2025 Contract signature due
Global Finance Summit	Jul 25, 2025	Theresa Webb	\$82,000	MAY 25, 2025 2nd payment due
Startup Pitch Weekend	Aug 20, 2025	Theresa Webb	\$25,000	AUG 26, 2025 Contract counter signature due
Charity Gala Night	Sep 16, 2025	Marvin McKinney	\$40,000	AUG 02, 2025 BEO contract signature due
Johnson Corporate Retreat	Oct 01, 2025	Theresa Webb	\$35,000	AUG 16, 2025 1st payment due
Holiday Charity Ball	Dec 20, 2025	Theresa Webb	\$23,000	SEP 15, 2025 Contract signature due



The suite of solutions to streamline and boost sales

Step 1 of 3: Contract

This Agreement is made and entered into as of February 1, 2024. Group agrees that the terms of this Agreement are based upon the information provided by Smith/Harper Wedding Block below.

Hilton Hotels
By: 
Name: Terry June
Title: Sales Manager
Date: 01/02/2024

Smith
By: 
Name: Jane Smith
Date: 01/02/2024

[Click to Sign](#)

1

Digital Contracts

Sign agreements faster

Capture e-signatures and track agreements to close deals faster.

Hilton

Corporate Event Contract & Payment

Action Required

1st Deposit [Pay](#)

2nd Deposit [Pay](#)

Documents

Contract Accounting entries

Signers

Terry Smith Signed

Robert Lee Accounting approval

2

Payments


Collect deposits instantly

Combine e-signatures and modern payment links to collect deposits final balances instantly.

Hilton

Digital Authorization

I understand that this form is legally binding and I affirm that the above information is accurate.



Payments

Instalments	Amount	Due Date
1	\$1,000	Now

I agree to this payment or deposit to be charged.

Additional Authorization Charges

CHARGES AUTHORIZED TO BE PLACED ON CARD

All Charge

3

Digital Authorizations

Collect payment for future charges

Collect and store credit card authorizations for future payments and repeat clients.

Get in Touch with Canary

With our award-winning Guest Management Platform, we supercharge your hotel's revenue with Dynamic Upsells, AI Voice, AI Webchat, Smart Checkout, Guest Messaging, Digital Compendium, and more.

250%

Increase in upsell revenue

4X

Upsell conversions with AI

300%

More third-party reviews



Anthony Casano

acasano@canarytechnologies.com



**Get your revenue
playbook today!**

Trusted by over 20,000+
Hotels in 100+ countries

BW | Best Western
Hotels & Resorts

FOUR SEASONS

HYATT

CHOICE
HOTELS

Hilton

WYNDHAM
HOTELS & RESORTS

IHG
HOTELS & RESORTS

Marriott
INTERNATIONAL