GuestCentric Data Shows Melissa AI Assistant Increases Direct Hotel Guest Spend by 38%

Analyzing 310 hotels, GuestCentric reveals Melissa AI increases average direct booking spend to €691 and drives 40% of ancillary add-on sales.



GuestCentric's Melissa AI Sales Assistant interface driving higher guest spend for hotels.

LISBON, LISBON, PORTUGAL, September 8, 2026 /EINPresswire.com/ -- GuestCentric has released aggregated hotel performance data revealing that its conversational AI sales assistant, Melissa, drives a 38% increase in direct booking values for independent hotels compared to baseline website channels. Analyzing transactions across 310 hotel client properties, the findings demonstrate how real-time automated guest engagement directly accelerates direct-channel revenue growth.

Across the analyzed sample, hotel guests interacting with the Melissa AI Sales Assistant averaged €691 per booking, compared to a direct-channel baseline of €499. High-value luxury reservations exceeding €1,000 represented 22% of total direct bookings processed through Melissa AI Sales Assistant, nearly double the standard direct website average of 12%.

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>
> *Pedro Colaco*

Launched in May 2026, Melissa AI functions as an automated 24/7 digital concierge embedded directly within a hotel's website and booking engine. The sales assistant resolves guest inquiries in real time and recommends personalized stay options. By extracting contextual guest and reservation data during active sessions, Melissa also only surfaces relevant add-ons for guests, driving 40% of all ancillary add-on sales across participating properties.

"As major search platforms and hotel chains wire agentic booking into closed ecosystems, Melissa demonstrates that an open alternative thrives on the hotel's proprietary channel," said

Pedro Colaco, CEO at GuestCentric. “When independent hotels provide instant clarity directly on their website, travelers convert at significantly higher values on the spot.”

About GuestCentric:
GuestCentric provides cloud-based digital marketing and revenue-generation software for independent hotels and boutique resorts. Built to maximize direct bookings, GuestCentric’s platform integrates custom website design, a booking engine, multi-channel distribution, and conversational AI sales tools.

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