**GoTab**

## OVERVIEW

### Generating New Revenue Streams for the West Coast's Premier Boutique Hotel Brand

Pacifica Hotels is the largest owner and operator of boutique hotels on the Pacific coast. Pacifica Hotels' 40 independent and flag properties in key California cities from San Diego to San Francisco, as well as Hawaii, feature outstanding locations, AAA 3 and 4-diamond ratings, upgraded amenities and high standards of guest service.

## THE SITUATION

In summer 2021, Pacifica piloted GoTab to help optimize their dining operations, reduce operating costs and drive incremental food & beverage revenues. Now, through a direct integration with their Stayntouch PMS, GoTab allows Pacifica to deliver a fully mobile in-stay dining experience to their guests. By enabling guests to complete mobile orders with partnered local restaurants, GoTab expands the digital guest experience from the hotel to the local community.

**COMPANY**
Pacifica Hotels

**INDUSTRY**
Hotels

**FEATURES**
Mobile Order & Pay
KDS & Printer Integration
Revenue Optimization
No App Download Required

**PACIFICA HOTELS**

## Driving 10%+ Net New Revenue with GoTab

Oceanpoint Ranch, based in Cambria CA, has always offered breakfast service to nearby hotels. But with GoTab, they could bring the ordering experience into the room. By deploying GoTab QRs in all the rooms of five participating hotels, they now can take orders and centrally manage everything through the GoTab KDS.

As a result of deploying GoTab QRs, Oceanpoint Ranch has generated an additional 10%+ revenue, and anticipates additional growth as guests become more familiar with ordering from their room QRs.

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**We're thrilled to partner with GoTab to serve more guests, more efficiently, while delivering a superior experience. We see virtually unlimited opportunities to leverage the platform for future growth opportunities.**

**— Greg Simons, Corporate Director of Food and Beverage**

When guests are ready to pay, they can close out their check through GoTab, or complete the payment as a room charge facilitated by the Stayntouch integration.

Whether they use GoTab for in-room service or on-site dining, hospitality operators empower guests to self-order and pay for any food and drinks at the property, via their own phone. GoTab also allows them to operate with limited staff yet enhance the guest experience with highly interactive tools that allow guests to track the status of their orders, communicate directly with staff, and pay for their bill when they're ready.

✓ **Labor-Friendly Service Models**
Operate with limited staff yet enhance the guest experience with highly interactive tools that allow guests to track the status of their orders & easily text with staff.

✓ **Payment Flexibility**
When guests are ready to pay, they can close out their check through GoTab, or complete the payment as a room charge facilitated by the Stayntouch integration.

✓ **Built to Scale - Increase In-Stay Dining Revenue**
Ability to support in-room QR ordering across five partner hotels from a single hotel kitchen.

## More Than a POS

GoTab is a restaurant commerce platform designed to optimize **experiences and efficiencies.** Unlike **legacy POS systems**, we are the only platform that prioritizes the guest at the center of the experience. We operate in all hospitality spaces from **fast casual and fine dining** to resorts and entertainment venues with all the stops in between.