

# Streamlined Revenue Recovery

*Case study: Jesta Hotels & Resorts*

Here we explore how Jesta used rOTA to recover thousands of dollars of lost revenue from OTA virtual collect reservations without any upfront fees or any labor costs.

## At a glance

2 properties onboarded  
8500+ reservations reviewed  
\$33K+ amount recovered  
\$1315/mo per property

## The need

Jesta knew that on occasion virtual cards would go undercharged, and that their properties were leaving something on the table. They did not however have an efficient and effective way to analyze how much had been lost and to identify on which reservations. This analysis was even more daunting when considering that amounts can recovered as far back as one year.

## The solution

They decided to try rOTA's services, especially because rOTA operates on a pay-for-performance model. Jesta signed up two properties, the Essex House and the Clevelander, and were onboarded in just a few days by providing basic property details and OTA access. At that point, Jesta was completely hands off and rOTA's algorithms, APIs, and expertise took over.

## The results

rOTA has recovered more than \$33K between both properties, including \$27K just from the one-year lookback. Not only did rOTA analyze more than 8,500 virtual collect reservations but also, they disputed with the OTAs inactive and incorrectly closed cards to boost recoveries by 75%. Jesta is now currently onboarding more properties to the rOTA platform.



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