



# Pacifica Hotels Case Study

How **CRS** and **CRM**  
paved the way for the  
Pacifica Perks Loyalty  
Program



**To maintain a competitive advantage, foster guest satisfaction, and amplify guest value, Pacifica Hotels wanted to launch a comprehensive loyalty program aimed at elevating their business and brand. Their key objectives included:**

- Developing a guest portal to facilitate rewards and benefits for members.
- Implementing a robust tracking system for sign-ups and revenue reporting.
- Crafting targeted marketing strategies specifically designed to engage and delight program members.
- Implementing incentives and measures to drive increased sign-ups at the property level.

Pacifica Hotels, a prominent hotel chain with more than 30 mixed-brand properties, including seventeen independent hotels along the West Coast of the USA, sought to boost guest sign-ups and engagement by launching an exclusive loyalty and incentive program at an independent level.

To achieve this, they joined forces with SHR, leveraging their world leading AI-powered CRS technology in December 2020, and subsequently integrating SHR's CRM.

PACIFICA  
HOTELS



The eagerly anticipated loyalty program, known as Pacifica Perks, finally debuted in March 2022. This enticing program allows guests to access appealing incentives through both the Pacifica corporate and property websites, skillfully supported by strategic marketing campaigns orchestrated by Pacifica’s teams and enabled by SHR’s CRM. To further drive memberships, SHR’s BE plays a vital role by offering exclusive rates tailored to members, enticing them with property incentives upon enrollment.

“SHR’s CRM has been the key to launching our Pacifica Perks loyalty program, which had been in discussions for quite some time over the years. It was difficult to find a platform that would allow for a custom-made, white label experience that could integrate with our existing tech stack, until we learned about SHR’s technology.

We value our partnership with SHR and the attention given to our account from virtually every department – Business Development, Customer Success, Support, Integrations, etc. We’re also pleased to see the product line continue to evolve, particularly with the product additions and look forward to how we can continue to evolve and enhance our Pacifica Perks program with these new and forthcoming features & products.”



**Brandon Burtis**  
Corporate Director, Revenue Strategy  
Pacifica Hotels

## Achievements unlocked: The Outcomes

Over 49,000 members have signed up for the program since launch (March 2022 – March 2023).

**31,109**

Member reservations in first year

**66,489**

Member room nights in first year

**20%**

Uplift on average room rate members to non-members





## Discover the world's leading intelligent & automated hotel technology suite of applications



### Central Reservation System

Empower your hotel with a user-centric central reservation management system that works for you. SHR's CRS streamlines your reservation processes, enhances guest experiences, and optimizes your operations with a system tailored to your specific needs, ensuring smooth and efficient bookings, all whilst reaching a global audience.



### Customer Relationship Management

Anticipate and cater to the needs of your guests with smart guest engagement enhancing their overall experience. SHR's CRM allows you to stay one step ahead by knowing your guests and what they want before they even do. The advanced AI technology learns from thousands of guest interactions every day, allowing you to accurately predict guest behavior and anticipate their needs to engage them at the right time with the right message.