

REVGEN PLAYLIST

NOW NOW NOHO | STRATEGY RECOMMEDATIONS

REVREBEL.

THE METRICS

The metrics listed below were utilized to analyze the underlying trends of hotel prior to developing recommendations for Now Now’s forward-looking strategy.

TOTAL HOTEL

ALOS 2.6

2026 YTD

**HOW LONG DO
GUESTS STAY**

DISCOUNT SEGMENT

ALOS 3.0

LAST 3 MONTHS DATA

**HOW FAR IN
ADVANCE DO
THEY BOOK?**

APR 18 DAYS
AVG BOOKING LEADTIME

MAY 18 DAYS
AVG BOOKING LEADTIME

JUNE 15 DAYS
AVG BOOKING LEADTIME

WHAT ARE THE PRIMARY SEGMENTS GUESTS BOOK?

APR **64%** UNQUALIFIED DISCOUNT

MAY **53%** UNQUALIFIED DISCOUNT

JUN **41%** UNQUALIFIED DISCOUNT

MAY **DIRECT** **33%** | **67%** **OTA**

JUN **DIRECT** **33%** | **67%** **OTA**

**WHERE ARE
THEY BOOKING?**

**HOW MANY
NIGHTS DO
GUEST STAY?**

1 NIGHTS

37%

2 NIGHTS

26%

3 NIGHTS

16%

4 NIGHTS

09%

5 NIGHTS

05%

6 NIGHTS

03%

7+ NIGHTS

04%

**HOW FAR IN
ADVANCE DO
THEY BOOK?**

34%

09%

15%

18%

12%

08%

04%

0-3 DAYS

4-6 DAYS

7-14 DAYS

15-29 DAYS

30-45 DAYS

61-90 DAYS

91+ DAYS

BASED TRAILING 12 MONTHS

**HOW MANY NIGHTS
DO GUEST STAY?**

1-2 NIGHTS

63%

3 NIGHTS

16%

4+ NIGHTS

21%

**HOW FAR IN ADVANCE
DO THEY BOOK?**

58%

38%

12%

BASED TRAILING 12 MONTHS

**TWO
WEEKS OUT**

**LESS THAN
3 MONTHS PRIOR**

**GREATER THEN
3 MONTHS**

PRODUCT POSITIONING

NOW NOW NOHO SITS BETWEEN A BOUTIQUE HOTEL AND A HIGHER-END HOSTEL.

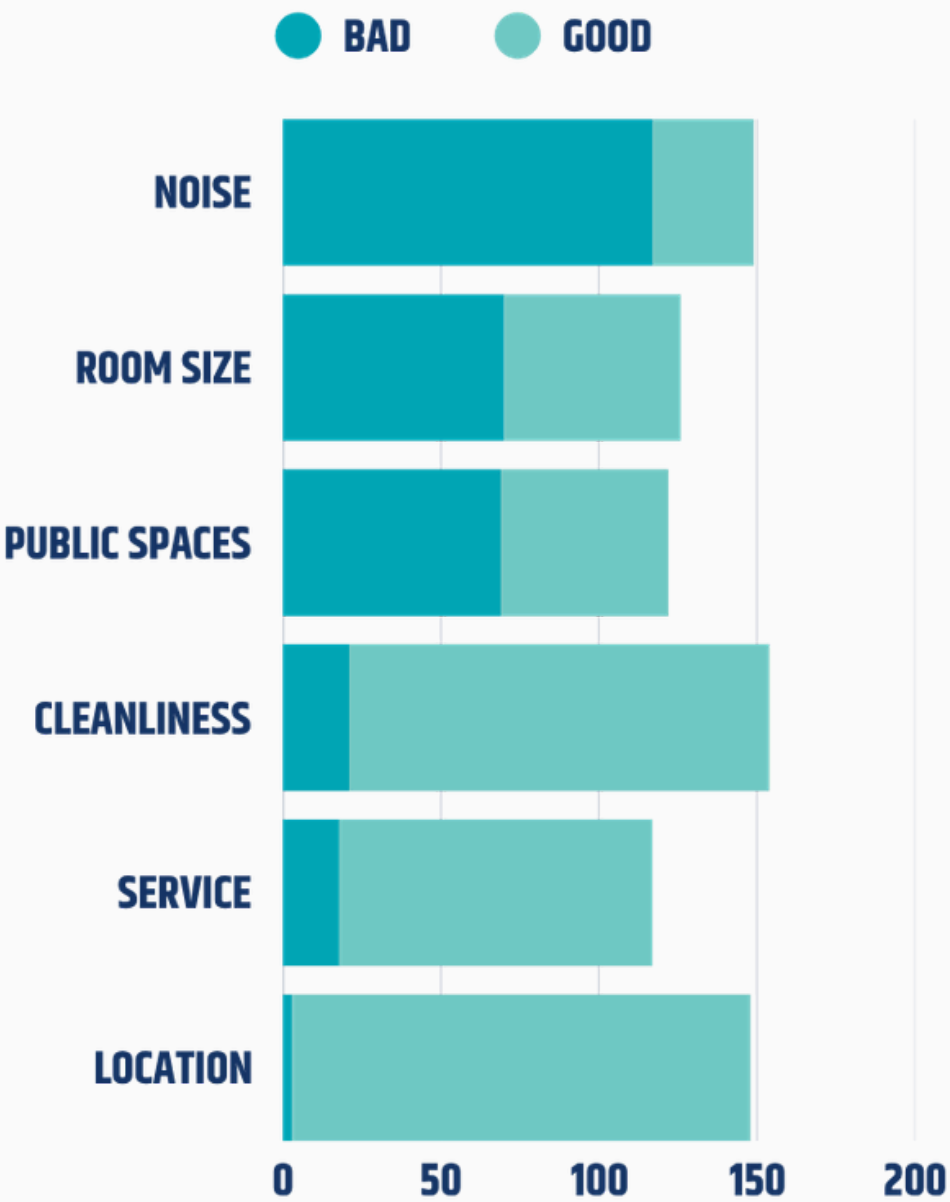
Guests receive:

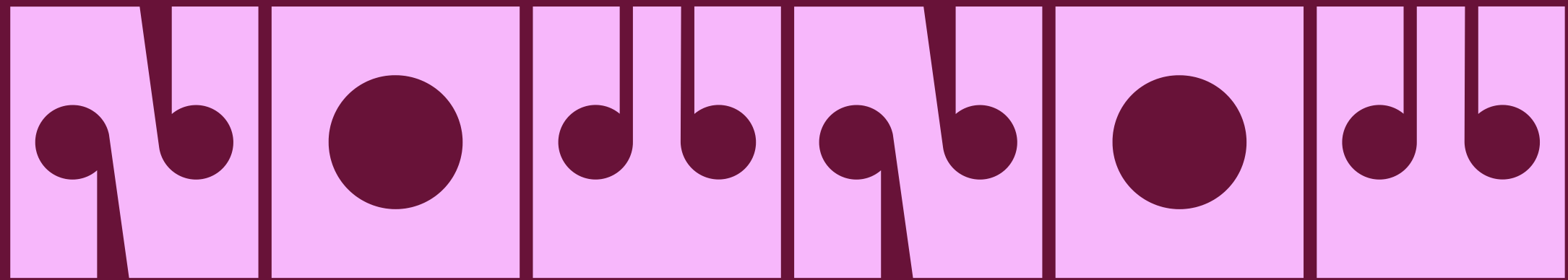
- A private sleeping cabin
- A locking door
- A dedicated bed and personal space
- Shared bathrooms
- Hotel-style amenities
- Access to a central Manhattan location

Guests do not receive:

- A fully enclosed hotel room
- A private bathroom
- Individual climate control
- Full acoustic separation
- Significant floor space
- Elevator access

TOP THEMES IN GUEST REVIEWS





THE RECOMMENDED PLAYLIST

With the urgent necessity to generate additional revenue on the horizon and a deficit to address, the Playlist highlights three high-level focus areas that have the potential to create the most significant impact.

Rooms Content & Distribution

Website Offers Merchandising

A Stronger Content Strategy

Right Sizing Pricing Across Partners & Products

The Work Around

To address the persistent visibility issues caused by the "sold out" message from the default search settings for two adults, we will introduce two new room types. This will be accompanied by specific room naming conventions designed to improve the presentation of these new categories.

The goal is to boost visibility and make sure the hotel shows up as an option when people are searching and deciding.

Cabin Naming & Feature Clarity

More straightforward and clearly defined, based on the feature upgrade path, while introducing the 2x option to enhance visibility in the distribution channel which include 2 Cabin for 2 Adults.

Solo Sleeper Cabin

**Accessible
Solo Sleeper Cabin**

**Solo Sleeper Cabin
+ More Space**

2X Solo Sleeper Cabins

**Women+
Solo Sleeper Cabin**

**Women+
Solo Sleeper Cabin
+ More Space**

**Women+
2X Solo Sleeper Cabins**

Cabin Naming & Feature Clarity

Collaborate with Tabourine to create an enhanced room production shopping experience and improve page merchandising.

This will help guests clearly understand the available options and value propositions, facilitating a smooth selection process all the way to checkout and ultimately boosting conversions.

Solo Sleeper Cabin

Options

	Basic Cabin	Accessible
	More Space	
	2X Solo Sleeper Cabins	

The Bookable Options

At its core, the property features two primary product offerings: the Basic Sleeper Cabin and a designated option for Women+.

From there, guests can choose a clear upgrade path, which includes options for additional space or the 2X option, designed to accommodate the requirement of two adults, ensuring visibility on the OTA's default availability return.

Women+ Solo Sleeper Cabin

Options

	Women+ Cabin
	More Space
	2X Solo Sleeper Cabins

Solo Sleeper Cabin Options

Basic Cabin

Accessible

More Space

2X Solo Sleeper Cabins

The Wright Mattress
DESIGNED FOR BETTER REST
Every cabin includes a premium Wright mattress chosen for its balance of comfort, support, and breathability. After exploring New York, settle into a sleep surface designed to help you recover, reset, and do it all again tomorrow.

Garnier-Thiebaut’s Bedding
CRISP, COMFORTABLE SLEEP
Breathable cotton-based fabrics designed to feel comfortable without becoming overly heavy. Cotton percale is often chosen for a crisp, airy feel, while cotton sateen offers a smoother, slightly more enveloping finish.

Brooklinen Bathrobe
ROBE ON. CITY OFF.
A soft, absorbent Turkish-cotton robe designed for post-shower comfort, cabin lounging, and the walk between your private space and the shared bathroom.

BOOK NOW

YOUR CABIN INCLUDES:

- Wright mattress
- Garnier-Thiebaut linens
- Brooklinen Robe and Slippers
- Smart Storage
- MagSafe and Wireless Charging
- Sound Machine
- Complimentary Eye Mask and Earplugs
- Shared bathrooms & Showers (located outside the cabin)
- Dyson Hair Stations
- Grown Alchemist Bath Products.

2X SOLO SLEEPER CABINS

Sleeps 2 guests in 2 separate private cabins.

A larger private sleeper cabin with extra room to settle in and an in-cabin gallery wall featuring work by local artists.

This cabin is ideal for solo travelers who appreciate the Now Now sleeper-cabin experience but prefer additional breathing room.

Shared bathrooms and showers are located outside the cabin and feature Dyson hair stations and Grown Alchemist bath products.

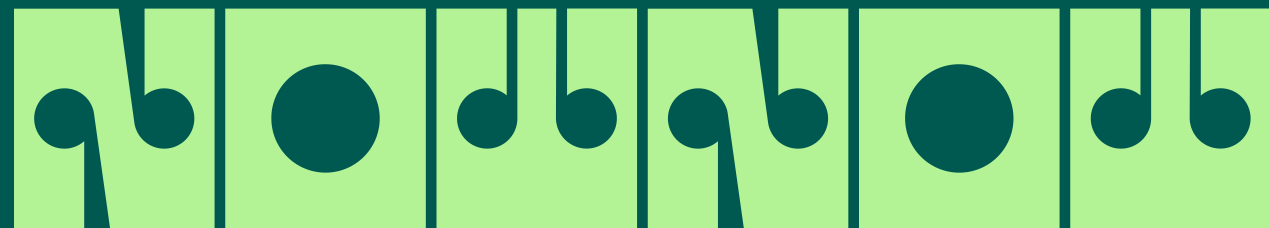
Your cabin includes:

- Wright mattress
- Garnier-Thiebaut linens
- Brooklinen robe and slippers
- Smart storage
- MagSafe and wireless charging
- Sound machine
- Complimentary eye mask & earplugs
- Gallery wall featuring local artwork

BOOK NOW

Based on Themes in Guest Comments

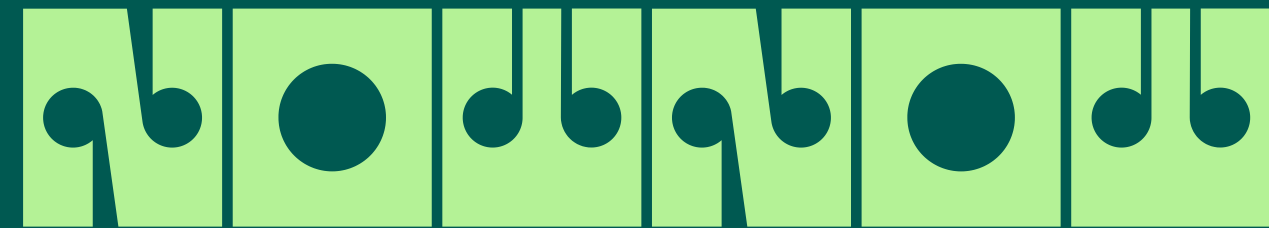
Leveraging the findings from analyzing the hotel review, we recommend adding copy to accurately position the property without adopting a defensive tone, highlighting its unique characteristics in a positive light.



Highlight Now Now's Distinctive Amenities.

The hotel has established a collection of amenities that reflect its roots in the community and its commitment to providing a comfortable stay.

While not everyone may be familiar with these regional offerings, the highlighted features convey a perceived value that enhances the guest experience.



PRIVATE SPACE. SHARED RHYTHM.

Your cabin is private. The quiet-floor environment around it is shared.

Open ceilings allow air—and some light and sound—to move between cabins. Shared bathrooms, quiet-floor guidelines, white-noise machines, robes, slippers, and thoughtfully selected amenities are all part of the Now Now experience.

Pack light, explore fully, and return to a private space designed for rest.

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THE CREATIVE WORK AROUND

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The goal is to boost visibility and make sure the hotel shows up as an option when people are searching and deciding.

Rooms Copy - Click Here

SLEEPER CABIN RENAMING

1. Add two new room type options to enhance distribution and visibility.
2. Remerchanise existing rooms page for best practices and proven to drive better conversion.

Guidlines for High Converting Copy

200 to 750 words

5th - 7th grade reading level. (+12.8%)

Inverted-Pyramid style

Lead (Value Proposition) > Supporting Evidence > Booking Certainty:

Create Clear Straght Forward Products

1. Clearly Define Product Differences, Payment Terms, Cancellation Policies, and Stay Patterns
 - Establish distinct differences between products
 - Outline payment terms
 - Specify cancellation policies
 - Defined stay patterns
2. Pricing gaps should be meaningful, and additional fencing should be established to prevent any overlap between products.

The Public Stack

Keep it simple, Keep it on Brand. Make it Now Now Noho.

Flexible Freedom

Enjoy flexible cancellation and the freedom to experience New York your way. Stay in your private cabin where creativity and community thrive .

- Website
- Voice
- GDS

Flexible Cancellation Up to 3 Days Prior

OTA Standard Rate
FIT Standard Rate

Sign Up & Save

Unlock the Here & Now Member Rate. Signing up is free, and you'll gain access to special offers when you book direct.

- Website
- Voice
- GDS

Sign up & Unlock Insider Discounts

OTA Member Rate
FIT Member Rate

Commit to Noho

Lock in your plans and save with our fully prepaid, non-refundable rate. Make your cabin your home base, step into the energy of NoHo, and experience New York with nothing holding you back..

- Website
- Voice
- GDS

Full Prepaid Non-Refundable

OTA Non-Refundable
FIT Non-Refundable

Make a Week of It

Stay 7 nights or more in New York to let the city surprise you. Get kitted in your private cabin, become a NoHo regular, and enjoy perks while your stay becomes its own story.

- Website
- Voice
- GDS

Save when booking 7 Nights or More

OTA Length of Stay
FIT Length of Stay

Targeted Offers

Homepage Featured Offers, Targeted to Specific Audiances or from the Offers Page

The Weekender

Check in Friday, settle into your private cabin, and give New York the weekend. Explore NoHo, follow the city wherever it leads, and come back to a stay designed for rest, reset, and one more story before Monday.

- Website
- Voice
- GDS

Available for Friday–Sunday stays.

Local Local

Your city, your staycation, your chance to see NoHo from a new angle. New York residents can enjoy an exclusive rate on a private cabin, with all the freedom to check out of routine and into something closer to home.

New York residents with valid ID.

- Website
- Voice
- GDS

Global Explorer

Global Explorer is an exclusive international guest rate with tiered savings on 3-, 4-, and 5-night stays. Available only to travelers booking from eligible international locations, it’s our welcome gift to guests visiting New York from abroad.

Travel farther. Stay longer. Save more.

- OTA Geo Rate

- Website
- Voice
- GDS

Offers Landing Page

Landing Page Featured Offers,
Bookable from there Only.

Free Night

Stay four nights at Now Now Noho and enjoy your fourth night free. More time to explore New York, settle into the neighborhood, and make the most of your cabin stay.

Book 4 nights, Get one on us.

- Website
- Voice
- GDS

Stay 3, Save 30%

Stay three nights or more at Now Now Noho and save 30% on your stay. More time to explore the city, discover the neighborhood, and settle into your cabin.

Stay longer. See more. Save 30%.

- Website
- Voice
- GDS

Uber on Us!

Spend summer in New York City and get a \$20 uber credit on us, plus all book direct perks when you book with us!

- Guaranteed lowest rate when you book direct.
- 72-hour cancellation policy.
- Uber credit valid during your stay dates

- Website
- Voice
- GDS

On-Board Dedicated Voice Reservations

1. Although there are costs involved, there is a tangible return on revenue generated when sales-trained agents assist guests with their reservations.

Add a Chat Bot

2. The technology to establish a brand and create exceptional experiences is not only available but also highly accessible. There are even free tools that can assist you in addressing simple informational queries effectively.

**Content + Data = Currency
for Driving Performance**

Blogs

Images

Events

1. Build-out for the Blog's Landing Page.

While the hotel currently features only one article on their website, the blog section is still under development and should be enhanced. This page can be leveraged to increase audience exposure and boost visitor engagement.

2. Development of the Events Landing Page.

The Events Landing page needs updates to include a more appropriate component for better engagement.

The events module should be crafted to be dynamically featured in other areas of the site, aligning with the website's overall goals.

Example Event Cards

The card component could be designed to allow the events API to populate information using the specified fields.





NEON LIGHTS UNDERGROUND

VIEW THE EVENT

MARCH 22, 2025

NOHO SUB-BASEMENT



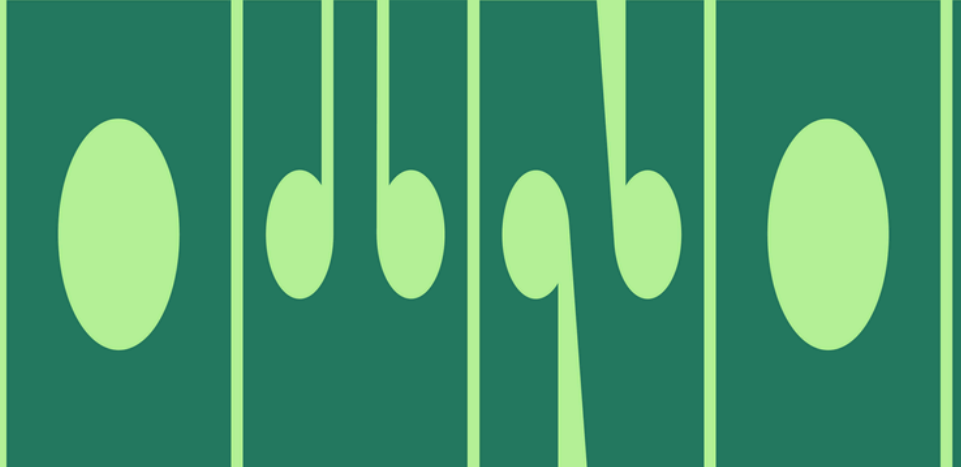


DOWNTOWN RHYTHM SESSIONS

EVERY THURSDAY

THE LOBBY BAR

GET ADDED TO THE GUEST LIST







MIDNIGHT CONCLAVE

VIEW THE EVENT

APRIL 12, 2025

VAULT ROOM 04



Blogs

Blogs help keep a website active, useful, and easier to discover. For guests, they create more reasons to spend time on the site by answering common questions, highlighting experiences, sharing local recommendations, and building trust before someone is ready to book or buy.

From an SEO perspective, blogs give search engines more relevant content to index. They help a site rank for long-tail searches, support internal linking to key pages, and show topical authority around the brand, destination, or service.

When written with helpful, search-focused intent, blog content can bring in qualified traffic earlier in the decision-making process and guide visitors toward conversion.

Living in Noho

A Local's Guide to Coffee, art, + Food and Downtown Ny

[View the Blog](#)

Stay Where you Play

Why Noho is NYC's Best Kept Secret for Visitors

[View the Blog](#)

Noho Through Time

Living in Noho An Architectural Journey & Walkable Itinerary

[View the Blog](#)

Example content created for Now Now Noho can be posted on the site or used as a reference. However, we recommend regularly posting some of this content to help enhance visibility in search results.

SYNIXIS CRS LINKED RATES

The recommended structure in the Synxis CRS for establishing rate plans involves utilizing a double deviation model linked to a single parent rate, offered at a discount from the Best Available Rate (BAR).

This approach connects the pricing between the hotel’s direct rate and each partner, ensuring parity across all distribution channels.

FULL PRICE RATE OFFER
(BAR RATE)

HOTEL’S DIRECT RATE
PLAN
(PARENT RATE)

ADVANCE PURCHASE RATE CATEGORY

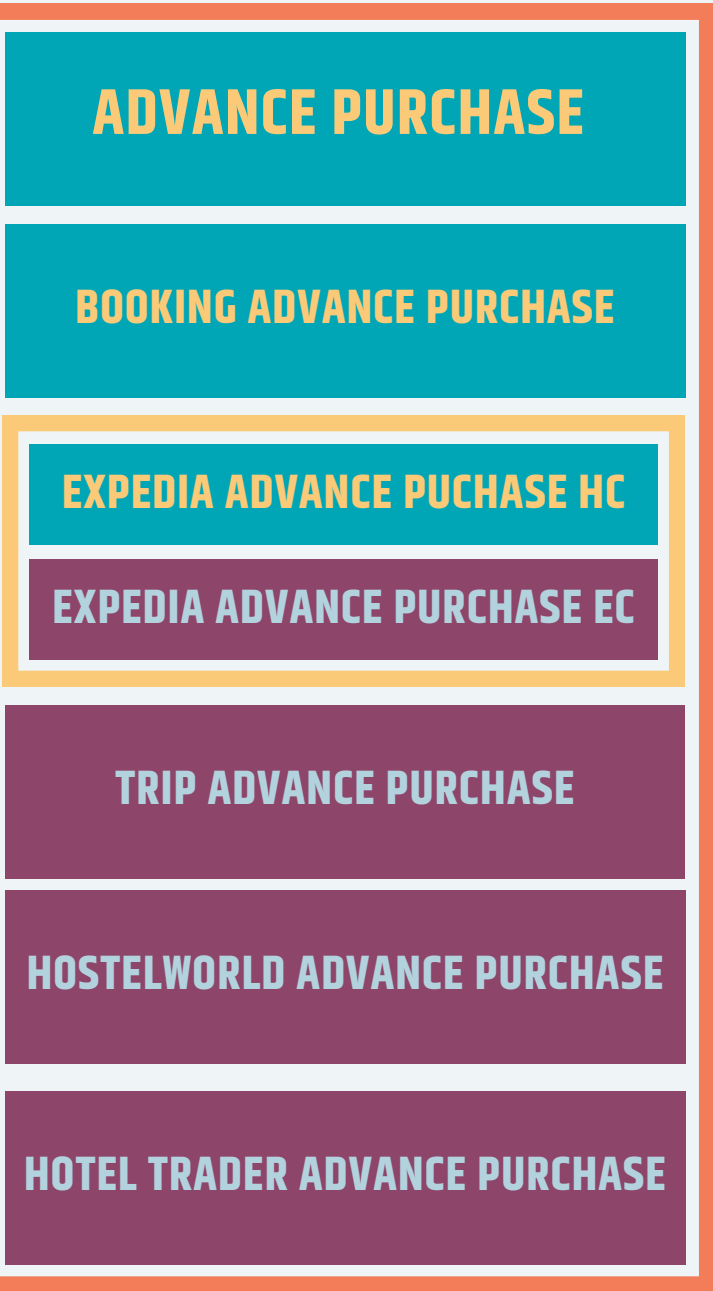
To ensure consistent parallel restrictions across products, it is essential to establish a rate category for each offering on both the hotel’s direct website and within the OTA/Partner Distribution.

This approach enables restrictions to be applied at the rate bucket level, ensuring that each rate plan within the respective tiers adheres to the same restriction settings.

PARTNER RATE
PLANS
(CHILD RATES)

BEST AVAILABLE RATE

\$200.00



15% off



0% off



0% off

21% off



25% off



20% off



25% off

Booking Commission Model
Example, Equal to Advance Purchase

Hotel Collect Example, Equal to
Advance Purchase No Margin

Expedia Collect Example,
Net Rate to Advance Purchase

Hotel Trader Net Rate Model,
Must be Equal to the Deepest Margin

STREAMLINE & FIX THE HOTEL’S RATE ALIGNMENT

Most promotional and third-party rate plans are currently linked under BAR, even when they should be linked under their respective product base plans.

CURRENT STATE

- BAR is functioning as the effective parent for:
- Advance Purchase plans
- Non-Refundable plans
- Length-of-Stay plans

TARGET STATE

BAR → Best Flexible Rate plans
ADV → Advance Purchase plans
DISDIR → Pre-Pay / Non-Refundable plans
DISLOS → Stay Longer / LOS plans

HOTEL’S DIRECT RATE PLAN
(PARENT RATE)

RETAIL RATE CATEGORY

PARTNER RATE PLANS
(CHILD RATES)

BAR	BEST FLEXIBLE RATE
OTAGO	Agoda Retail
OTBKG	Booking Retail
OTEXHC	Expedia Retail (HC)
OTEXEC	Expedia Retail (EC)
OTHOP	Hopper Retail
HTRET	Hotel Trader Retail
OTTRIPHC	Trip Retail HC
OTTRIP	Trip Retail TC
OTHOS	Hostelworld Retail
OTHCRE	Hopper CUG
OTRSST	RocketStay Retail

Full Rate



Discounted at
Margin or 0% if
Commission Based

HOTEL’S DIRECT RATE PLAN
(PARENT RATE)

ADVANCE PURCHASE RATE CATEGORY

MAX 5 MLOS

This ensure the rate plan is not shown then the LOS Promo is returned in the booking engine.

PARTNER RATE PLANS
(CHILD RATES)

ADV	PLAN AHEAD AND SAVE
OTAGAP	Agoda AP
OTBKGAP	Booking AP
OTEXAPE	Expedia AP EC
OTHOAP	Hopper AP
OTHCAP	Hopper CUG AP
HTPRO	Hotel Trader AP
OTTRAP	Trip AP TC
OTHOSAP	Hostelworld AP
	RocketStay AP

10% - 20% off BAR



Discounted at
Margin or 0% if
Commission Based

HOTEL’S DIRECT RATE PLAN
(PARENT RATE)

LOS PROMO RATE CATEGORY

Min 3 Night LOS

PARTNER RATE PLANS
(CHILD RATES)

DISLOS	STAY LONGER AND SAVE
OTAGLO	Agoda Promo LOS
OTBKGLO	Booking Promo LOS
OTEXLOH	Expedia Promo LOS HC
OTEXLOE	Expedia Promo LOS EC
OTHOLOS	Hopper Promo LOS
HTLOS	Hotel Trader LOS
OTTRLOHC	Trip Promo LOS - HC
OTTRLO	Trip Promo LOS - TC
OTHOSLO	Hostelworld Promo LOS
	Rocket Stay Promo LOS

5 LOS 25% off BAR



Discounted at
Margin or 0% if
Commission Based

MEMBER, PACKAGE & GEO BASE RATES

Establish a base rate strategy for the other products—such as International Offers, Package Rate Plans, and Member Rates—and then linking the corresponding OTA versions to them.

This will allow the RMS to yield rates, such as the package rate, with greater precision based on targeted forecast need periods, or to lower the discount during high-demand dates.

HOTEL'S DIRECT RATE PLAN
(PARENT RATE)

MEMEBER RATE CATEGORY

PARTNER RATE PLANS
(CHILD RATES)

MEMBER	BOOK DIRECT & SAVE
	Expedia Member
OTHCRE	Hopper CUG
HTMEM	Hotel Trader Member

10% off BAR



Discounted at
Margin or 0% if
Commission Based

HOTEL'S DIRECT RATE PLAN
(PARENT RATE)

GEO RATE CATEGORY

PARTNER RATE PLANS
(CHILD RATES)

DISINTL	INTERNATIONAL TRAVELERS
OTAGIN	Agoda Geo
OTBGIN	Booking Geo
	Expedia Geo HC
OTEXINT	Expedia Geo EC
	Hotel Trader GEO
	Trip GEO HC
	Trip GEO TC

3 LOS 15% off
4 LOS 20% off
5 LOS 25% off



Discounted at
Margin or 0% if
Commission Based

HOTEL'S DIRECT RATE PLAN
(PARENT RATE)

PACKAGE RATE CATEGORY

PARTNER RATE PLANS
(CHILD RATES)

PKG	BASE PACKAGE RATE
OTAGPKG	Agoda Package Rate
OTEXPKE	Expedia Package (EC)
	Hopper Package
HTPKG	Hotel Trader Package

10%-40% off BAR



Discounted at
Margin or 0% if
Commission Based

HEALTH CHECK PRICING MIS-ALIGNMENT EXAMPLES

- The December 9 pricing review reveals misalignment due to incorrect parent rate plan linking.
- Hotel Trader rates should have a 20% discount but are currently linked to BAR instead of hotel-direct products. T
- his misconfiguration hinders commercial progress and undermines the hotel's strategy to compensate for group segment losses via wholesale channels.
- The package rate, vital for this audience, is ineffective due to incorrect pricing.
- Similar issues affect other channels with flawed linkages. Restoring the distribution hierarchy is essential to recover booking velocity on these suppressed platforms.

Book Date: December 9, 2026 Date Shopped: July 8, 2026		Hotel Direct	Hotel Trader
BEST AVAILABLE MEMBER RATE		\$189.00	\$151.20
		\$166.00	\$151.20
NON-REFUNDABLE MEMBER NON-REFUNDABLE		\$183.00	\$146.20
		\$162.00	\$128.80
LENGTH OF STAY MEMBER LENGTH OF STAY	12/9, 3 Nights	\$166.00	\$151.20
		\$146.00	\$151.20
PACKAGE MEMBER PACKAGE		—	\$151.20
		—	\$151.20
PROMOTION MEMBER PROMOTION		Not Utilized	—
		Not Utilized	—

* Placeholder rate distribuion for when the hotel needs to mirror a promotion to connected partners.