

Mikal Hospitality Partners Launches Performance-Based Model to Help Hotels Reduce OTA Dependency

New hospitality-focused firm helps independent and luxury hotels regain control of direct bookings and guest relationships



Boston, Massachusetts Dec 27, 2025 ([Issuewire.com](https://www.Issuewire.com)) - Mikal Hospitality Partners Launches Performance-Based Model to Help Independent Hotels Reduce OTA Dependency

Mikal Hospitality Partners today announced its launch as a hospitality-focused advisory and technology partner helping independent and luxury hotels regain control of direct bookings and reduce reliance on online travel agencies (OTAs).

As OTA commissions continue to rise and alternative accommodations compete aggressively on price, many hotels face margin pressure despite strong demand. Mikal Hospitality Partners addresses this challenge through a performance-based engagement model centered on revenue recovery, direct channel growth, and long-term guest ownership.

Unlike traditional consultants or software vendors, the firm embeds alongside hotel leadership teams as a **fractional revenue and financial partner**, aligning incentives around measurable outcomes rather than reports, licenses, or short-term campaigns.

“Hotels don’t need more dashboards or discounting strategies—they need leverage,” said **Hussein Ayache**, Founder of Mikal Hospitality Partners. “Our work focuses on identifying revenue leakage at the P&L level and systematically moving booking share back to direct, without disrupting brand positioning or guest experience.”

The firm’s approach combines financial engineering principles with practical hospitality operations, allowing hotel teams to address OTA dependency, pricing inefficiencies, and underutilized ancillary revenue in a coordinated manner.

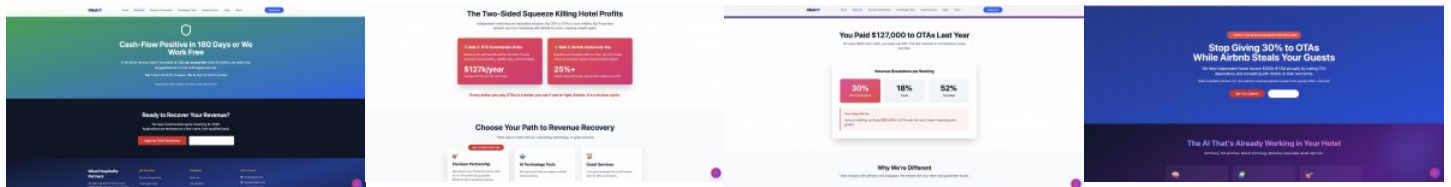
A key differentiator behind the model is access to **MikalVerse.ai**, a secure AI infrastructure platform designed to support modular intelligence across hospitality workflows. The platform enables hotels to benefit from advanced intelligence—such as automation, decision support, and optimization—without adding operational complexity or exposing sensitive guest data.

Mikal Hospitality Partners works with 3- to 4-star and luxury independent hotels across major U.S. destinations, with an initial focus on high-demand leisure markets. The firm plans to expand partnerships across North America, Europe, and the Middle East in 2026.

For more information, visit <https://mikalhp.com/>

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