Independent Luxury Hotel Cut OTA Share Nearly Five Points in Six Months Without Changing Rate

A new Americas Great Resorts case study documents 627 matchback-confirmed direct room nights and $161,629 less in OTA commission, year over year, at a flat ADR

Boynton Beach, Florida Jun 18, 2026 (Issuewire.com) - Americas Great Resorts (AGR) has published a new case study documenting how an independent 250-room luxury hotel reduced its OTA share from 61.7 percent to 56.89 percent over six months by implementing Owned Demand Infrastructure (ODI). The result was measured year over year at a flat $750 average daily rate, so the change reflects demand behavior rather than season or pricing.

Over the period, occupancy rose from 68.1 percent to 69.6 percent and total room revenue rose by $513,281. Direct-controlled room revenue grew by $1,342,148 while OTA-controlled room revenue fell by $828,867. The hotel paid $161,629 less in OTA commission than in the prior-year period.

The core evidence is the matchback. MD5-hashed email matchback confirmed 251 bookings and 627 direct room nights placed by recipients of AGR campaigns, traced through the hotel's own booking records. Those 627 room nights account for 92 percent of the property's net occupancy gain for the period. Because booker emails are hashed and matched against the hashed campaign list, no guest data is exposed in readable form.

"The hotel changed one thing in its demand generation, and the channel mix moved," said Andrew Paul, Managing Director of Americas Great Resorts. "Demand that would have originated through an OTA originated direct instead. The hotel ended up with more direct revenue, less commission paid, and a guest relationship it owns rather than rents."

ODI changes where demand originates. AGR introduces qualified affluent travelers to a property through its proprietary audience before those travelers enter an OTA comparison environment. When the introduction works, the booking forms in a channel the hotel controls rather than through an intermediary. During the measurement period, the hotel introduced only one new demand-generation variable, ODI, while marketing spend, advertising channels, allocation, and rate were held constant.

Measured against the larger post-ODI revenue base, AGR estimates the improved channel mix avoided approximately $223,385 in OTA commission over the six months, annualizing to about $446,769. That figure is a modeled estimate and is reported separately from the $161,629 reduction the hotel actually recorded.

The property's name and location are withheld at the client's request. The figures have been anonymized to protect commercially sensitive operating and distribution data while preserving the economics of the result.

The full case study is available at https://www.americasgreatresorts.net/luxury-hotel-odi-case-study/

About Americas Great Resorts

Americas Great Resorts is a luxury hospitality demand infrastructure company operating since 1993. It works exclusively with independent luxury hotels, resorts, and cruise lines to introduce qualified affluent travelers before OTA comparison and to build direct demand the property owns. AGR originated the

Owned Demand Infrastructure (ODI) framework. More information is available at https://www.americasgreatresorts.net

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