



Customer Story

La Hacienda Inn Turns Business Travel into **Big Profits** with Partner Hub

La Hacienda Inn, a locally owned property in the heart of San Antonio, was consistently trying to increase weekday bookings and stand out in a highly competitive market. With Engine's Partner Hub, Purvi P., Owner of La Hacienda Inn, turned these challenges into opportunities, leveraging powerful tools to maximize visibility and revenue.

The Problem

Low Weekday Occupancy Rates

While weekends were often fully booked, they faced challenges filling rooms during weekdays.

Lack of Market Insight

Without local demand data, it was difficult to attract the corporate travelers needed to drive occupancy effectively.

Manual, Time-Consuming Tactics

They relied on time-consuming methods like cold calling, scouting local construction sites, and checking permits—resourceful but exhausting with limited results.

The Solution

Campaigns and Increased Visibility

Targeted weekday promotions led to a significant increase in bookings from Engine's members.

Competitor Insight Dashboards

Detailed local market insights made it easy to identify trends in corporate travel demand so they could adjust pricing strategies and tailor promotions.

Flexible Rate Management

Partner Hub allows them to retain full control over their rates and inventory. They can adapt quickly to market conditions to maximize occupancy and revenue.

The Results



\$60,000 increase in revenue from midweek bookings



Optimized pricing that boosted revenue per room



Streamlined marketing efforts, leading to better visibility and fewer empty rooms



Improved competitive standing through data-driven decisions

Partnering up with Engine is the best decision we've made.

— Purvi P., Owner



With Partner Hub

\$60K Boost with Partner Hub

Purvi, the owner of La Hacienda Inn, first discovered Engine after noticing an increasing number of reservations coming to her hotel from Engine. Intrigued, she decided to reach out. With the help of her dedicated account representative, she quickly got started with Partner Hub—and found it very easy to use.

With Partner Hub's advanced tools and insights, La Hacienda Inn is able to transform its approach to marketing, pricing, and booking management.

"Partner Hub just makes my life easier," says Purvi. "Having a partnership with Engine, we are able to target the small, mid-size businesses and gain all that midweek business. And our revenue has really spiked up. We are not talking about just \$1,000 or \$2,000 here, we are talking about at least \$50,000 to \$60,000".

Powerful Tools to Help Small Hotels Thrive

Partner Hub gives Purvi access to tools typically reserved for large hotel chains:

- Advanced analytics for understanding market demand
- Targeted promotions tailored to specific audiences
- Insights into guest behavior to optimize pricing and offerings

"We're not just delivering bookings; we're empowering hotel owners with data and solutions to thrive," says Florent, EVP of Supply & Strategy at Engine.

La Hacienda Inn's Revenue Turnaround

Today, La Hacienda Inn is thriving. The once-difficult midweek business is now a key driver of revenue, thanks to Engine's technology combined with Purvi's resilience. As Florent puts it, "We're here to help small business owners like Purvi succeed, because when they thrive, we all do."

What are you waiting for, Partner?

[Sign up today](#) and unlock the full potential of Partner Hub. Let's get started!