

OPERA Cloud Guest Engagement and Merchandising

Increase revenue and elevate guest satisfaction with AI-powered upselling embedded in OPERA Cloud Property Management System. Together with Nor1's intelligence engine, reservations and purchase behaviours are analysed to predict the most appealing upgrades at the right time and price for each individual guest, delivered through a performance-based revenue share model.

Engage 100% of guests at every touchpoint

Connect with guests from booking through check-in and throughout their stay using Guest Engagement and Merchandising solutions that analyze reservation data to predict each guest's likelihood to buy and deliver the most relevant offers.

Introduction to Solutions

eStandby: Unconfirmed Upgrades

Engage guests after booking by offering upgrade options at the conclusion of the booking experience and via confirmation emails. The personalized upgrade requests for rooms and other ancillary services can be submitted in advance and hotel staff can easily review and approve or decline requests based on availability. Once approved, accepted upgrades are automatically actioned in OPERA Cloud, eliminating manual effort, and streamlining operations.

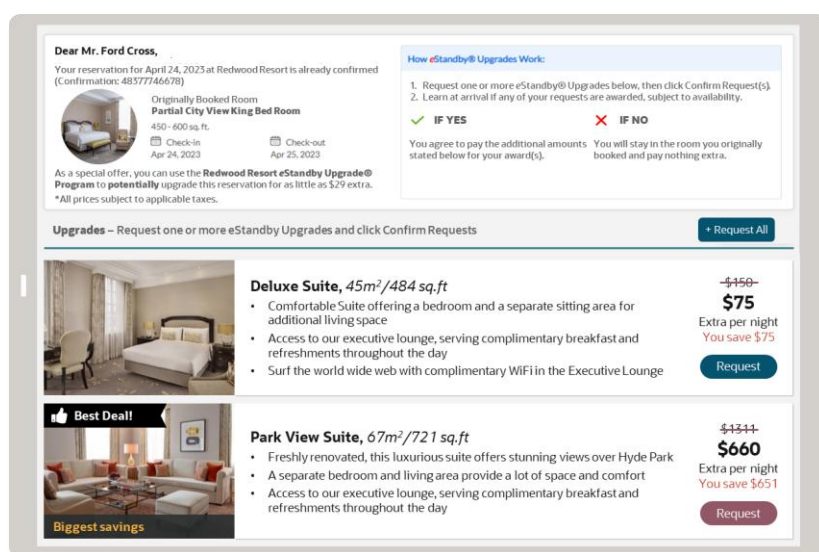


Figure 1: eStandby Upgrade offers available to request are displayed post-booking

eXpress: Confirmed Upgrades

Offer guests who did not request an upgrade prior with confirmed upgrade offers delivered through pre-arrival or dedicated email communications. Guests are presented with real-time, available upgrade options that can be instantly confirmed. By combining reservation details with live availability, the system identifies the most relevant upgrade opportunities at optimal price points. Once accepted, upgrades are automatically fulfilled in OPERA Cloud, maximizing room utilization while minimizing operational effort.

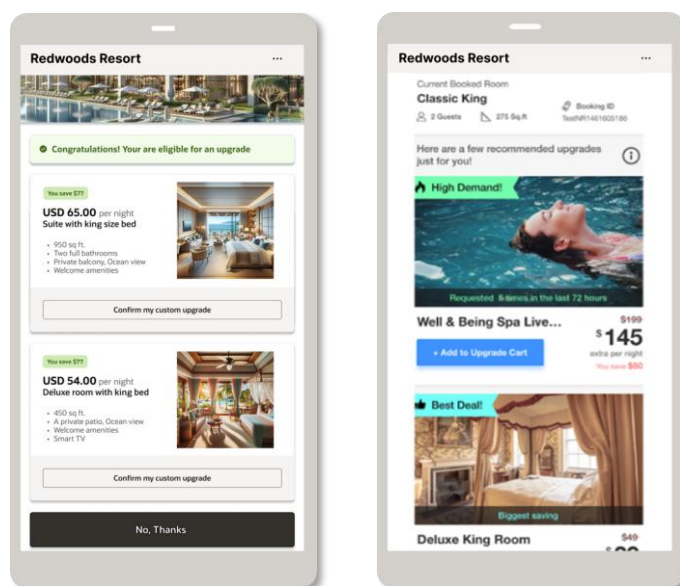


Figure 2: Available eXpress upgrades presented via OPERA Cloud Guest Experience and standard web display

Check-In Merchandising: At Check-In

Present personalized upgrade offers before arrival, at check-in, and throughout the guest stay. With in-path upselling embedded directly in OPERA Cloud, staff can present real-time, AI-driven offers without leaving their workflow—making upselling up to 15x faster at the desk than traditional methods. Offers reflect each guest's reservation details and live inventory, with accepted upgrades updated instantly in OPERA Cloud. In-path upselling is exclusive to OPERA Cloud.

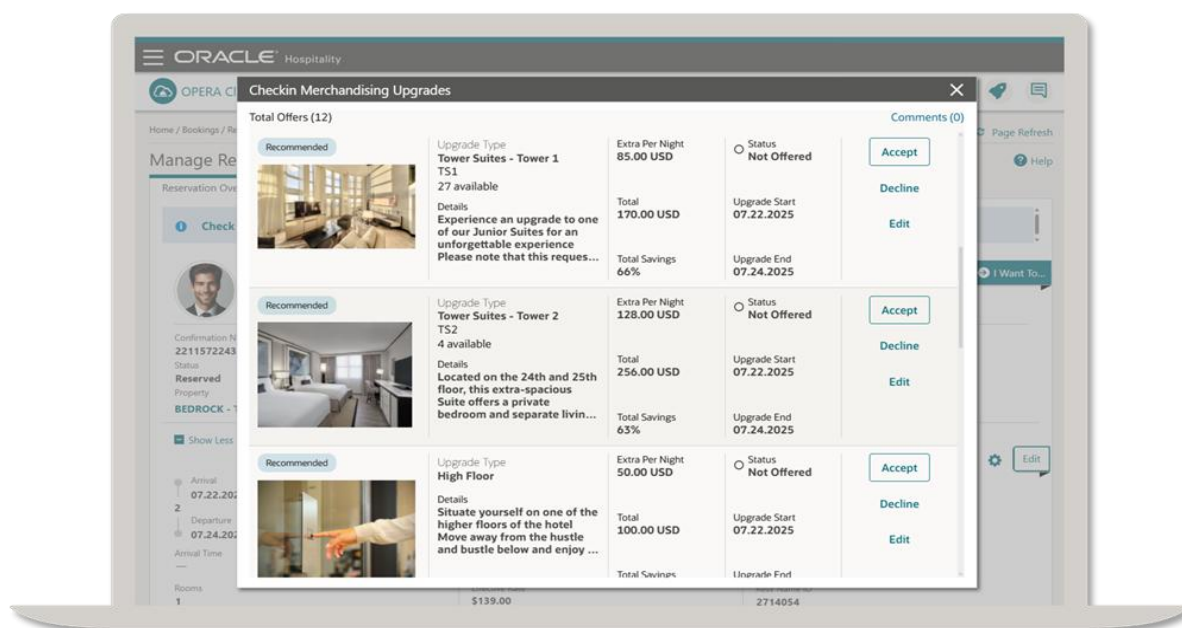


Figure 3: Available offers are displayed during in-path upselling workflow in OPERA Cloud

Mobile Guest Experience

Engage guests during the mobile pre-registration flow with personalized upgrade offers. Guests can pre-register, review their reservation, and receive offers seamlessly via a secure link. As an included module for OPERA Cloud customers, upgrades are delivered without the need for additional mobile apps, maximizing convenience and guest satisfaction.

Key Features

- AI-powered, personalized upsell recommendations delivered at the right time and optimal price for maximum conversion.
- In-path upselling is embedded in OPERA Cloud check-in workflows.
- Real-time dynamic pricing, inventory validation, and automated fulfilment for room and non-room offers.
- Multi-channel delivery across booking confirmation, pre-arrival, Mobile Guest Experience, and front desk.

Key Benefits

- Performance-based revenue share with no-cost implementation and training.
- Increased revenue by capturing demand for rooms, attributes, and services.
- Enhanced guest experiences through tailored and meaningful offers.
- Front Desk upsell offers are actioned 15x faster than traditional manual efforts.
- Staff empowerment with tools to identify top performers and areas for coaching.

Related products

OPERA Cloud Guest Engagement and Merchandising complements additional solutions on the OPERA Cloud platform, including:

- OPERA Cloud Property Management System
- OPERA Cloud Sales and Event Management
- OPERA Cloud Loyalty Cloud Service
- OPERA Cloud Distribution

Connect with us

Call +1.800.ORACLE1 or visit oracle.com. Outside North America, find your local office at: oracle.com/contact.

Copyright © 2026, Oracle and/or its affiliates. This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Oracle, Java, MySQL, and NetSuite are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.