



How LDV Hospitality Doubled Revenue At The Gurney's Resorts Beach Clubs

2x Year-Over-Year Revenue

0.01% No-Show Rate

Founded in 2009 by hospitality leader John Meadow, LDV Hospitality (LDV) has locations in eight cities nationwide, including Scarpetta, American Cut, Dolce Italian and more.

As LDV scaled, they realized that the revenue strategy at each location varied dramatically. This was most apparent with hotel properties like Gurney's Resorts. These popular resorts, located in Montauk, NY and Newport, RI, welcome seasonal travelers and offer guests a luxury daytime experience with daybed rentals and bottle service. These waterfront properties need to generate the vast majority of their revenue during the critical summer months – rain or shine.

LDV recognized that the solution lay in finding an operationally efficient way of securing revenue in advance to reduce the potential impact of bad weather. SevenRooms' Paylink, a secure, PCI-compliant credit card authorization tool, helped them make this vision a reality.

Reducing No-Shows And Driving Revenue

LDV decided to implement a policy that required 50% prepayment to confirm a reservation. In order to put this idea into practice, LDV needed a fast, easy and secure way to process payments on reservations. Paylink provided this capability. Regardless of how a reservation was booked, a branded email was sent to the guest requesting credit card details. Guests then entered their CC info in a mobile-friendly experience and the payment details were stored securely and tied to a specific reservation. Using Paylink enabled LDV to:

- / Process 50% of the total cost at the time of booking
- / Charge guests with a credit card on file, even if they didn't show up
- / Recoup costs for late cancellation fees if they were unable to resell the table

“My philosophy is to do things the right way, or don't do them at all. We use Paylink to charge credit cards and do pre-authorizations in a seamless, fully PCI-compliant way, creating an easier process for our team, and driving real dollars to our bottom line.”

Bryan Siegel

Director of Hospitality,
LDV Hospitality

“Paylink has been spectacular,” said **Bryan Siegel, Director of Hospitality at LDV Hospitality**. “For the first time we can say, “There’s enough demand, so unless you’re willing to pay 50% upfront, sorry, but we can’t take your reservation. It also opened the door to collect cancellation fees while helping us to resell a table.”

With guests already on the hook for 50 percent, no-shows were all but eliminated. LDV had a no-show rate of 0.01% during the summer of 2017. The total revenue impact of reducing no shows was dramatic: LDV double their year-over-year revenue in summer 2017 at both Gurney resort properties.

Staying Compliant With Paylink

Credit card fraud and theft is a known issue and, increasingly, credit card providers are siding with the card holder in disputes if the venue in question didn’t manage payments in a PCI-compliant manner. Restaurants who collect and process payment information manually are opening themselves up to significant liability.

“We processed credit cards on every reservation, and that’s a lot of revenue when you think about the 40+ tables we had available for guests to book each day,” said Siegel. “We wanted to make sure our guests’ personal data was safe. We have guests visit time after time and we value their repeat business too much to risk losing their trust.”

SevenRooms’ Paylink enabled LDV to:

- / Process electronic payments via Stripe for their Beach Club, with PCI Level 1 compliance
- / Eliminate faxed and/or emailed credit card authorization forms, taking booking time down to minutes
- / Audit all payments processed during a given custom timeframe, with detailed reporting tools to ensure their revenue numbers were on track
- / Track no-show/short show rates, enabling better service and insights into the business

“The truth is that our strategy of collecting prepayment on reservations could not have happened without SevenRooms’ Paylink feature,” said Siegel.

Ready to increase repeat business?

Reach out today to [schedule a demo](#).

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