



Alila Jabal Akhdar increases experience bookings pre-arrival, and streamlines internal operations with Way



Alila Jabal Akhdar is a 78-suite property located in the heart of the majestic Al Hajar Mountains.

Prior to Way, they relied on Whatsapp and spreadsheets to sell and manage their on-property experiences. They leveraged Way to drive pre-arrival bookings from experience pages on their website and ease ongoing operational burdens.

Results at-a-glance

Alila Jabal Ahkdar's top revenue-driving experiences **activate the most stunning spaces in their property** with vista view private dining experiences, massages, and stargazing.

61%

of experiential revenue is generated from these epic activations



With **Way**, guests can discover and book experiences directly on the Alila website pre-arrival and throughout their stay. This not only drives more revenue but simplifies experience management and onsite operations.



29 day

average pre-arrival booking window

"Way has given us a beautiful web interface to show off all that our property has to offer and allowed guests to build an incredible itinerary ahead of their stay. This has both increased guest satisfaction and ancillary revenue, as well as streamlined our operations by allowing us to plan ahead."

Amal Amjad

MARKETING & COMMUNICATIONS MANAGER
ALILA JABAL AKHDAR