



The Pet-Profit Playbook

How smart hotels add **€3 000 – €7 000** per month from pet guests — without new hires or new rooms



Why Pets Are the New Profit Center

Look around any lobby today. Pets are everywhere.

They're not a "trend." They're a movement — a massive behavioral shift in how guests travel, choose hotels, and spend money once they arrive.



Fact: 1 in 4 European hotel stays now involves a pet. And yet... fewer **than 15% of hotels** actively market themselves as pet-friendly.

That's **€Billions in missed revenue** — left sitting in the lobby.



The Hidden Truth About Pet Guests

Pet owners behave differently. They book longer stays, spend more on upgrades, and are twice as likely to leave a review.

But here's the kicker: they won't even see your hotel online unless you're visibly certified and listed as ***"pet-friendly" on OTAs and Google.***

When a family with a golden retriever filters by "pets welcome," you're either in that list — or you don't exist.

That's not marketing. That's visibility engineering.

The Opportunity Gap

For the average mid-size hotel (60 rooms, 70% occupancy): you'll see about 120 pet stays per month if you're certified and optimized. That's €1 800 in pet fees alone.

Now layer in:

- 🐾 Pet welcome packs (avg €15 profit)***
- 🐾 Walk & Play services (avg €20 profit)***
- 🐾 Partner commissions from QR upsells*** (hotel share: 50% of partner commissions; commission % varies by service & city).

Suddenly that €1 800 turns into ***€5 000 – €7 000/month*** in incremental cash flow. All without adding a single room.



With TrustPaws, visibility turns into **lead generation**:

-  The **Basic plan** certifies and converts in-stay with QR
-  **Pro** adds **City Page placement + measured demand from ads** to drive more bookings
-  **Elite** layers dedicated media + social for **much higher bookings** and higher € per room.

Why Most Hotels Miss It

Because they don't treat **pet guests as a business unit**.

They treat them as a nuisance. And yet, the hotels that win — the ones with five-star reviews and fully booked weekends — they've quietly built a mini profit machine around those furry VIPs.

*Certification brings the traffic.
QR menus drive the spend.
Training ensures the experience.*

That's not hospitality fluff. **That's retention-driven revenue.**

The Next Shift in Hospitality

Within 3 years, being pet-friendly will no longer be a perk. It'll be a **requirement** to stay competitive. The early movers — the hotels adopting the TrustPaws framework today — **are locking in SEO visibility**, partner revenue streams, and staff systems that compound every month. Because when you turn guest love into margin, you stop fighting for occupancy — and start scaling profit.

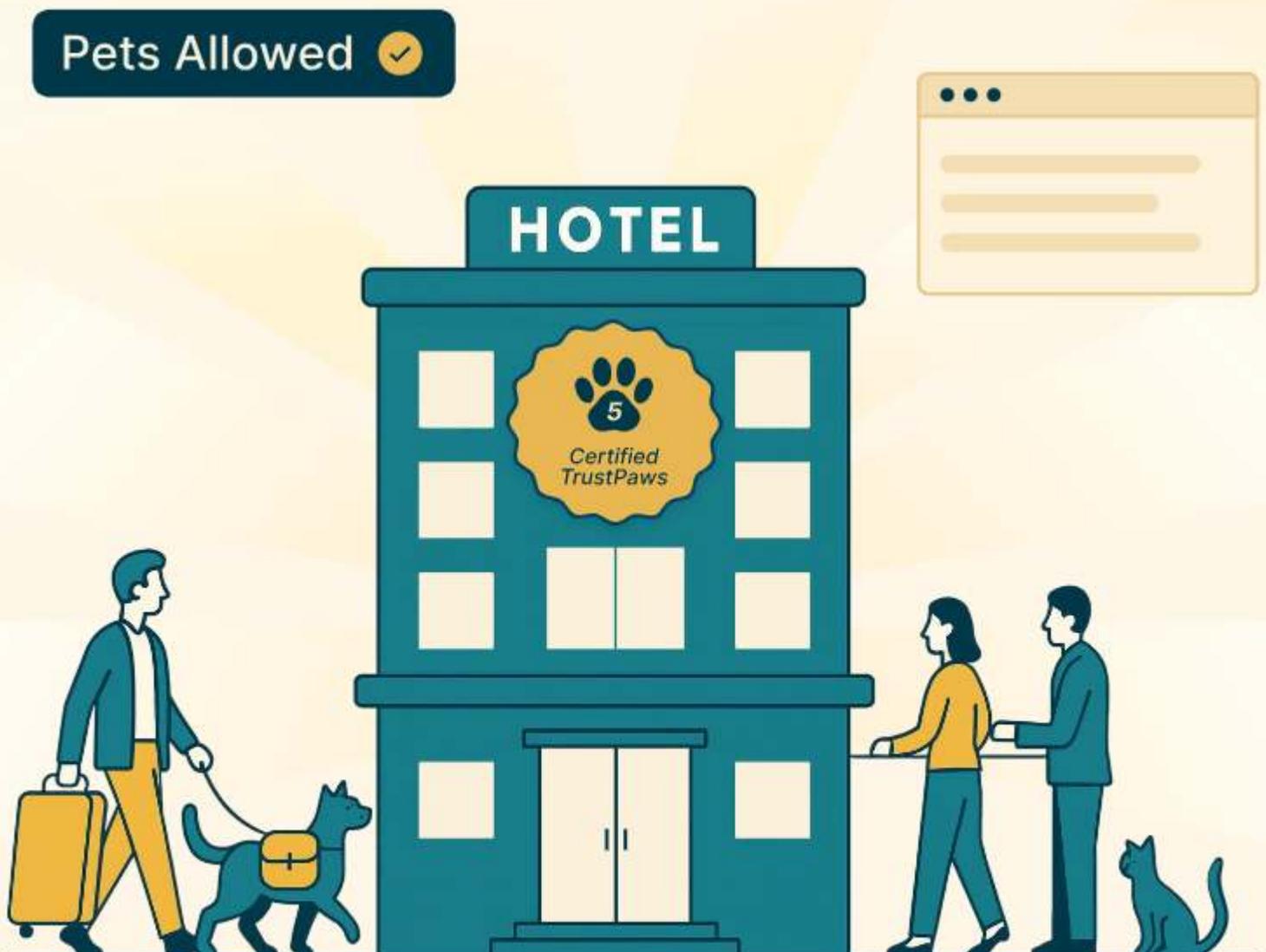
Hidden Stream #1: More Pet Bookings (Certification + City Discovery)

Visibility is the New Occupancy

You can't sell what no one sees. In the pet segment, visibility is everything. When travelers search "pet-friendly hotel near me" or tick the "Pets Allowed" filter on Booking.com, Expedia, or Google — 90% of uncertified hotels vanish instantly.

No badge. No photo proof. No click.

That's how most hotels lose business they never knew existed.



The TrustPaws Effect

TrustPaws is built to ensure your property **appears and stands out** in every pet-related search and **city discovery experience** (**Pro**: City Page placement + promo-tracked ads; **Elite**: dedicated campaigns).

It's not just a logo. It's a signal of credibility, safety, and experience to pet owners scrolling through dozens of options.

Hotels that add the badge and optimize their listings see, on average:

- 🐾 +6–9% occupancy growth from pet families
- 🐾 +30–40% increase in OTA visibility
- 🐾 +2× engagement on Google “Photos” and “Posts”

Most Popular → Pro: Hotels choose Pro for **consistent incremental bookings** they can attribute.

Why?

Because travelers trust what looks official. And the TrustPaws badge says: **“Pets are not just accepted here — they’re expected.”**



How It Works

Step 1

Online Activation

Your hotel gets listed in the TrustPaws Directory — visible to thousands of pet-traveling families who search daily.



Step 2

OTA & Google Boost

We help you update your Booking.com, Expedia, and Google listings with the correct pet filters, keywords, and certified photos.



Step 3

On-Site Recognition

You receive your physical **TrustPaws 5-Paw Display** (acrylic + window sticker) so guests see it the moment they arrive.



Step 4

SEO + Backlink Boost

Each certified hotel gets a do-follow backlink from TrustPaws.com — improving your domain ranking and direct bookings over time.

It's plug-and-play visibility that compounds.

What Certification Really Buys You

Not bureaucracy. Leverage.

-  **More traffic** from OTA filters and pet search engines
-  **Higher trust** from travelers who need reassurance
-  **Better reviews** because expectations are clear from the start

In other words: **certification isn't a cost — it's a conversion engine.**

Real-World Example

A 45-room boutique hotel in Tuscany activated its TrustPaws Certification in May.

By July:



Pet stays grew
from 5% to 14% of
total nights



Direct bookings
up 22%



Google rating
increased
from 4.4 → 4.7

**Same rooms. Same staff.
Just more visible to the right audience.**



Your Next Step

-  If you want to be seen by pet-traveling families, start with visibility.
-  Get your certification, get listed, and make your presence unmissable.

Hidden Stream #2: More Revenue Per Pet Stay (The QR Menu System)

Every Pet Stay Can Be a Mini-Business

Once the guest checks in, most hotels stop selling. But pet guests? They keep spending. They need walks, grooming, treats, toys, cleaning help, tele-vet checks, even photo shoots.

Every one of those needs is a revenue moment — if you have a system to capture it.

That's exactly what the ***TrustPaws QR Pet Menu*** does. It turns a simple QR code in the room into a silent salesperson that works 24 hours a day.



How It Works

Step 1-Scan

The guest scans the QR code printed on a bedside card or door sticker. It instantly opens your hotel's branded Pet Menu — optimized for mobile.

Step 2 — Choose

They pick from curated, **vett**ed local partners:

-  Dog Walk & Play
-  Grooming @ Your Door
-  Late Checkout for Pets
-  Paw Menu Treat Box
-  Mini Photo Shoot

Hotel earnings vary by service & city and are shown in your dashboard.

Step 3 — Earn

You earn a tracked commission on every confirmed service—typically **€500 – €1,000** per month once in-room and reception stands are in place.

Transparency: Your hotel's earnings from QR-booked services equal a 50% share of partner commissions. The commission rate itself varies by service and city; your live dashboard shows the exact €/booking once partners are connected.

Why It Converts So Well

- 1. Impulse Timing** — Guests scan it while relaxing in-room. No friction.
- 2. Pre-trusted Services** — All vendors are pre-verified by TrustPaws, so guests feel safe clicking “Book.”
- 3. Instant Confirmation** — They receive SMS + email, you receive a summary and commission credit.

Average attach rates:

Welcome Pack **25%**

Walk & Play **12%**

Late Checkout **15%**

Paw Menu **8%**

Partner Services **8%**

Result: €50–€100 extra revenue* per pet stay, on autopilot.

*Note: Hotel earnings reflect a 50% share of partner commissions; commission % varies by service & city.



Design Matters

The Pet Menu is fully white-labeled with your logo, hotel name, and photo header — not a generic third-party feel. It looks like your service. That's why guests buy.

Each QR set includes:

Room cards

Front-desk stand

Optional door stickers

Digital copy for pre-arrival emails

What ships Day 1 (included)

-  ***5 A7 desk stands*** (rooms)
-  ***1 A6 reception stand*** (check-in)
-  ***5 door hangers*** (laminated reminders)
-  ***25 A7 tent cards***
-  ***1 window decal***

Ships flat with a 1-page placement guide; QR either pre-integrated or 30-sec slip-in



Why It Works for Managers

*"I love that **we sell services** we don't deliver."*

*"It adds **€4-5k/month** to our bottom line without a single new hire."*



Front Office Manager, Lago Hotel



GM, Coastal Inn

***That's what happens when upsells are automated.
You stop chasing margins — they come to you.***

Illustrative example:

Pet stays per month = 120

Avg upsell value per stay = €70

Partner commission % (example) = 12%

Hotel share = 50%

$$\rightarrow 120 \times \text{€}70 \times 12\% \times 50\% = \text{€}504 \text{ per month}$$

(Numbers are illustrative; your live dashboard shows the exact €/booking once partners are connected.)

Your Next Step

 Step 1

Activate your QR Menu System.



 Step 2

Choose partners you trust from our vetted directory.



 Step 3

Watch upsells happen while you sleep.



*Your hotel already has pet guests.
Now let's make them profitable.*



Hidden Stream #3: Happier Guests, Better Reviews (The TrustPaws Academy)

A Great Pet Experience Starts (and Ends) with People

Every complaint you've ever had about pets in rooms — barking, shedding, smells, “that guest who brought two huskies” — has the same root cause: your team wasn't trained for it.

Not because they don't care.

Because no one ever showed them how to *handle pet stays with confidence*.

That's what the *TrustPaws Academy* fixes — automatically.



Training That Doesn't Feel Like Training

Forget long sessions, thick binders, and Zoom fatigue.

The ***TrustPaws Academy*** runs on micro-modules: short, visual, and engaging clips your staff actually want to watch.

iPhone-easy with ***5-10-minute micro-lessons***, quizzes, and ***progress tracking*** so managers see who's ready for pet stays.

Tracks: ***Manager*** (standards, revenue ops), ***Reception*** (scripts, triage), ***Housekeeping*** (prep, hygiene), ***Concierge*** (local bookings, QR upsells).

 ***10 minutes per week*** (mobile-friendly)

 ***1 topic at a time*** (reception, housekeeping, F&B)

 ***Practical scripts*** + checklists you can print instantly

Each team member has their own login, their progress tracked, and every completed module adds to your hotel's ***"Certified Pet-Friendly"*** score. When the score goes up — reviews follow.

What Teams Learn

Reception: "First Paw-pression" Scripts

Greet pets by name. Offer water. Explain pet zones. One smile + one bowl = five-star review.

Housekeeping: Zero-Stress Pet Rooms

Turn rooms faster with our "Pet-Turn SOP" — efficient, odor-neutral, and guest-approved.

Concierge: Problem Solver = Revenue Builder

When guests ask, “Can you recommend a dog walker?”
Your team already has a QR partner ready — and you **earn a 50%** share of partner commissions on each confirmed booking.

Why It Works

Staff confidence transforms guest experience.
When your team knows what to do, friction disappears.

Guests feel understood.



Reviews mention staff by name.



Your ratings rise — and OTA algorithms reward you for it.

Hotels completing the first three Academy modules typically report:

-  **35%** drop in pet-related complaints
-  **+0.3 average** Google rating increase
-  **Higher upsell** acceptance rates

You can't fake empathy. But you can train it.



What Managers Love

"Our housekeeping stopped dreading pet rooms. That alone was worth it."



Hotel Manager, Andalusia

"Our staff actually compete for badges in the training app. It's fun."



Front Desk Lead, Vienna

Once your team feels capable, they go from reactive to proactive. That's when hospitality becomes reputation.

The ROI of Training

Training isn't a cost center — it's an insurance policy for your brand.

For every €1 you spend improving service consistency, **you save €10** in lost reviews, refunds, and bad word of mouth.

The Academy pays itself back in 30 days, then compounds forever. Because when staff love pets, guests love your hotel.

Your Next Step

Activate your team's TrustPaws Academy access.

Start with Reception, add Housekeeping in week 2, and Concierge in week 3.

In less than a month, you'll have a fully trained, confident team — without ever scheduling a meeting.

How to Calculate Your Pet-Profit Potential

You Can't Improve What You Don't Measure

Every GM loves data — but most have never actually measured their hotel's pet economy. The Pet-Profit Calculator changes that in 60 seconds. **No spreadsheets. No formulas.**

Just simple business logic that reveals how much money is quietly sitting in your rooms

Start with 3 Inputs

- 🐾 **Rooms** — How many? (Example: 90)
- 🐾 **Occupancy Rate** — Your average (Example: 70 %)
- 🐾 **% of Stays with Pets** — Usually 5–8 % before certification

That's your baseline.



Add the Upside Levers

Each improvement stacks like compound interest.

<i>Lever</i>	<i>Typical Lift</i>	<i>Impact</i>
Visibility & Certification (+ City discovery with Pro/Elite)	+8–12 incremental room-nights/mo (Pro); +20–30 (Elite)	More bookings
QR Menu Upsells	+€500–€1,000/mo commissions once stands are placed (rooms + reception)	More revenue per guest
Trained Staff Experience	+15–25% higher attach rate & fewer issues	Better reviews → more bookings

Example: 90-Room Hotel

<i>Metric</i>	<i>Before</i>	<i>After TrustPaws</i>
% of stays with pets	6 %	14 %
Pet fee revenue	€2 430	€5 670
Upsells (hotel share: 50% of partner commissions; commission % varies by service & city)	€0	QR commissions: €500–€1,000/mo (after rollout)
Total incremental profit	—	€5 000–€7 000 / mo

That's €60 000+ per year in new EBITDA — no marketing cost, no new hires, no new rooms.

Why This Model Is So Powerful

Because it compounds.

Every extra happy pet guest leaves a photo, a review, and a memory that drives more pet guests next month.

Your “pet funnel” becomes self-fueling.

That’s why hotels who start tracking these numbers never go back. They finally see the hidden revenue that’s been under their paws all along.

How to Get Your Exact Numbers

Open the ***Pet-Profit Calculator*** (it’s free).

Enter your hotel’s room count, occupancy, and pet share.

In under 1 minute you’ll see your Estimated Monthly Upside. Then, during your ***free 15-min consultation***, we’ll break down the 3-month roadmap to actually capture it.



“The moment we saw the calculator, we realized we’d been leaving over €50 000 a year on the table.”



GM, Hotel Lago Verde

Case Study: How One 60-Room Hotel Added €5 400 Per Month

From “We Allow Pets” to “We Welcome Them.”

When the general manager of Hotel Lago Verde (60 rooms, Tuscany countryside) first heard about the TrustPaws program, she shrugged.

“We already allow pets. We just charge €15 a night. What else is there to do?”

Three months later she sent an email that started with one word: **“Wow.”** Here’s what happened when “pet-friendly” became a real business strategy.



Step 1 — Certification = Visibility

Before TrustPaws:

- 🐾 6 % of stays involved pets.
- 🐾 The “Pets Allowed” OTA filter was unchecked.
- 🐾 Google Photos showed zero pets.
- 🐾 Average occupancy: 71 %.

After certification:

- 🐾 TrustPaws badge live on Booking.com & Expedia.
- 🐾 5 photos of smiling dogs added to Google Maps profile.
- 🐾 Pet filters turned ON across all OTAs

*Result: Pet stays jumped from 6 % → 14 % within 30 days.
That's ≈ 70 additional pet nights per month.*

At €15 pet fee = **€1050** new revenue right away.

And that's before upsells. Pro plan added **City Page placement + promo-tracked ads**, making the room-night lift measurable.



Step 2 — QR Menu = Automatic Upsells

Next came the TrustPaws QR Pet Menu placed on every bedside table.

Week 1: Guests scanned out of curiosity.

Week 2: They started booking extras:

-  Welcome Pack €20
-  Walk & Play €35
-  Late Checkout €25

Attach rate: ~45 % of pet stays.

QR commissions & partner services: €1,200–€1,800/mo typical range after rollout.

Hotel earnings vary; your dashboard shows exact €/booking once partners are connected.

The GM summed it up:

“It’s like having an extra salesperson in every room — who never sleeps and never forgets to upsell.”



Step 3 — Team Confidence = Better Reviews

Finally, her staff enrolled in the TrustPaws Academy. Reception learned the 30-second pet-check-in script. Housekeeping mastered the 5-step “Pet-Turn SOP.”

Within six weeks:

-  Pet-related complaints ↓ **40 %**
-  Average Google rating ↑ **from 4.3 → 4.6**
-  Repeat bookings from pet families ↑ **by 18 %**

*“Our staff actually enjoy greeting dogs now,” she said.
“Guests notice it.”*

Happy teams = happy pets = happy reviews.

PRO example

ROI shown as uplift ÷ monthly plan fee (and media for Elite, if applicable).

Assumptions: ADR €140; QR commissions €500–€1,000/mo (after rollout); incremental room-nights from Pro: Conservative +8, Base +12, Upside +18.

<i>Metric</i>	<i>Conservative</i>	<i>Base</i>	<i>Upside</i>
Room-revenue lift	€1,120	€1,680	€2,520
Total uplift (room-rev + QR)	€1,620–€2,120	€2,180–€2,680	€3,020–€3,520
Plan cost	€499 (intro)	€459 (24m)	€439 (36m)
ROI (uplift ÷ cost)	@ intro: 3.2–4.2×	@ intro: 4.4–5.4×	@ intro: 6.1–7.1×

Step 4 — Compounding Results

After three months:

- 🐾 18 local partners added.
- 🐾 The QR menu became part of their pre-arrival email.
- 🐾 74 % of pet guests now pre-book at least one add-on.

The TrustPaws system had become their silent second revenue engine.

Their Lesson

“The biggest surprise wasn’t the money — it was how easy it was. We didn’t hire anyone. We just activated the tools.”

Your Turn

Your hotel’s math won’t be identical — but the mechanics are.
Certification gets you found.
QR Menus sell for you.
Training keeps guests coming back.



Your Next 15 Minutes

Walk away with your projected extra €3–7k/month plan.

- 🐾 Pets aren't just guests — they're *a growth market*.
- 🐾 The system to serve them profitably already exists.
- 🐾 Every month you delay, you're leaving **€3 000–€7 000** on the table.

That's not an opinion. That's math.

Now the question is:

What will you do with the next 15 minutes?



Option A: Keep Waiting

Keep “allowing” pets without a plan.

Keep missing OTA visibility, guest reviews, and in-stay upsells.

Keep watching nearby hotels steal your pet traffic because they look ready when you aren't.

That's what 90% of the market is doing.

And that's exactly why 10% of hotels are quietly outperforming everyone else.

Option B: Run the Numbers — and Win

Book your free 15-minute Pet-Profit Consultation.

In one short call, you'll:

- ✓ Get your ***Pet-Profit Report*** (custom for your property).
- ✓ See your ***estimated monthly upside*** — based on your real data.
- ✓ Walk away with ***3 immediate actions*** to start earning from pet stays this month.
- ✓ See how many incremental ***room-nights*** Pro can add in your city and how ***QR commissions (€500–€1,000/mo)*** compound on top.

No sales pitch. Just clarity.

Because once you see the number, you can't unsee it.

Why the Call Works

Our consultants aren't "sales reps."

They're ex-hotel managers, GMs, and marketers who've already implemented the TrustPaws system in hundreds of hotels.

You'll leave with a plan — not a promise.

"It was the most productive 15 minutes I've spent on my hotel this year."



General Manager, Hotel Cascina Blu

Your 15-Minute Checklist

-  Block one slot on your calendar today.
-  Click **'Book My Free Pet-Profit Consultation.'**
-  Bring your latest occupancy and pet fee numbers.
-  Walk away with your projected extra €3–7k/month plan.

That's it.

No forms. No waitlist. Just action.

Pricing & terms

-  Intro price months 1–12 → *step-up month 13, then +5% annually*
- 24/36-month commitments lower price and unlock extras:*
-  priority support, bonus Academy seats, Annual QR Refill Kit, and (Pro/Elite) Traffic Top-Ups.

The Final Thought

Every industry has a “before and after.” For hospitality, this is it.

-  **Before:** pets were tolerated.
- After:** pets are profitable.

You’re not joining a trend. You’re leading a transformation.

Now, make it official.

Book your free consultation.

Book My Free Pet-Profit Consultation

In 15 minutes, we’ll show you exactly how your hotel can add €3 000–€7 000 per month from pet guests — without new hires or new rooms.

“

It was the most productive
15 minutes I've spent on my
hotel this year.



<https://trustpaws.com/>