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FOR IMMEDIATE RELEASE

Introducing Managed Retail™ by Tradavo



DENVER, CO -- [Tradavo](http://Tradavo.com) would like to introduce Managed Retail™ - the next leading program for the hospitality industry. Managed Retail™ is a comprehensive solution that helps hoteliers maximize their lobby retail stores, obtain higher profit margins and increase guest satisfaction scores.

“Managed Retail™ is the key to unlocking the value in your lobby. By utilizing Managed Retail™, hoteliers have the ability to generate profits equal to 2-3 additional occupied rooms!”, says CEO & President, Bobby Martyna.

The automation of Managed Retail™ is enabled by Visuality™, the Tradavo ios app that makes inventory control and replenishment possible to remotely track and manage by Tradavo. With Managed Retail™ and, the following, and more, is accomplished:

- Custom product procurement
- Standard operating procedures
- Onsite installation and training
- Marketing solutions
- Automated Ordering
- Ongoing optimization and reporting

With Tradavo managing all aspects of ongoing retail operations, hoteliers can concentrate on what they do best: Hospitality. Ensuring the maximum profitability of each space, Managed Retail earns hoteliers **MORE money** while doing **LESS work!**

About Tradavo

Tradavo unlocks the value in hotel lobbies by enabling a significant revenue stream for owner/operators and creating a memorable lobby destination for guests. Hotel lobby retail, operated by hotel associates, can be a big win for guests and owners -- or can deliver only marginal value when underutilized and not properly managed. Bringing extraordinary value exclusively to the hotel and lodging industry since 2006, Tradavo deploys proven solutions to:

- Create, design and/or optimize lobby retail stores to reflect brand voice, destination and guest profile
- Increase TRevPAR through creative visual merchandising, category management, product selection, and pricing
- Reduce hotel labor and streamline operations through technology, logistics and best practices

Serving over 2,000 hotels throughout North America, Tradavo enables success for owner/operators across brands and independents, from midscale through luxury.

For more information, please visit our website: www.tradavo.com.

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