



posica™ kukkiri™ film for hotels with great views

Introducing an easy way to increase room rates!



Simple installation without disrupting operations

Just install it between check-out and check-in



Post benefits on booking sites to increase room rates

Enjoy more vibrant scenery / Reduce glare / Block 99% of UV rays to prevent sunburn



Increase profits with a quick ROI

Please contact us for financial simulations

Methods

By comparing and verifying the effect of the film on the hotel's booking website, we proved that the hotel could increase the price of its rooms!



without film



with film

Results

A successful 5% increase in the unit price by installing the film

25% of customers chose to pay more for rooms with the film

Also, **the room cancellation rate was reduced**

(8% compared to 33% for non-film rooms)

Guest survey results

for rooms with the film

Question

"If you were to use the hotel again, would you stay in a room with the film?"

All guests responded that they either "wanted to stay" or "somewhat wanted to stay" in these special rooms.

Question

"What is your reason for choosing the room with the film?"

- The scenery looks beautiful
- It's easy to see outside without glare
- It looks good in photos
- I want to enjoy my travels more
- It's great to have a sense of openness
- I'm pleased with the UV protection

Testimonial

of the Hotel Manager

"It is extremely challenging to increase room rates by even 1,000 yen (approx. US\$7). Yet we can enhance the value of the space and achieve an increase in room rates, simply by applying this film. And we did it without major renovations. This is a significant accomplishment."

(Survey period: 13 July – 21 Aug 2023)

For inquiries:

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Visit our website for more case studies and specifications

