



WORLVDUE[®]

**Compass by WorldVue™:
Extend Your Brand and
Unlock New Revenue
Opportunities**

The Branded Digital Stay

The in-room TV has become part of the guest experience. It often serves as the entry point to mobile-based digital services during the stay. For many travelers, it is the first digital touchpoint they see after check-in and the one they use most during the stay.

Yet too often, that screen feels generic and does not reflect the hotel's brand. It does not guide guests toward meaningful experiences and rarely contributes to revenue in a thoughtful way.

Compass by WorldVue™ changes that dynamic. It gives hotels a brand-owned digital surface inside the room. Our team has designed Compass to reflect your brand identity and support customer service. We also included features that create opportunities for incremental revenue without disrupting the guest experience.

Rather than acting as a utility layer alone, Compass functions as an extension of the hotel brand. Guests usually access Compass by scanning a QR code. This code is shown on the WorldVue HUB® in-room TV or other places in the property.

Scanning the code opens the experience on their mobile device. It combines visual identity, selected content, and branded AI assistance into a unified experience. Guests can access it instantly, without needing to download an app.

What Compass by WorldVue Is

Compass by WorldVue is a web-based guest experience platform delivered on guests' mobile devices through a browser-based experience. Our team designed this platform to meet guests where they already are, using a familiar interface that requires no installation or onboarding.

Compass can operate as a standalone experience or as an extension of HUB® by WorldVue, building on the same foundation while focusing specifically on guest-facing engagement, discovery, and interaction.

The result is a controlled, brand-aligned environment that hotels can use to communicate, promote, and personalize the stay.



Visual Identity and Brand Control

Compass allows hotels to extend their visual identity directly into the room. This enables properties to reinforce their brand image.

The platform supports customization of key brand elements, including:

- Background imagery
- Logos
- Color palettes
- Property-specific images and graphics

WorldVue's Creative Team currently manages all creative updates. This approach maintains brand standards while reducing the operational burden on hotel staff. It also allows portfolio-wide consistency for branded groups, with thoughtful adjustments at the property level.

While the overall user interface remains consistent, content density adapts naturally to the property type. A luxury hotel may highlight a broader range of amenities and experiences. An extended-stay property may focus on fewer high-value services. The structure stays familiar, but the story changes.



Portfolio-Level Branding with Property-Level Flexibility

Compass supports layered branding strategies. Hotel groups can maintain a consistent look and feel across a multi-property portfolio, while still allowing individual locations to highlight their own menus, amenities, specials, and local partnerships.

This balance is critical for operators managing brand standards at scale without losing the character of each property. This continuity can enhance the guest experience while reinforcing property relevance.



A Branded AI Concierge That Reflects the Hotel Voice

The AI assistant within Compass is not generic. It is fully brandable and designed to reflect each hotel's personality.

Behavior is shaped through structured prompt configuration and curated property data. Hotels can define attributes such as personality, tone, and style. An assistant can feel energetic and playful at one property, calm and refined at another, while using the same underlying system.

The assistant is grounded in trusted data sources, including structured hotel information and curated internal content. Clear system instructions define what the assistant should and should not answer. This reduces speculation and helps guard against hallucinations.

When a request falls outside the appropriate scope, the system gracefully defers to other options. Compass by WorldVue directs guests to the front desk or another human support channel. This protects both the guest experience and the brand promise.

Revenue Opportunities That Feel Native to the Stay

Compass creates revenue opportunities without introducing disruptive advertising.

In-House Promotions

Marketing banners appear on the Compass home page and are reserved for hotel-owned services. These placements are ideal for promoting dining, spa services, amenities, or on-property events.

While Compass does not currently support in-platform ordering, banners can link directly to external pages such as menus, reservation systems, or booking platforms. Guests move from discovery to action with a single click.

Promotions can be scheduled using defined start and end dates. This allows hotels to run time-bound offers, such as weekend spa specials or seasonal dining features, without manual intervention during the campaign window.

Local Partnerships and Affiliate Opportunities

The Discover section within Compass is designed for exploration. It highlights local attractions, restaurants, events, and experiences.

Within this section, featured placements provide prominent visibility for select partners. These featured experiences appear first in the carousel and are visually emphasized. This makes Discover the primary surface for local partnerships and affiliate promotions.

Compass supports affiliate-style tracking through external partners. When a guest selects an experience and clicks through to purchase tickets or make a reservation, tracked URLs enable attribution within the partner's existing systems. Compass acts as the discovery layer, while revenue collection happens externally.



Measuring Engagement and Performance

Compass currently integrates with Google Analytics to track engagement and usage patterns. This provides visibility into how guests interact with content, promotions, and features.

While more advanced analytics options are under evaluation, existing data already helps inform creative decisions and content optimization.

Designed for Guest Adoption

One of Compass's most substantial advantages is its web-based delivery to guest mobile devices.

Research consistently shows that guests are reluctant to download hotel apps for short stays. Studies and operator reports suggest that native hotel apps often see engagement rates below 15 percent, even when actively promoted. In contrast, mobile-friendly web solutions often achieve adoption rates of 50-75% because they remove the friction of app installation.

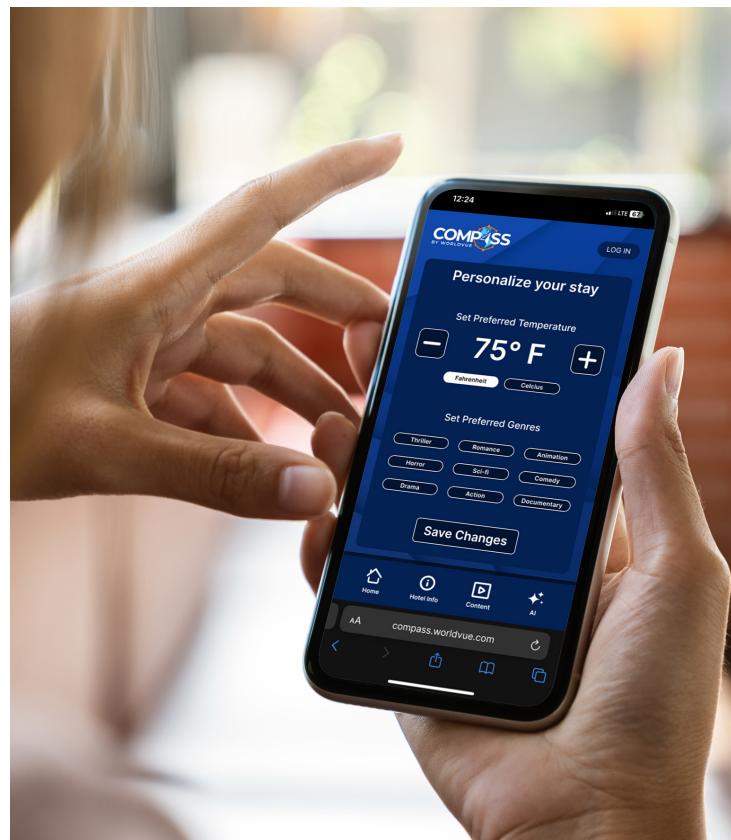
Industry analysis also shows that native hotel apps often have engagement rates below 20%. In contrast, mobile web-based experiences such as progressive web apps achieve significantly higher usage because they require no download and are easier to access in the moment.

Compass leverages this behavior. Guests can engage instantly, using a familiar browser-based experience, without committing storage space or time to a download. Broader hospitality research also shows strong guest preference for digital self-service and mobile interaction during the stay, reinforcing the value of accessible, web-based experiences.

Personalization Across Stays

Compass supports guest profile creation, allowing preferences to persist across stays when a guest logs in. Settings such as room temperature, lighting, and shading can be remembered, creating continuity for returning guests.

While Compass does not yet perform autonomous behavioral learning or ad targeting based on guest behavior, the underlying architecture supports profile-based personalization. This creates a foundation for more advanced experiences over time.



Turning the In-Room Screen into a Strategic Asset

Compass by WorldVue reframes the in-room screen as more than a convenience feature. By extending content to guests' mobile devices, it becomes a strategic asset.

By combining brand-aligned design, curated content, responsible AI, and thoughtful promotion, Compass helps hotels guide guest engagement while opening new revenue paths. It does so without compromising trust or experience.

For hotels looking to extend their brand into the room and create value and customer loyalty throughout the stay, Compass offers a clear, controlled, and flexible foundation.

Learn more about how Compass by WorldVue can reflect your brand and support your revenue goals at www.worldvue.com/compass.



**We Deliver. Every Time.
No Exceptions.®**

Contact us today!

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