The final miles of the guest journey

The last Mile: Where holidays begin or fall apart

A guest has been looking forward to their holiday for weeks. The flight is booked, the hotel reserved, the suitcases packed. After hours of travelling, the plane finally lands. The guest steps out, collects their luggage, walks into the arrivals hall and then...

How do I get to my hotel?

This is the last mile, the final stretch of the journey where the guest is almost, but not quite, at their destination. And it is precisely this moment that often determines the first impression of the entire holiday.

Island destinations: The last mile is critical

On islands such as Curaçao, Aruba, Bonaire, the Maldives, or the Greek islands, there is no alternative. Every guest with or without exception arrives at the same airport or port and must then arrange transport to the hotel.

This is not a luxury service. It is an essential link in the guest journey.

The difference between:

- A tired guest wandering around looking for a taxi, unsure of the cost, starting their holiday with an uneasy feeling
- A guest being welcomed by a driver who knows their name, greets them warmly, and brings them to the hotel in a relaxed way

That difference is created by you as a hotel.
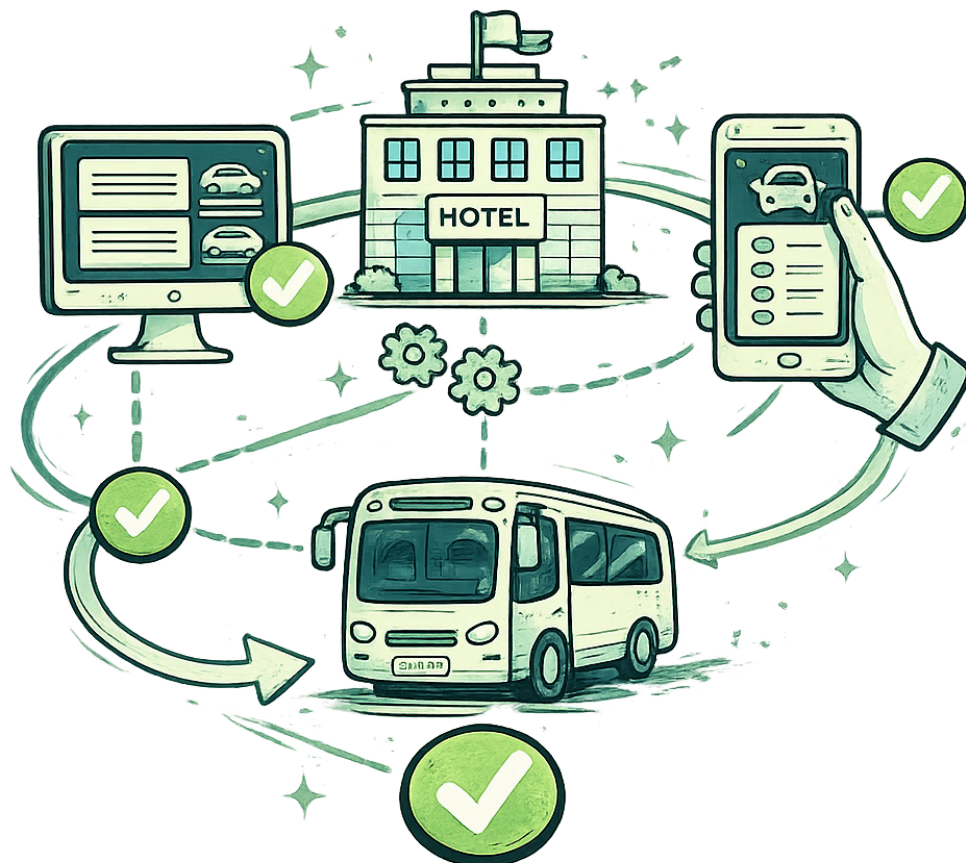
Executive summary

Shuttledesk is the platform that gives hotels full control over the last mile of the guest journey. From the moment a reservation is made until the guest is dropped off at your lobby, Shuttledesk automates, coordinates, and communicates.

Especially relevant for:

- Island destinations with a central airport or port
- Resorts in remote locations
- Hotels offering transport as a service
- Hotel groups with multiple properties

Key benefits:

- Automatic synchronisation with your PMS (Mews and more)
- Proactive guest communication at exactly the right moments
- Guests always know who is picking them up and when
- Self-service portal for flight details and updates
- Central overview of all transfers and drivers
- Key Service: key delivery at the airport
- Multi-hotel support from a single platform

The problem

Why the last mile often goes wrong

For guests at island destinations, transport to the hotel is not optional, it is a necessity. Yet many hotels treat this crucial contact moment as an afterthought.

The guest's perspective

After a long journey, your guest arrives at the airport:

- "Is my transfer arranged?"
- Uncertainty about what has been booked
- "Where do I need to go?"
- No clear instructions received
- "Who is picking me up?"
- No name, no phone number
- "How long do I have to wait?"
- No idea of the planning
- "What if something goes wrong?"
- No backup plan

This uncertainty at a vulnerable moment tired, in an unfamiliar environment, often with family that sets the tone for the entire stay.

The daily reality for hotels

Hotels receive transport requests from multiple sources: the reservation system, emails, phone calls, and walk-ins. This fragmented approach leads to:

Operational chaos

- Double bookings due to lack of central oversight
- Missed transfers due to miscommunication between departments
- Manual coordination between hotel, driver, and guest
- No real-time insight into the status of ongoing transfers

Missed opportunities

- Guests without transfers receive no proactive offer
- No systematic upsell during reservations
- Lost revenue due to reactive instead of proactive service

Guest experience under pressure

- Guests only learn who their driver is at the last moment
- No automatic confirmations or reminders
- Guests must contact the hotel themselves when questions arise

Time consuming administration

- Manual entry of flight details
- Copy-pasting emails to drivers
- Manually compiling reports

The solution: Shuttledesk

Shuttledesk ensures that the last mile is no longer a weak link, but the very moment where your hospitality begins—before the guest even enters your lobby.

From uncertainty to trust

Without Shuttledesk:

"I hope someone will be there..."

With Shuttledesk:

"In 20 minutes I'll be picked up by Carlos in a white Toyota. I already have his number in my phone."

That is the difference Shuttledesk makes.

How Shuttledesk works

Reservation in PMS → Automatic import → Transfer created
↓
Guest receives confirmation + link
↓
Guest enters flight details
↓
Driver is assigned
↓
Guest receives driver details
↓
Transfer executed → Feedback

Central dashboard

One overview for all your transport operations:

- **Today:** All arrivals and departures
- **Planning:** Calendar view of upcoming transfers
- **Dispatch:** Assign drivers and vehicles
- **Guests:** Complete guest profiles with history

Core functionalities

1. Transfer Management

Complete transfer lifecycle

Each transfer follows a clear workflow:

Status	Meaning
New	Transfer created, not yet confirmed
Confirmed	Details complete, awaiting assignment
Scheduled	Driver and vehicle assigned
En route	Driver has departed
Completed	Transfer successfully completed

Automatic prioritisation

- Critical: Pickup within 24 hours
- Urgent: Pickup within 3 days
- Normal: Pickup later than 3 days

Flexible input

 Transfers can be created via:

- Automatic PMS synchronisation
- Manual staff input
- Guest portal (self-service)
- Existing reservations

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2. PMS integration

Seamless synchronisation with mews

Shuttledesk automatically syncs with your PMS:

- Reservations: check-in/check-out dates, guest details, room type
- Services: PMS products linked automatically to transfers
- Real-time updates: changes are processed instantly

Service mapping

PMS Product	Shuttledesk Action
Airport Transfer Arrival	Create arrival transfer
Airport Transfer Departure	Create departure transfer
VIP Limousine Service	Create priority transfer

3. Automated guest communication

Smart email triggers

Shuttledesk sends the right email at the right time:

Moment	Action
14 days before arrival	Upsell offer if no transfer booked
7 days before arrival	Upsell reminder
48 hours after booking	Request flight details
Driver assigned	Confirmation with driver details
2 hours before pickup	Guest reminder
After completion	Thank-you email + feedback link

Fully customisable templates, your branding, multilingual support, and complete communication logging.

4. Guest portal

Guests receive a secure link (no account needed) to:

- View transfer details
- Enter or update flight information
- See driver name and phone number
- Track transfer status
- Leave feedback

Result: fewer calls, up-to-date information, and confident guests.

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5. Dispatch & planning

- Manage drivers and vehicles
- Visual calendar planning
- Automatic conflict detection
- iCal feeds for drivers

External providers (taxi companies) can also be integrated.

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6. Key service: Key delivery

For island destinations and holiday rentals, Shuttledesk offers a unique add-on: **key delivery** at the airport or another chosen location. Guests go straight to their accommodation—no reception visit required.

Works combined with transfers or as a standalone service.

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7. Multi hotel support

One platform for multiple hotels with:

- Separate data per property
- Shared resources
- Per-hotel branding and configuration
- Central reporting

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8. Reporting & insights

- Operational reports
- Commercial insights
- CSV/Excel exports
- API access

Why Shuttledesk?

The last mile is your **first impression**.
Shuttledesk ensures it is flawless—every time.

Built for hospitality, not logistics.
Designed to improve guest experience and reduce workload.

Perfect for island destinations.
Where transport is a necessity, Shuttledesk delivers control.

Next steps

Interested in Shuttledesk for your hotel?

1. Request a demo
2. Start a pilot
3. Roll out across all properties

Your guest's holiday doesn't start at reception.

It starts the moment they step off the plane and know: *"I'm expected."*

Shuttledesk – Turn the Last Mile into Your First Impression