INNOSPRINT™ · PUBLIC CASE

Casa da Praia

From a constrained business reality to a focused strategic decision and measurable execution.

~90% bookings through external channels Booking + Airbnb baseline	**80%** peak-season occupancy baseline evidence	**<25%** low-season occupancy baseline evidence

The case

Casa da Praia is a real hospitality operating context used to test InnoSprint™ under strong seasonality, high dependence on external booking platforms and limited investment capacity. The case shows how the system converts fragmented evidence and competing opportunities into a prioritised decision and a 90-day execution structure.

Current execution evidence is preliminary. A tracked revenue / invoicing increase of **19%** has been observed, and **4 new direct reservations** have been recorded through the new direct-booking capability on the website. The execution period is still ongoing through year-end.

Evidence discipline: observed operating performance is presented separately from causal attribution. The public case does not claim that InnoSprint™ alone caused these outcomes.

01 / EXECUTIVE SUMMARY

A decision problem, not an idea shortage.

The starting point was not a lack of ideas. It was a business with strong peak-season performance but structural exposure outside the peak, heavy reliance on external channels, limited first-party data and constrained room for investment.

The InnoSprint™ field test concentrated the work around one question:

> **Where should limited resources be focused to improve the business model and performance over the next 90 days?**

Before	What changed
High external-channel dependence and weak owned digital infrastructure.	A direct-channel direction was prioritised to increase autonomy and create first-party learning.
Strong seasonality with limited off-season demand structure.	Off-season packages and partnerships were prioritised for focused testing rather than broad promotion.
Multiple initiatives competing for limited attention.	Initiatives were sequenced through NOW / NEXT / LATER with explicit measures and ownership.

The case demonstrates a specific capability: **turning business complexity into a decision that can be tested, owned and measured.**

Five constraints shaped the decision.

Channel autonomy - Approximately 90% of bookings came through external platforms, limiting direct customer ownership and learning.

Seasonality - Peak occupancy was materially stronger than low-season occupancy, creating a structural demand and cash-flow challenge.

Digital infrastructure - The business lacked a strong owned digital channel and a systematic first-party data layer.

Investment capacity - Strategic choices had to work within limited financial flexibility, making prioritisation essential.

Value and differentiation - The guest experience had strong relational and sustainability qualities that were not fully translated into demand-generation mechanisms.

Evidence base

The delivery dossier triangulated owner interviews, operational information, financial documentation, OTA evidence and benchmark material. The diagnostic combined qualitative and quantitative evidence before activating subsequent modules.

9.3 / 10	**100%**	**Solar**
documented Booking rating	LED lighting	installed
contextual evidence	documented sustainability practice	documented operating practice

Public disclosure: absolute financial values and proprietary scoring details are intentionally excluded. Percentages are retained where they materially explain the operating context.

03 / FROM COMPLEXITY TO DECISION

The work narrowed the field before it expanded execution.

Rather than generating a larger list of ideas, the sprint used evidence, trade-offs and prioritisation to identify the areas where limited resources could create the strongest strategic leverage.

Decision area	Trade-off considered	Direction prioritised
Channel	OTA-first model vs. owned direct channel	Build a minimum direct-channel capability and reduce dependency progressively.
Off-season	Generic discounts vs. focused packages and partnerships	Test targeted packages and ecosystem partnerships.
Execution	Many initiatives in parallel vs. sequenced priorities	Use NOW / NEXT / LATER with owners, metrics and checkpoints.

The decision architecture

Context → Evidence → Options → Criteria → Trade-offs → Decision → 90-Day Roadmap

The output was not another strategy report. It was a prioritised direction that could be carried into execution, measured and revisited as evidence accumulated.

The wider delivery dossier records the D0-D5 architecture: context calibration, diagnosis, value and purpose, ideation and prioritisation, Hybrid ROI modelling and the 90-day execution roadmap.

The strategy became a 90-day operating sequence.

Priority	Execution logic	What is measured
Direct channel	Introduce and use owned booking capability to create direct demand and first-party learning.	Direct reservations, channel mix and revenue.
Off-season demand	Test focused packages and partnerships rather than spreading effort across generic promotions.	Demand response, occupancy and revenue.
Performance discipline	Review what works, stop weak initiatives and scale evidence-backed actions.	KPIs, checkpoints and execution signals.

Current evidence - September 2026

+19% tracked revenue / invoicing preliminary; execution period ongoing	**4** new direct reservations through the new website capability

These indicators are deliberately presented as **preliminary observed evidence**. The execution period continues through year-end. Further tracking is required before attributing outcomes to specific interventions.

05 / WHAT THE CASE PROVES

A credible case is about what can be defended.

Decision framing. A broad business concern was converted into a consequential question with explicit constraints.

Evidence-led prioritisation. Customer, channel, operational and business evidence were brought together before choices were sequenced.

Execution continuity. The decision was connected directly to a 90-day roadmap with priorities, tests, measures and ownership.

Measurement discipline. Current operating indicators are being tracked separately from modeled expectations and causal attribution.

What remains open

The case is still an operating case, not a completed longitudinal impact study. Further evidence is required to establish which interventions create durable changes in revenue, occupancy, channel mix, operating efficiency and other outcomes.

Why this matters

The value of a strategic decision system is not simply speed. It is reducing ambiguity enough for leadership to commit, execute, learn and adjust. Casa da Praia provides a real-world example of that transition under meaningful operational constraints.

> **Closing:** The objective was not to make strategy look more sophisticated. It was to make the next decision clearer and the next 90 days executable.

Source basis: InnoSprint™ Delivery Dossier - Pilot Case: Casa da Praia; client-validated operational evidence; current execution tracking through September 2026. Public version intentionally excludes absolute financial values and proprietary methodology details.