



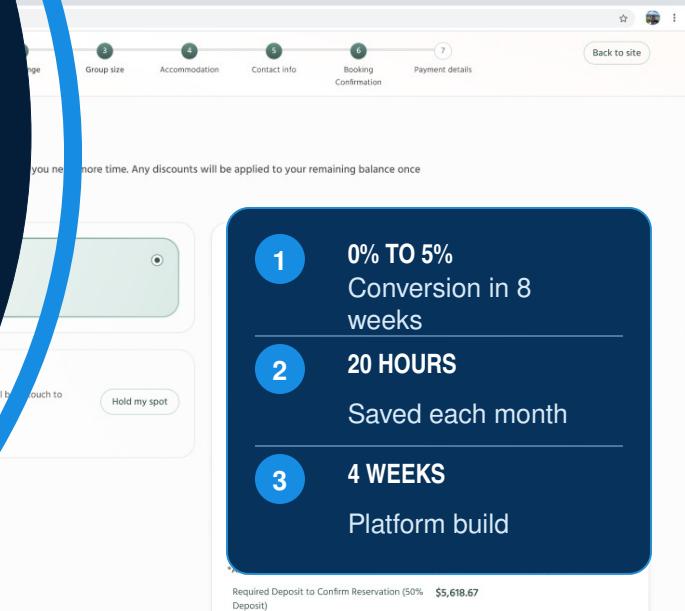
CASE STUDY

INDUSTRY HOSPITALITY & TRAVEL

DIRECT BOOKING FOR A LUXURY RANCH

How Red Horse Mountain Ranch replaced inquiry forms and third-party listings with direct online booking.

Jams built a branded booking platform that works with the ranch's existing reservation operations.



THE CHALLENGE

The property experience was premium. The booking experience was not.

- ✓ **No direct booking**
Every reservation began as an inquiry.
- ✓ **Manual coordination**
Staff coordinated each stay by hand.
- ✓ **Platform commissions**
Commissions reduced direct revenue.
- ✓ **Generic experience**
The website did not match the ranch.

THE SOLUTION

A custom booking engine connects real-time availability, deposits and reservation operations.



A BRANDED DIRECT-BOOKING EXPERIENCE

Guests see availability, choose a stay and pay a 50% deposit without disrupting existing operations.

THE BOOKING ENGINE AT THE CORE

The new experience connects guest intent to the systems the reservations team already uses.



STACK: BUBBLE, CHECKFRONT API, STRIPE

VALUE DELIVERED

- 1 **Direct conversion**
Conversion reached 5% in 8 weeks.
- 2 **Demand captured**
1,600 users generated 80 leads.
- 3 **Time returned**
20 hours saved each month.
- 4 **Channel control**
Direct booking became the main channel.

"Their communication and follow-up were a pleasure to work with."

Don Britton, Owner, Red Horse

For Information:



GREAT STATE AI

(214) 997-4735

www.greatstate.ai

**CONNECTING INNOVATION
WITH OPPORTUNITY.**

Bringing proven booking technology to Texas hospitality operators.