



# USE CASE

# INTRO

Part of the sbe group, Mondrian hotels are known to occupy cultural hotspots around the globe. To grow with the local market, they opened a private beach club, Baia, at their Miami outpost, inviting members to relax, recharge, and unwind.





# CHALLENGE

Baia Beach Club needed a CRM and membership management platform that prioritized both function and form. It was just as important to streamline hotel and club operations as it was to provide an engaging digital platform for their members. To effectively promote their amenities, they required booking technology to service their watersport activities, cabana rentals, and salon and spa appointments.





# SOLUTION

We integrated the hotel's PMS and built Baia Beach Club a modern, attractive members platform that provides an on-brand experience for their cosmopolitan clientele. Now equipped with a built-in booking engine, members are one click away from planning an exciting day at the beach.





# THANK YOU