



Success Story

The Tech Upgrade That Took Terra Solis to AED 4.2M in Six Months



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Nestled in the desert oasis of Dubai, [Terra Solis](#) is not just a venue—it's an experience. From international DJ performances to relaxing poolside retreats and glamping, it has quickly become one of Dubai's most sought-after destinations.

But managing a multi-venue location with an array of events and experiences comes with its challenges. Terra Solis needed a centralized solution to efficiently manage guest bookings, marketing campaigns and payments.

To streamline operations and enhance the guest experience, Director of Operations Sami Neaimeh and Owner Nicolas Vandenaabeele made a key decision: to partner with SevenRooms all-in-one CRM, marketing and operations platform.

The result? They generated AED 4,225,784 in revenue in just six months, through automated marketing emails, event bookings and prepayments.

Here's how they did it.

Choosing tech that transforms the guest

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automatically recognizes if it's their first or third visit and sends them a welcome message or a follow-up email. Once set up, these internal tasks are automated, which makes the system incredibly efficient. From a customer perspective, SevenRooms is one of the easiest platforms to use," shares Sami.

A well-packaged experience sells itself

One of Terra Solis' biggest successes has been leveraging SevenRooms to streamline event management and drive revenue. Hosting events like themed dinners and pool packages, the venue generated over AED 2.8M between July and December 2024.

"Events bring in the highest revenue, but poolside bookings, sunbeds and cabanas are the most popular," explains Sami. "People book them every day. It's a reliable and consistent revenue stream."

Using SevenRooms, they consolidated all events and experiences on one landing page, making it easier to manage and promote them across multiple platforms.

"We used to send out messages on WhatsApp trying to explain our different pool packages and pricing options. Now, we simply copy the link to our experiences landing page. Guests can view everything we have to offer and book right away," says Sami.



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prepaid revenue. In just six months, this strategy generated AED 1,374,814 in prepayments—including credit card holds, cancellation fees and deposits—reducing cancellations and streamlining operations.

Automated emails that do the heavy lifting

Automated email campaigns have also contributed to Terra Solis' success. In just six months, automated emails alone generated AED 110,137 from 614 covers, averaging an impressive 52% open rate.

"SevenRooms' automated emails really do the heavy lifting for us. From booking confirmations to post-visit follow-ups, we send targeted messages to guests, and we've seen significant engagement," says Sami.

SevenRooms' marketing automation dashboard not only tracks open and click-through rates but also shows covers, reservations and revenue generated from each campaign.

A standout campaign—a simple "first-time visit thank you" email—generated AED 25,000 in revenue from rebookings. "This simple reminder email includes a link prompting guests to rebook sunbeds or experiences, and they do," adds Sami.



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