

Case Study: A New York City Hotel Fills \$350K in Room Nights With Zero Cash Out

Vertical: Hospitality

Trade volume: \$350,000

Cash spent: \$0

THE SITUATION

Hotels sell a product that expires the moment midnight passes. An unsold room tonight is not inventory carried to tomorrow. It is gone, and so is the margin it would have produced. Every hotelier already knows this, which is why occupancy is the number everyone in the building watches most closely.

A New York City hotel had exactly this problem: rooms going unsold on a recurring basis, representing real capacity the property had already paid to build, staff, and maintain.

THE TRADE

Rather than deep-discounting empty rooms for cash (which trains guests to wait for a deal and still leaves margin on the table), the hotel began listing that unsold inventory into a trade exchange network. Other member businesses booked rooms using trade credits instead of cash. The hotel, in turn, spent those credits on services it would otherwise have paid cash for: marketing, printing, professional services, and other operating needs sourced from fellow exchange members.

Over time, the hotel moved \$350,000 in trade volume through the exchange, all of it against inventory that would otherwise have sat empty.

THE OUTCOME

Zero cash left the hotel's bank account to acquire that \$350,000 in goods and services. The rooms that generated the volume had no cash cost of sale to begin with. Every dollar of trade credit spent replaced a dollar of cash that would have otherwise gone to a vendor.

WHAT TIE MEMBERS CAN TAKE AWAY

Most businesses carry some form of unsold capacity: room nights, open appointment slots, unused ad inventory, excess production capacity, or idle billable hours. On a trade exchange, that capacity converts into purchasing power for the goods and services the business already needs to buy in cash. It is not a discount. It is a second sales channel for inventory that would otherwise generate nothing at all.

This is a real, completed trade documented in Barterfy's network history. Barterfy is the AI-native trade exchange and cashless payment rail powering TiE Commerce (tiecommerce.org), where TiE members can list idle capacity and unsold inventory to trade at full value with other TiE businesses and the global Barterfy network.