

HOTELS BY DAY[®]

#UnlockYourDay

Hotelier's Brief 2021



Hotel properties are daytime **Underutilized** despite significant fixed costs



42%
Avg day
room
vacancy



66%
meeting
room
vacancy



39%
hotel
parking
vacancy



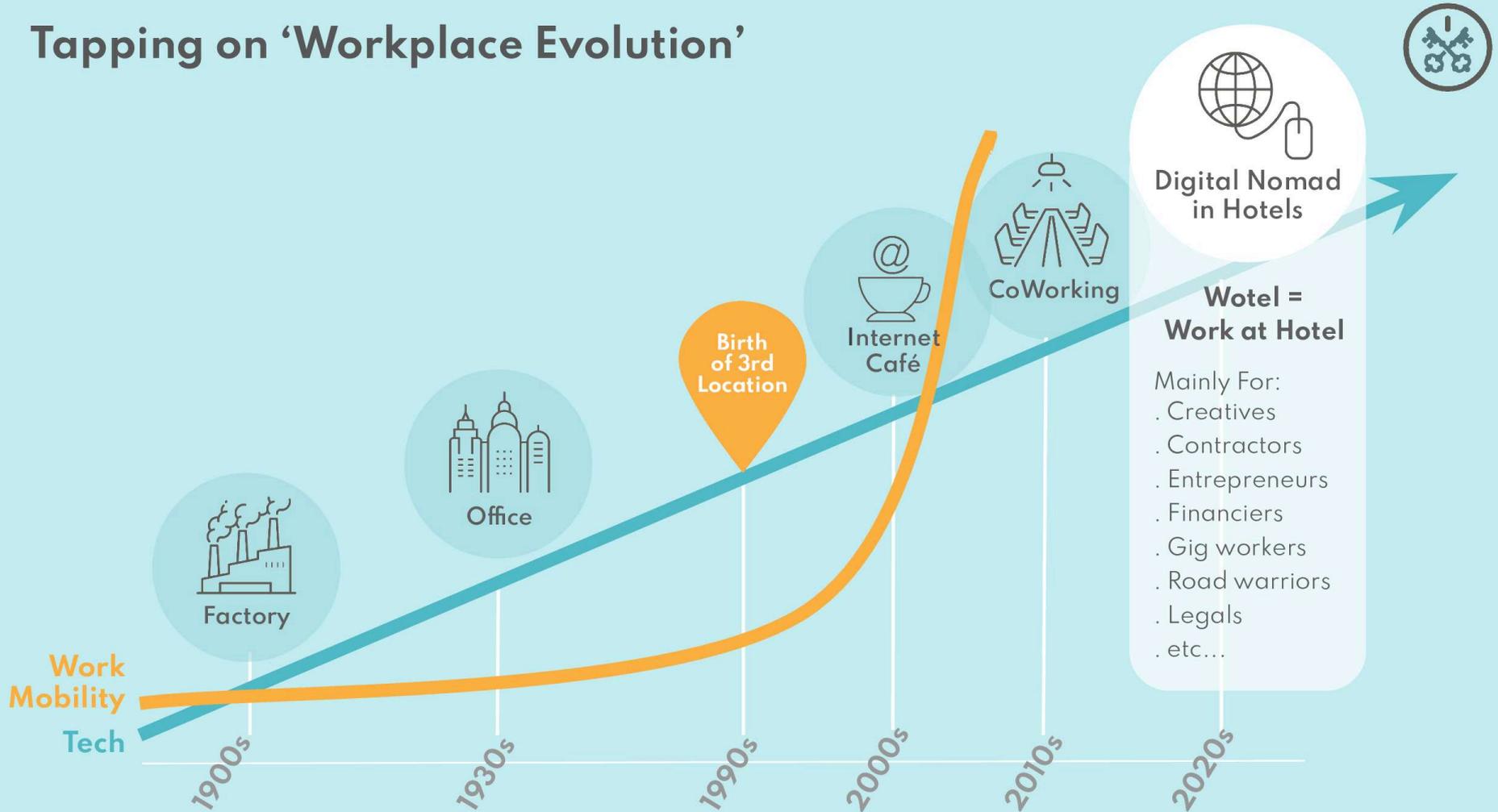
53%
pool chair
vacancy



57%
hotel gym
vacancy

□ **Est. \$100 billion LEFT IDLE & UNUSED globally**

Tapping on 'Workplace Evolution'



Services you can now offer to new day guests



Business



Day Room
~ \$80 - \$150



Conference Room
~ \$250 - \$500



Coworking
~ \$15 - \$35



Parking / Gym Pass
~ \$10 - \$25

Leisure



Pool Pass
~ \$20 - \$90



Pool Bed
~ \$50 - \$250

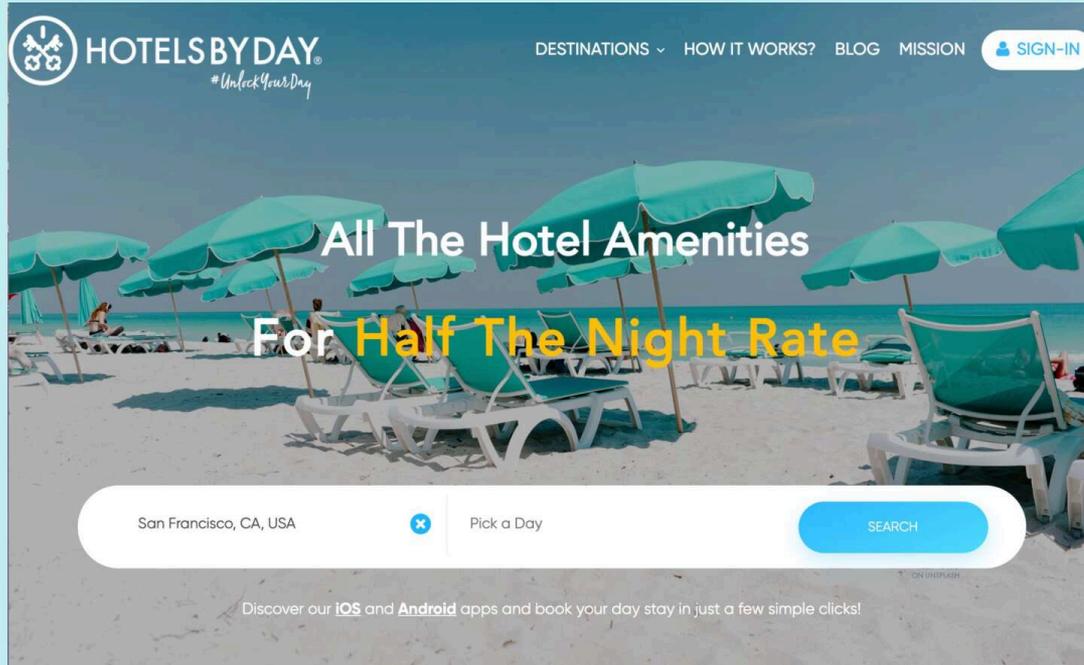


Pool Cabana
~ \$100 - \$500



Spa Pass
~ \$75 - \$250

Established Company



x Guests

- New hotel experience
- On-demand hospitality
- Affordable luxury
- Secure, clean, duty of care

x Hotels

- Monetize idle inventory
- Upsell opportunities
- Economic CAC model
- Complement AirBnB

Established Company



KPIs

76,000+ Guests*

175,000+ Bookings

1855+ Hotels

\$17M+ Room Revenue

+\$9M F&B (est.)

In the Press



* Data collected as of Q2 2021

New Market



How to tap on the other 5 Billion?

- Sebastien Bazin, CEO Accor Hotels

61% of day guests are Hyperlocal,
living within 25 miles away
from hotel booked.

New Opportunities!

- An untapped market of local residents
- Exposure to a captive audience
- Upsells (night sup., F&B, amenities)
- More repeats
- More loyalty & referrals

Setup



What?

Daytime Real-Estate

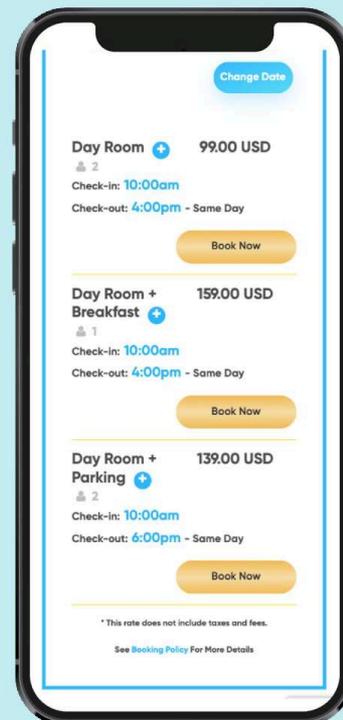
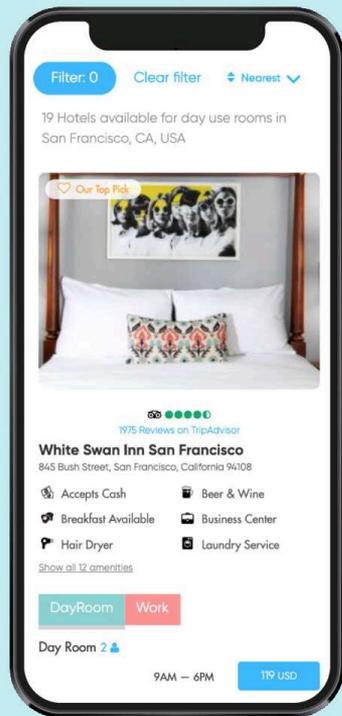
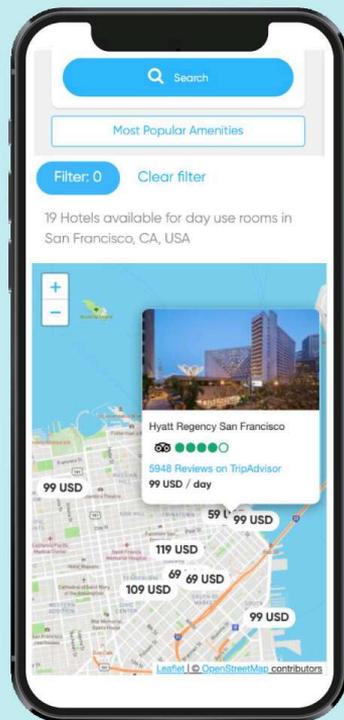
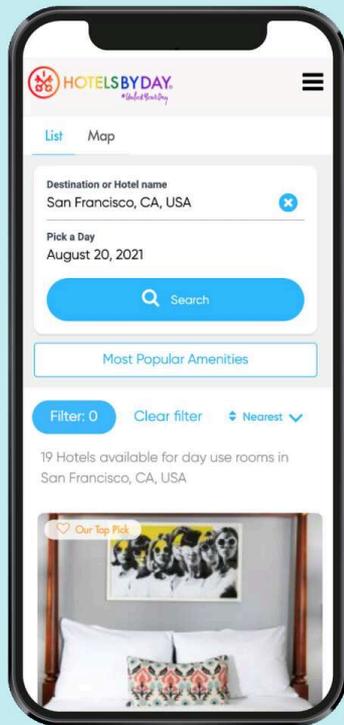
How?

- Timeband for ~ 6 hrs,
- ~ 50% off high quarter ADR
- Anytime between 7am/7pm

Why?

- Early flight arrivals
- Meet/Work in privacy
- Redeye refresh
- Staycation/Daycation
- Long Layovers
- Use of Amenities (pool, Spa) .
- Parking pass
- Shopping Base
- Etc...

Product

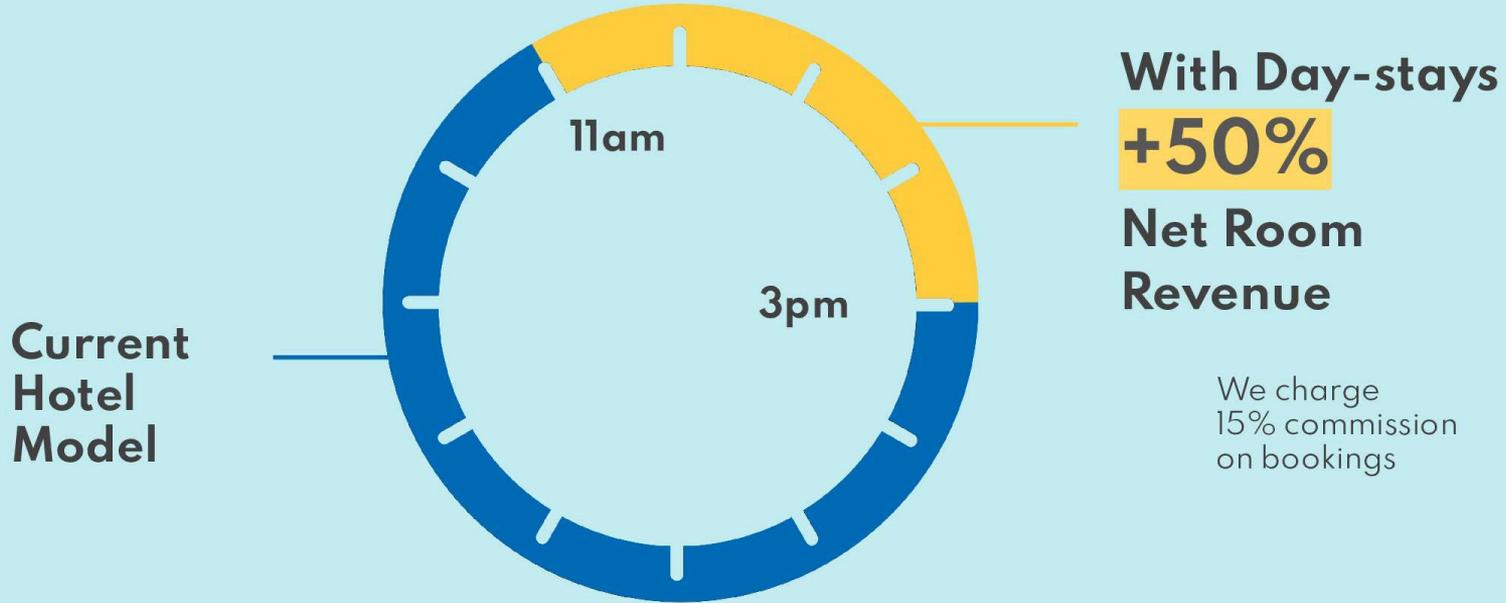


More details: <https://www.hotelsbyday.com/en> | https://youtu.be/X_qrKx1QcEO

Win-Win Model



Generate more daytime revenue, with existing rooms/amenities sitting idle.



Win-Win Model



Economic Customer Acquisition Model

Traditional Channel

- 15% commission
- X 1.5 nights
(Av. Length/Stay)
- X High ADR

**= \$65 to \$149
for a new
customer**



HotelsByDay

- 15% commission
- X 0.5 nights
(ALOS)
- X 0.5 ADR

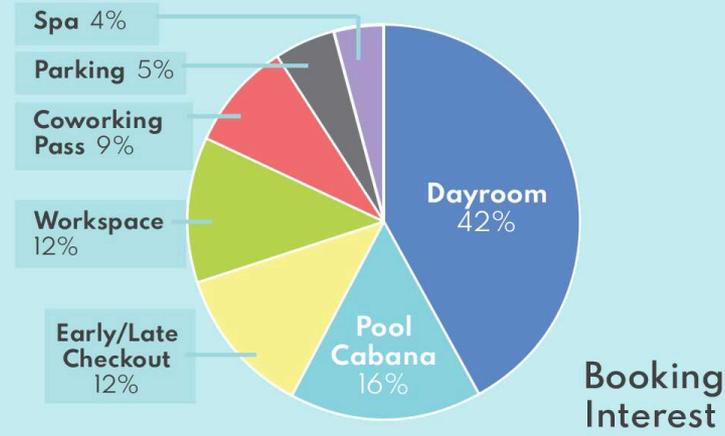
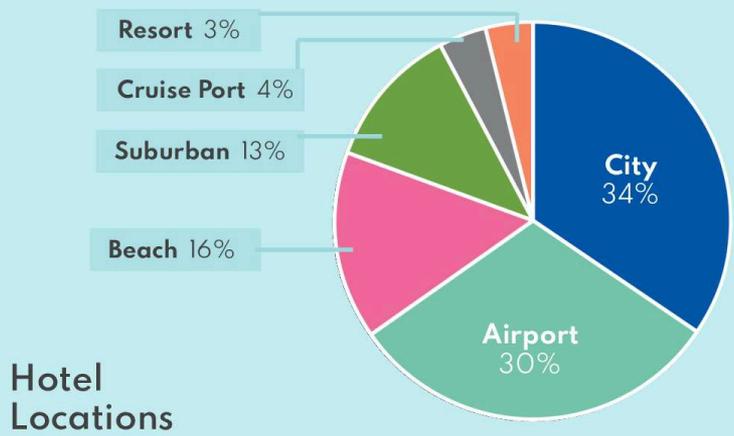
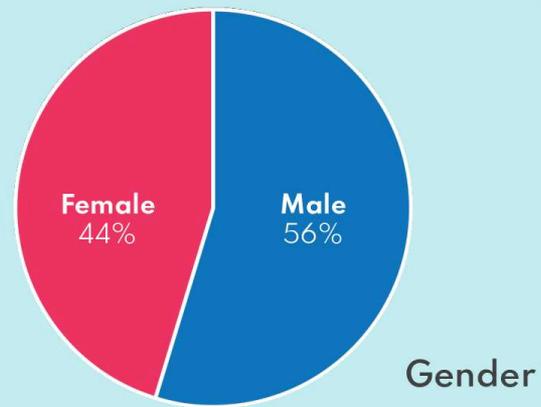
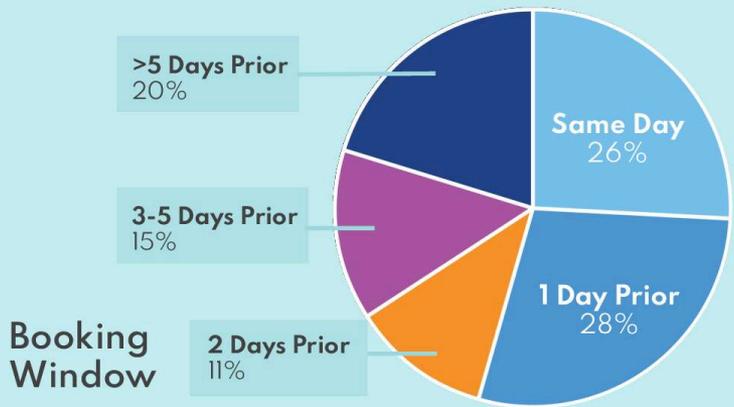
**= \$9 to \$19
for a new
customer !**



Other Benefits:

- Guest is local, exposing Hotel lifestyle options
- Guest may stay the night, at NO extra comm.
- Guest susceptible to multiple repeats
- Increase ancillary sales & Loyalty program
- Quality day-guests: Top score reviews [here](#)

Metrics



Manage your inventory, pricing & blackout days

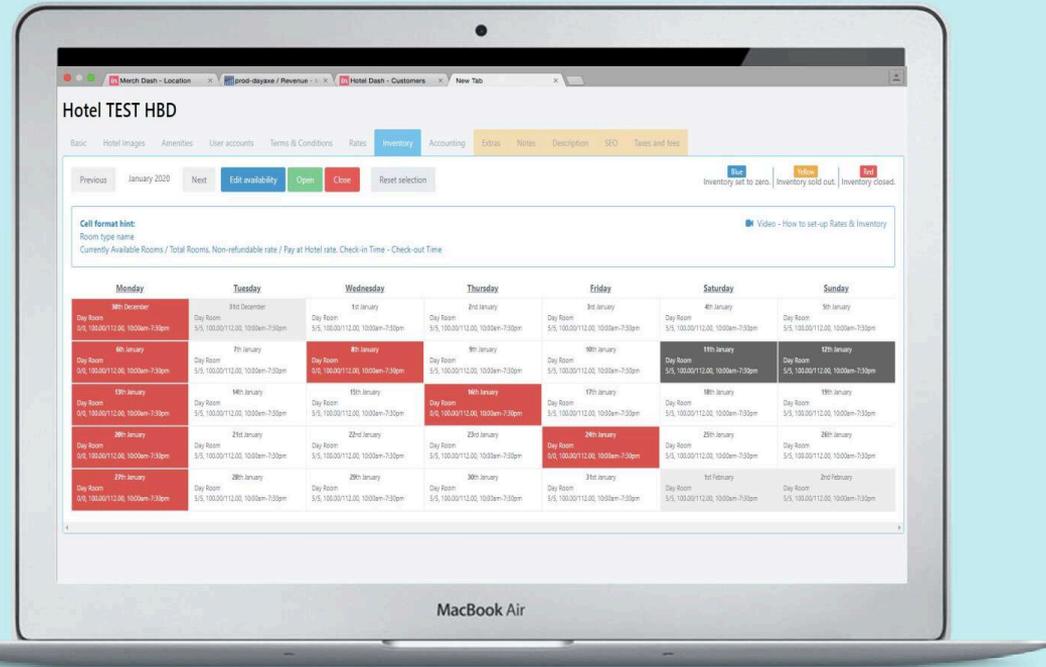


HotelsByDay Software helps you:

- Pick your defaults
- Choose your rate options & time-bands
- Dynamically adjust based on demand, seasonality, holidays, weekdays/weekends and scarcity

NOTE:

A dedicated Account Manager will help you manage your inventory, calendar and pricing prior to turning your property Live.



Sample Tutorial Videos:

- 1' minute video on how to manage your inventory [link here](#)
- More HotelsByDay tutorial videos [link here](#)

Operational Recap



Inventory

- Minimum inventory risk, starting at 2 ROH rooms
- Run of House Inventory, for easy assignment
- Customized time-bands, pick anytime between 7am & 7pm
- Static rates = low manual updates & best Return On Effort

Connectivity

- Multiple email contacts to send booking delivery
- Fax copy to Front Office for extra visibility (if asked)
- Daily recap email delivery to night auditor

Partnership

- Low commission rate at 15%
- 30 days auto-renewal partnership
- Invoices at month's end, subject to reconciliation
- 3% discount on invoices if paid by credit card, within 45 days

Simple Onboard - 3 steps to More Revenues



1

Fill-in the Online [Onboarding Form](#)
(or sent to you via email).

5 minutes fill, non-committal
and non-threatening –
'Honor system'.

2

Onboard specialist
pre-populates all info,
including Products,
Rates and Inventory.

3

[Schedule a 20 minutes](#)
onboarding tutorial on
back-office: fix rates
and inventory.

Done – Enhance your revenues !



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Thank You!

For more info, contact:
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