



We Bring the Guests to You.

2,000+ hotel visitors per week in San Diego. Our AI concierge recommends your venue. You just say yes.

Zero Marketing Cost

Fill Slow Nights

You Control the Deal

THE OPPORTUNITY

Hotel guests are looking for somewhere to go tonight.



2,000+

hotel visitors per week
across our San Diego
hotel partners



78%

of hotel guests ask
the concierge for nightlife
recommendations



2.4x

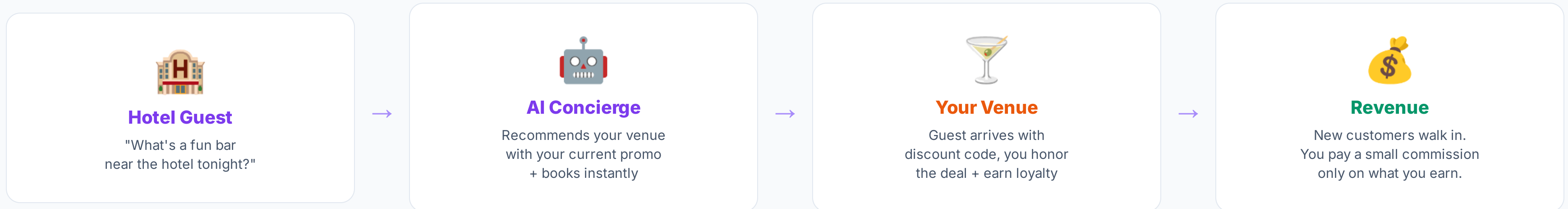
tourists spend 2.4x more
than locals on nights out
while on vacation



24/7

AI concierge recommends
your venue around the
clock,
not just at the front desk

Simple. Automatic. Profitable.



What You Provide

- **A guest discount** on services (you set the amount)
- **A small commission** on referred bookings
- **Your venue info** - menu highlights, vibe, hours, events

What You Get

- **Guaranteed foot traffic** from 2,000+ weekly hotel visitors
- **Zero marketing spend** - AI does the selling for you
- **High-spending tourists** who are ready to have a good time

This is how guests find you.

Our AI concierge lives on the guest's phone. When they ask for nightlife, your venue shows up - with your promo, your vibe, and a one-tap booking.

- **Personalized match:** AI recommends based on guest preferences (cocktail bar vs. club, vibe, group size)
- **Your promo front & center:** Discount or special offer highlighted in the recommendation
- **Instant booking:** Table/VIP reservation confirmed in the same chat
- **Directions sent:** Walking directions + ETA delivered automatically
- **Group-friendly:** Works for couples, bachelor parties, corporate outings

Not an ad. Not a listing. A **personal recommendation** from a trusted source.



Emma - Hotel Concierge

iMessage

Friday 7:45 PM

Hey Emma! We're a group of 6 looking for a fun cocktail bar tonight. Something with good music and vibes

Delivered

Great choice for a Friday night! Here are my top 2 picks for your group: 🍸

🏆 **Rooftop Social** - Craft cocktails, live DJ tonight, stunning skyline views. 8 min walk from hotel. **Hotel guest perk: 15% off your tab + free welcome shot!**

🍷 **Neon Lounge** - Speakeasy style, amazing mixologists. 12 min walk. **10% off for hotel guests.**

Rooftop Social sounds perfect! Can you get us a table?

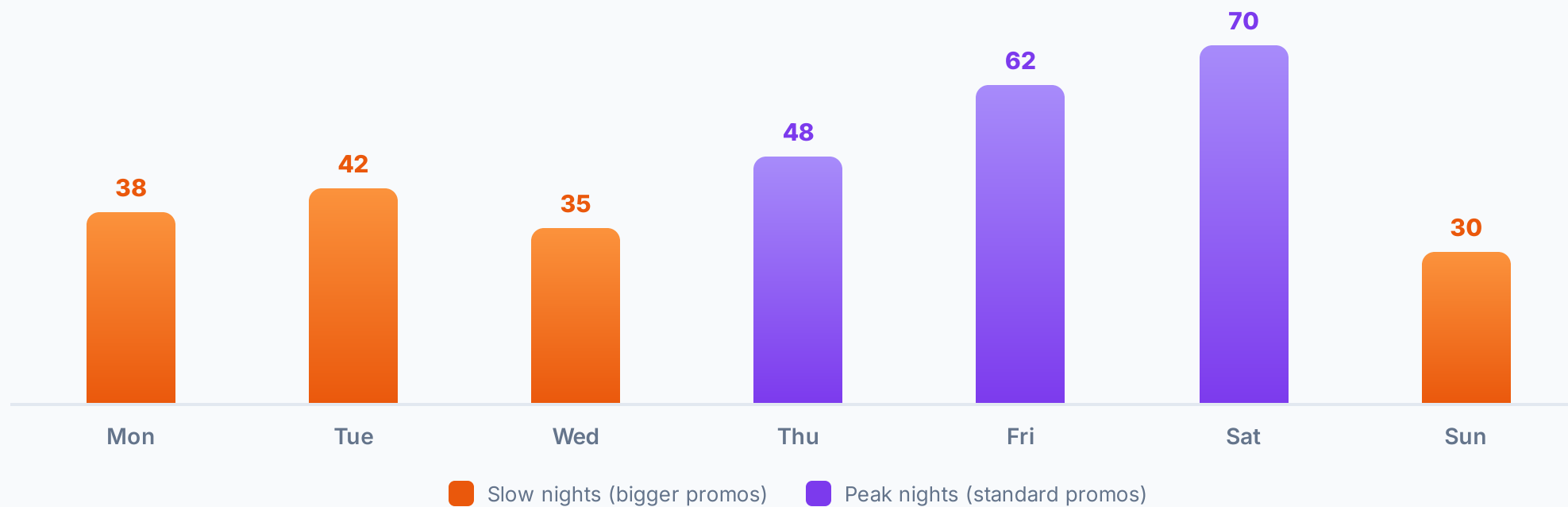
Delivered

Done! ✅ Reserved a lounge table for 6 at **Rooftop Social, 9 PM tonight**. I'll send you walking directions at 8:45. Just mention you're from The Waterfront Hotel for your 15% discount. Have an amazing night! 🎵

Tuesday is the new Friday.

Hotel guests don't care what day it is - they're on vacation. Our AI pushes bigger promotions on your slow nights, driving traffic exactly when you need it most.

ESTIMATED WEEKLY REFERRALS TO YOUR VENUE



🔥 Slow Night Strategy

AI pushes **bigger discounts** on Mon-Wed. "20% off your tab + free appetizer" fills seats that would otherwise stay empty.

✨ Peak Night Strategy

Smaller perks on Thu-Sat. "Welcome drink on us" is enough when demand is already high. You keep more margin.

325

estimated referrals to your venue per week

Your deals. Your rules.

Adjust your discount, promo, or offer anytime. Run different deals on different nights. Pause or boost whenever you want. Total flexibility.



Adjust Discounts

Set different discounts for different days. 20% Tuesday, 10% Friday, free welcome drink Saturday. Change anytime - AI updates instantly.



Run Special Promos

Launching a new cocktail menu? Hosting a DJ night? Tell us - AI promotes it to all hotel guests that evening. Instant exposure.



Pause Anytime

Already fully booked this weekend? Pause referrals for those nights. Turn back on when you need traffic. No penalties, no contracts.



Track Performance

See how many guests were referred, which promos work best, and your ROI. Real data to optimize your strategy.

EXAMPLE: YOUR WEEKLY PROMO SCHEDULE

MON - WED
20% OFF
+ free appetizer

THURSDAY
15% OFF
cocktails

FRI - SAT
FREE
welcome shot

SUNDAY
BRUNCH
25% off + mimosas

Let's do the math.

WEEKLY HOTEL VISITORS IN SAN DIEGO
Across all partner hotels

2,000

ASK AI FOR NIGHTLIFE RECS
~40% engage with the concierge about nightlife

800

DIRECTED TO YOUR VENUE
Your venue in rotation with ~2 others

325

ACTUALLY VISIT
~65% show-up rate (AI-booked, directed)

210+

WEEKLY REVENUE IMPACT

210+

new customers per week

If average spend is \$50/person

\$10,500+

additional weekly revenue

Monthly

\$42,000+

in new revenue driven to your venue

THE DEAL

What we ask. What you keep.

Simple partnership model. You provide a discount for hotel guests and a small commission. You keep the customer, the data, and the loyalty.



Guest Discount

You set a discount on your services for hotel guests. Could be 10%, 15%, 20% - or a specific perk like a free welcome drink.

You choose the amount.
Change it anytime.

+



Commission

A small commission on referred business. You only pay when you earn. No upfront costs, no monthly fees, no risk.

Pay only when
customers walk in.

=



New Revenue

210+ new customers per week who wouldn't have found you otherwise. High-spending tourists ready for a great time.

\$42,000+/month
in new revenue.

Better than any ad. Here's why.

This isn't a listing on Yelp. It's a personal recommendation from a trusted source at the exact moment the guest is deciding where to go.

Perfect Timing

Guest asks "what should we do tonight?" - your venue appears at the exact decision moment. No scrolling through Yelp reviews.

Trusted Source

A hotel concierge recommendation converts 5x better than an online ad. Guests trust their hotel's suggestions over random search results.

High-Value Guests

Tourists on vacation spend 2.4x more than locals. They're not counting pennies - they're making memories. Your best possible customer.

Zero Friction

Guest texts, AI recommends, table booked, directions sent. No app downloads, no website visits, no comparison shopping. Done in 30 seconds.

Repeat Engine

New hotel guests arrive every week. This isn't a one-time campaign - it's a permanent pipeline of new customers, 52 weeks a year.

Measurable ROI

Unlike billboards or Instagram ads, every referral is tracked. You know exactly how many customers came from us and what they spent.

COMPARISON

Lycia AI vs. traditional marketing.

	Instagram Ads	Yelp / Google	Lycia AI
Upfront cost	\$2,000+/mo	\$500+/mo	\$0
Conversion rate	1-3%	3-5%	40-65%
Customer quality	Mixed	Mixed	High-spending tourists
Timing	Random scroll	Active search	Decision moment
Trust level	Low (it's an ad)	Medium	High (hotel concierge)
Risk	Pay even if no one comes	Pay for clicks, not visits	Pay only when you earn

LET'S PARTNER UP

210+ new customers every week.

No upfront cost. No risk. Just new customers walking through your door.

Let's make it happen.



Scan to connect

Harun Tuncelli Director of Product

Email harun@lycia.app

Web lyciaai.com

Zero Upfront Cost

Fill Slow Nights

2,000+ Weekly Visitors

Pay Only When You Earn

