



Your Hotel's Revenue Engine.

An AI team member that upsells your services, fills empty rooms,
and turns local partnerships into profit. Starting at \$10/room.

\$10/Room/Month

No App Required

24/7 Autonomous

THE REALITY

Your guests want more. They just don't know how to ask.



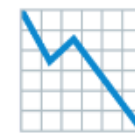
83%

of guests never discover
revenue-generating
activities
outside your hotel



31%

of spa appointments
go unfilled during
weekdays



\$47

average revenue left on
the
table per guest per stay



\$0

earned from local activity
referrals for most hotels

THE LYCIA AI APPROACH

Three pillars. One AI agent.

Your AI concierge doesn't just answer questions. It actively generates revenue through three proven strategies.



Smart Upselling

AI suggests relevant add-ons at the perfect moment. Spa upgrades, dining packages, room enhancements - personalized to each guest.



Occupancy Optimizer

When bookings dip below average, AI proactively reaches out to past guests with personalized offers to fill rooms.



Local Partnerships

Partner with local businesses - tours, restaurants, activities. AI recommends them to guests. You earn commission on every booking.

Smart Upselling.

Your AI knows what your guest wants before they do. It suggests the right service at the right time - naturally, not pushy.

- **Spa add-ons:** Guest books a facial, AI suggests a complementary treatment with benefits explained
- **Room upgrades:** "Ocean view available for just \$40 more tonight" - timed perfectly
- **Dining packages:** AI recommends chef's table or wine pairing based on guest preferences
- **Late checkout:** Proactively offered morning of departure
- **Remembers everything:** Allergies, past orders, preferred spa therapist

Average upsell increase: **23-35%** per guest



Emma - Hotel Concierge

iMessage

Today 2:14 PM

Hi! I'd like to book a facial at the spa for 4pm today

Delivered

Of course, Sarah! I've booked your **Hydrating Facial** at 4:00 PM with Mia, your therapist from last visit. 🧖‍♀️

By the way - pairing it with our **Scalp & Shoulder Massage** (30 min) would be great after a facial. It boosts circulation and helps product absorption. Only **\$45 extra**. Want me to add it?

That sounds amazing, yes please!

Delivered

Done! ✅ Your spa session:
4:00 PM - Hydrating Facial
4:45 PM - Scalp & Shoulder Massage
With Mia. Charged to Room 412.
Enjoy! 🧖‍♀️



Emma - Hotel Concierge

iMessage

Today 6:32 PM

What's good for dinner tonight?

Delivered

Great timing, James! Tonight our rooftop restaurant has a **Fresh Catch of the Day** - Mediterranean sea bass, grilled to perfection. 🐟

I remember you enjoyed the Chardonnay last time. Our sommelier paired a **2022 Chablis** with the sea bass - it's incredible. Want me to reserve your table with a bottle ready?

You remember my wine! Yes, table for 2 at 8pm

Delivered

Reserved! ✅ Rooftop, table for 2 at 8 PM. Waterfront view (your usual). Chablis chilled and waiting. I also noted Sarah's nut allergy for the kitchen. Enjoy! 🥂



Lycia app / Revenue Pillar 1 - Food & Beverage

Every meal is an opportunity.

AI remembers wine preferences, dietary restrictions, favorite dishes - then uses that memory to make irresistible suggestions.

- **Wine pairing:** Remembers past selections, suggests upgrades
- **Chef's specials:** Proactively texted to guests at meal time
- **Room service:** Late-night suggestions based on past orders
- **Allergy safety:** Kitchen auto-notified, every time, every visit
- **Special occasions:** Birthday cake, anniversary champagne - remembered and offered

F&B revenue boost: **15-28%** through smart recommendations

Fill rooms before they empty.

AI monitors your booking patterns. When a week looks soft, it automatically reaches out to past guests with personalized offers - before you even notice the dip.

- **Pattern detection:** AI spots booking dips weeks in advance
- **Smart targeting:** Reaches guests who loved their last stay
- **Personalized offers:** Not generic blasts - tailored to preferences
- **Direct bookings:** No OTA commissions (save 15-25%)
- **Re-engagement:** "It's been 6 months, James - your ocean view is waiting"

Occupancy increase during slow periods: **12-20%**



Emma - Hotel Concierge
iMessage

Tuesday 10:15 AM

Hi James! 🙌 It's Emma from The Waterfront. Hope you're well!

I wanted to let you know - we have a few ocean-view rooms open **March 15-18**. Since you loved that view last time, I'm offering you an exclusive rate: **\$189/night** (normally \$259). Includes breakfast for two. 🌊

Oh wow, that's a great deal. Sarah's birthday is the 16th actually!

Delivered

Perfect timing! 🎂 I'll add a complimentary birthday cake and champagne to your room. Same corner suite as last time?

You guys are incredible. Yes, book it!

Delivered

Booked! ✅ March 15-18, Ocean Suite 801. Birthday surprise arranged. Confirmation and payment link sent to your email. See you soon, James! 🎉



Emma - Hotel Concierge

iMessage

Today 9:45 AM

What's there to do around the hotel today? We're here for 3 more days

Delivered

Great question! Based on your family's interests, here are my top picks for today: ☀️

🚤 **Sunset Catamaran Cruise** - 2hr cruise, drinks included. Departs 5 PM from the marina. **\$85/person** (hotel guest rate, normally \$120)

🏄 **Surf & Paddle** - Beach lessons for kids + adults. 10 AM slot open. **\$45/person**

🍷 **Wine Country Tour** - Visit 3 local wineries, lunch included. Full day. **\$150/person**

The catamaran sounds perfect! Book 4 tickets

Delivered

Done! ✅ 4 tickets for Sunset Catamaran, 5 PM today. Marina Pier 3 (8 min walk from hotel). I'll send you directions at 4:30. Total: **\$340**, charged to Room 801. Have an amazing time! 🚤

 **Lycia**app / Revenue Pillar 3

Earn from every adventure.

Partner with local businesses - tours, restaurants, water sports, wine tastings. Your AI recommends them to guests. You earn a commission on every booking. Zero effort.

- **Commission model:** Earn 10-25% on every local activity booked through your AI
- **Curated experiences:** Only recommend partners that match your brand quality
- **Guest convenience:** Book and charge to room - no separate apps or websites
- **Smart matching:** AI suggests activities based on guest interests and group type
- **Revenue stream:** Money that currently goes directly to third parties - now flows through you

New revenue per room per night: \$8-15 from partnership commissions

ZERO FRICTION

No app. Just text or call.

Your guests already have everything they need in their pocket. No downloads, no logins, no learning curve.



iMessage / SMS

Works on every phone. Guest texts your hotel number. That's it. AI responds instantly, 24/7.



Voice Calls

Prefer to talk? AI handles phone calls with natural voice. Reservations, room service, questions - all by voice.



Web Chat

Embedded on your website. Visitors chat directly. Converts lookers into bookers.



WhatsApp

For international guests. Same AI, same memory, same seamless experience across all channels.

Guest switches from text to call to web chat? **Context never breaks.** One conversation, any channel.

A better stay. Every single time.

Revenue is just one side. Lycia AI transforms the entire guest experience.



Permanent Memory

Remembers every guest - allergies, room preferences, pillow type, kids' names. Even across visits years apart.



140+ Languages

Native fluency, not Google Translate. Japanese, Arabic, French, Portuguese - your guest's language, always.



Instant Response

No hold music. No "let me check." No waiting. 2-second response time, 24/7/365.



Takes Real Action

Books, orders, reserves, confirms, charges - doesn't just answer questions. Your AI does the work.



24/7 Concierge

3 AM room service? Taxi at 5 AM? Restaurant reservation for tomorrow? Handled, any hour.



Pre-Arrival Care

AI reaches out before check-in. Flight info, transfer booking, early check-in requests, preferences confirmed.



Review Booster

Post-checkout, AI asks for feedback. Happy guests get a link to leave a review. Issues get resolved privately.



Staff Liberation

AI handles 80% of routine queries. Your team focuses on high-touch moments that actually matter.

The result: higher reviews, more repeat guests, stronger brand loyalty.

\$10/room. That's it.

Simple, predictable pricing. One flat rate per room, per month.
Everything included. ROI from day one.

Base Plan

\$10

/room /month

- ✓ AI concierge (text-based)
- ✓ iMessage / SMS / WhatsApp / Web
- ✓ Smart upselling engine
- ✓ Occupancy outreach
- ✓ Local partnership bookings
- ✓ Guest memory & preferences
- ✓ 140+ languages
- ✓ 24/7 availability
- ✓ PMS integration
- ✓ Setup & training included

100-room hotel = \$1,000/mo
Pays for itself with 1-2 upsells per day.

Optional Add-on

\$0.60

/minute voice calls

- ☎ AI voice conversations
- 🗣 Natural human-like voice
- ↔ Seamless text-to-call handoff
- 🌐 All 140+ languages
- 📄 Call transcripts & analytics

Pay only for minutes used.
No minimums. No commitment.

Three engines. One brain.



MCP

Connects to Your Systems

Your PMS, POS, booking engine, spa system - AI connects to all of them. Real-time availability, real bookings, real charges. No custom APIs needed.



Memory

Remembers Everything

Guest preferences, allergies, favorite room, wine choice, kids' names - permanently stored. Staff turnover? AI keeps the institutional knowledge alive.



Tool Calling

Takes Real Action

Books spa appointments, reserves restaurant tables, orders room service, processes charges - your AI doesn't describe actions, it performs them.

Live in 2-3 weeks. We handle everything.

THE IMPACT

Numbers that matter.

\$10

PER ROOM / MONTH

**23-
35%**

UPSELL REVENUE INCREASE

**12-
20%**

OCCUPANCY BOOST (LOW PERIODS)

24/7

ALWAYS ON, 140+ LANGUAGES

60%

FRONT DESK WORKLOAD REDUCTION

2 sec

AVERAGE RESPONSE TIME

2-3 wk

SETUP TO LIVE

NEXT STEP

Let's build your revenue engine.

Simple pricing. Proven results. ROI from week one.

\$10/room pays for itself instantly.



Scan to connect

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Web lyciaai.com

\$10/Room/Month

No App Needed

140+ Languages

Live in 2-3 Weeks

