



Your Activity's AI Revenue Engine.

Take bookings. Upsell add-ons before they arrive. Fill empty slots automatically.

Sell gear rentals and gift cards. All via text or call.

No App Needed

Higher Revenue Per Booking

24/7 Autonomous

THE PROBLEM

Empty spots cost you the same as full ones.



55%

of booking calls go
unanswered when
guides are on the water



\$32

average add-on revenue
missed per booking
(photos, gear, upgrades)



40%

of weekday time slots
go unfilled while boats
still sail and staff still
work



**20-
30%**

of every booking goes
to Viator, GetYourGuide,
or other OTAs

THE LYCIA AI APPROACH

Five revenue levers. One AI.

Your AI doesn't just list availability. It books, upsells add-ons, re-engages past customers, sells gift cards, and handles group inquiries - at every touchpoint.



Text & Call Bookings

Customers book by texting or calling. AI handles it 24/7 while your guides are on the water.



Pre-Trip Upselling

Before arrival, AI offers photo packages, gear upgrades, private tours. Revenue before they show up.



Slow Day Re-Engagement

AI texts past customers with deals to fill weekday slots that would run empty anyway.



Gift Cards & Vouchers

Customers text to buy gift cards for friends and family. AI handles purchase and delivery instantly.



Group & Event Bookings

Corporate outings, bachelor parties, team building. AI handles custom quotes and logistics.

Never miss a booking again.

A family calls to book a sunset cruise while your team is out on the water. Voicemail. They book with your competitor instead. With Lycia AI, every call and text gets answered - 24/7, even when you're mid-tour.

- **Text to book:** "Jet ski rental for 2, Saturday at 2pm" - confirmed in 15 seconds
- **Call to book:** AI answers the phone, shares availability, books it naturally
- **Availability check:** "What times do you have open tomorrow?" - AI knows your live schedule
- **Group sizing:** Families, couples, parties of 12 - AI picks the right boat, tour, or slot
- **Reminders + directions:** Auto-sent day-of with meeting point, what to bring, parking info

No app. No Viator fees. Just text or call your number. **That's it.**



SD Bay Adventures
iMessage

Tuesday 10:30 AM

Hey! Do you have jet ski rentals available this Saturday? 2 jet skis for about an hour?

Delivered

Hey! 🌊 Saturday's looking great - sunny and calm seas. Here's what's open for 2 jet skis, 1 hour:

- 🕒 10 AM ✓
- 🕒 12 PM ✓
- 🕒 2 PM ✓
- 🕒 4 PM (Sunset run!) ✓

\$89/ski/hour. Which time works?

4pm sunset run sounds amazing!
Lock it in

Delivered

Booked! ✓ 2 jet skis, **Saturday 4 PM sunset run.** Total: **\$178.**

- 📍 Meet at Mission Bay Dock B
- 🅅 Free parking in Lot 3
- 👕 Wear clothes you can get wet in!

I'll send a reminder + directions Saturday morning. Can't wait! 🏄



SD Bay Adventures

iMessage

Saturday 9:00 AM

Good morning! ☀️ Quick reminder - you're booked for the Sunset Jet Ski Run today at 4 PM. Weather's perfect, 75°F and calm water!

A couple of upgrades for your ride:

📷 **GoPro Photo Package** - We mount a GoPro on your ski + give you all the footage. **\$35** (keep-forever memories!)

🕒 **Extended Ride** - Go 90 min instead of 60. **+\$40/ski**. The sunset portion is the best part

🎒 **Dry Bag + Waterproof Phone Case** - **\$15**

Want to add any of these?

GoPro package for sure! And let's extend to 90 min, you sold me on the sunset

Delivered

Great calls! 📷 GoPro mounted + 90 min ride locked in. Your updated total: **\$293**. The sunset footage is going to be incredible. See you at 4!



 **Lycia**app / Revenue Lever 2

The booking grows before they arrive.

AI sends a reminder the morning of - and naturally suggests add-ons they'll love. Photo packages, gear upgrades, time extensions. Revenue locked in before they even show up.

- **Photo/video packages:** "Want a GoPro mounted? Keep all the footage - \$35"
- **Time extensions:** "Upgrade from 1 hour to 90 minutes - the best part is the sunset"
- **Gear upgrades:** Premium wetsuits, upgraded boards, waterproof phone cases
- **Private experiences:** "Upgrade to a private tour for just \$60 more - just your group"
- **Add-on activities:** "After your jet ski, grab paddleboards for \$30 - they'll be waiting"

Average pre-trip upsell: **\$30-75 per booking**

Tuesday empty? Your boat still sails.

You're paying guides, fuel, and insurance whether you have 3 guests or 15. AI reaches out to past customers with personalized deals on slow days, filling spots that would otherwise cost you money to keep empty.

- **Smart targeting:** "Hey Mike, it's been a month! Tuesday's wide open - 30% off sunset cruises, perfect weather"
- **Activity matching:** AI remembers what they did last time and suggests something new or a repeat
- **Group incentives:** "Bring 3 friends and your spot is free" - fill the boat
- **Seasonal hooks:** "Whale watching season just started! Only a few weeks left"
- **Perfect timing:** AI texts the afternoon before slow days when people are making plans

Activities using re-engagement see **25-40%** more bookings on slow days



SD Bay Adventures
iMessage

Monday 3:45 PM

Hey Mike! 🙌 Hope the jet ski footage turned out awesome. Got something for you:

🐋 **Whale watching season just started!** We spotted a pod of grays yesterday - incredible.

📅 **Weekday special:** 30% off the morning tour this Tuesday or Wednesday. **\$49/person** instead of \$70. Since you're a returner, your kid rides free.

Only 8 spots left on Tuesday's 10 AM. Want me to grab some?

That's perfect, my daughter would LOVE that. 3 tickets for Tuesday!

Delivered

She's going to lose her mind! 🐋 Done - 3 spots on the **Tuesday 10 AM Whale Watch**. 2 adults (\$49 each) + 1 kid free. Total: **\$98**. Bring layers - it gets breezy on the water!



Gift cards. Sold in a text.

Someone wants to gift a boat tour for their dad's birthday. They text your number, AI handles the entire purchase and sends a beautiful digital gift card. Revenue without a single tour running.

- **Text to buy:** "I want to gift a sunset cruise for my parents' anniversary" - done in 60 seconds
- **Custom amounts:** Any dollar amount or specific experience as a gift
- **Scheduled delivery:** "Send it to her on her birthday, March 15th" - AI schedules it
- **Seasonal pushes:** AI proactively suggests gift cards around holidays - Father's Day, Christmas, Valentine's
- **Easy redemption:** Recipient texts to book using their gift card - seamless loop

Gift cards = revenue today, capacity used later (or never - 15% go unredeemed)



SD Bay Adventures
iMessage

Thursday 7:20 PM

Hey do you guys sell gift cards? My dad's turning 60 and he'd love a boat tour

Delivered

What a great gift! 🎁 Here are some popular options:

🚤 **Sunset Sailing Cruise for 2** - \$140

🚤 **Private Boat Tour (2hr)** - \$295

💰 **Custom amount** - any \$ value

Want me to set one up? I can email or text it directly to your dad whenever you want.

The sunset cruise for 2! Can you send it to him on Saturday, that's his birthday

Delivered

Done! ✅ **Sunset Sailing Cruise for 2** gift card purchased. It'll be texted to your dad Saturday morning with a "Happy 60th Birthday!" message. He just texts us to book whenever he's ready. 🎁🚤

Monday 11:15 AM

We're looking to book a corporate team building event for 25 people. Something on the water, maybe kayaking or a boat tour? Date is April 12th

Delivered

Love it! 🏆 For 25 people on April 12th, here's what works great:

🏆 **Team Kayak Challenge** - Guided race through sea caves, team building exercises. 2.5 hrs. **\$65/person (\$1,625)**

🚤 **Private Catamaran Charter** - 3hr cruise, your own boat, catering available. **\$2,200 flat**

🏄 **Paddle & Pizza** - 1hr paddleboarding + beachside lunch. **\$55/person (\$1,375)**

All include photos. Want more details on any of these?

The catamaran with catering sounds incredible. What food options?

Delivered

Great choice! 🍴 Catering add-ons:

- 🌮 Taco Bar - \$18/person
- 🍔 BBQ Spread - \$22/person
- 🍷 Open Bar (3hr) - \$35/person
- 🍰 Custom cake - \$85

Most popular combo: BBQ + Open Bar = **\$57/person, \$3,625 total.** Want me to lock in April 12th?

 **Lycia**app / Revenue Lever 5

Big groups. Big revenue.

Corporate team building, bachelor parties, family reunions - these are your highest-value bookings. AI handles the inquiry, builds a custom package, upsells catering and add-ons, and closes the deal. All via text.

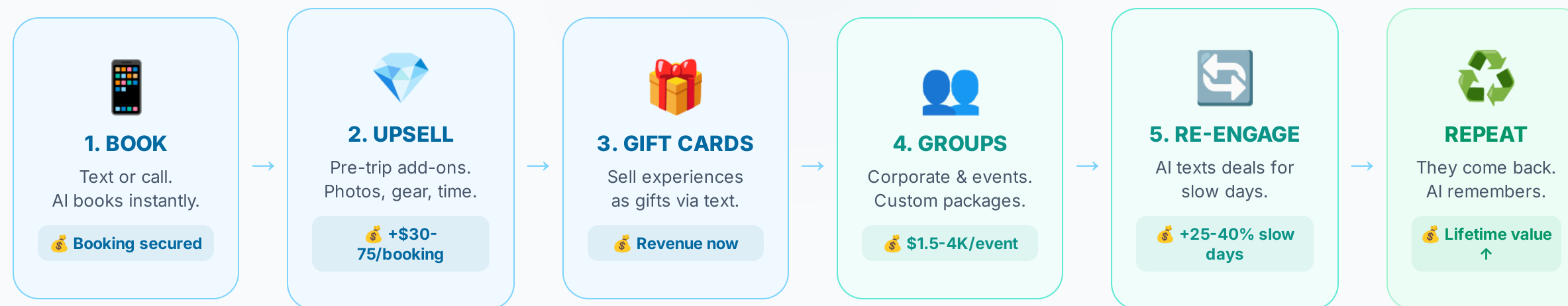
- **Custom packages:** AI builds tailored quotes based on group size, budget, and interests
- **Catering upsells:** Food, drinks, open bar - all suggested and sold in the same conversation
- **Multiple options:** AI presents 2-3 packages at different price points to match any budget
- **Logistics handled:** Parking, meeting points, what to wear, waivers - all communicated automatically
- **Follow-up:** AI follows up with undecided groups - "Still thinking about April 12th? Only 2 charter dates left that month"

Average group booking value: **\$1,500-4,000 per event**

THE REVENUE LOOP

Every touchpoint fills more spots.

One AI handles the entire customer lifecycle. No gaps, no missed bookings.



THE IMPACT

Revenue impact per month.

 **Missed-Call Recovery**

Bookings you currently lose

+\$5,200

~12 extra bookings/wk × \$110 avg

 **Pre-Trip Upsells**

Photos, gear, time extensions

+\$3,200

~40% of bookings upsell at \$30 avg

 **Slow Day Filling**

Filling weekday empty spots

+\$6,400

+20% weekday bookings × \$80 avg

 **Gift Card Sales**

Experiences sold as gifts

+\$2,400

~6 gift cards/wk × \$100 avg

 **Group Bookings**

Corporate, events, parties

+\$6,000

~2 group events/mo × \$3,000 avg

Total Monthly Revenue Increase

+\$23,200

Annual Impact

+\$278K

ZERO FRICTION

No app. Just text or call.

Your customers already know how to text. That's all they need. No downloads, no Viator, no booking platforms taking 20-30%.



iMessage / SMS

Text your number to check availability, book, buy gift cards, or ask questions. Works on every phone.



Voice Calls

Call and talk to your AI. Natural conversation for bookings, group events, and questions - even when you're on the water.



Web Chat

Embedded on your website. Visitors browse activities, check weather, and book directly.



WhatsApp

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

Customer texts to book, calls to ask about weather, texts to buy a gift card. **Context never breaks.**

Three engines. One brain.



Connects

To Your Systems

Your booking calendar, equipment inventory, weather data, pricing. AI sees real-time availability, knows what's booked, what's open, and adjusts for conditions automatically.



Remembers

Every Customer

Past activities, group size, kids' ages, skill level, photos purchased. Every returning customer gets a personalized experience. "Last time you did kayaking - ready to try paddleboarding?"



Acts

Not Just Talks

Books slots, sells gift cards, builds group quotes, sends upsell offers, texts promos. This isn't a chatbot that says "check our website." It does the work.

Live in 2-3 weeks. We handle everything.

Two options. You choose.

Whether you prefer zero upfront cost or a flat monthly rate, we have a plan that fits your business.

Zero Risk

\$0

/month

+ 5% commission

- ✓ AI concierge (text + web)
- ✓ Bookings via text
- ✓ Pre-trip upselling
- ✓ Slow-day re-engagement
- ✓ Gift card sales
- ✓ Group event handling
- ✓ Customer memory
- ✓ Setup & training included

No monthly fee. We earn when you earn.
5% on sales generated through AI only.

Flat Rate

\$600

/month

No commission

- ✓ Everything in Commission plan
- ✓ Bookings via text
- ✓ Pre-trip upselling
- ✓ Slow-day re-engagement
- ✓ Gift card sales
- ✓ Group event handling
- ✓ Customer memory
- ✓ Keep 100% of revenue

Predictable cost. Zero commission.
Best value if generating \$12K+/mo through AI.

Optional Add-on

\$0.60

/minute

Voice Calls

- 📞 AI voice bookings
- 📞 Group event inquiries
- 📞 Natural conversation
- 📞 Call transcripts

Pay only for minutes used.
Works with either plan.

NEXT STEP

+\$23K/month. Let's go.

More bookings. Higher add-ons. Full weekdays. Gift cards. Group events.
All from one AI.



Scan to connect

Harun Tuncelli Director of Product

Email harun@lycia.app

Web lyciaai.com

No App Required

Fill Empty Slots

Upsell Automatically

Live in 2-3 Weeks

