



Book Every Adventure.

2,000+ hotel guests per week in San Diego. Our AI concierge books your tours, rentals, and experiences. Automatically.

Zero Marketing Cost

Fill Empty Slots

You Set the Terms

THE OPPORTUNITY

Every tourist wants something to do today.



2,000+

hotel visitors per week
across our San Diego
hotel partners



85%

of tourists ask the
concierge for activities
and things to do



\$125

average tourist spend
on activities and
experiences per trip



24/7

AI concierge books
your
tours and rentals
around
the clock

WHO THIS IS FOR

If tourists book it, we fill it.



Boat Tours

Sunset cruises, whale watching, harbor tours, sailing charters, fishing trips



Water Sports

Jet ski rentals, paddleboarding, kayaking, surfing lessons, parasailing



City Tours

Walking tours, Segway tours, food tours, trolley tours, helicopter rides



Wine & Food

Wine tastings, brewery tours, cooking classes, farm-to-table experiences



Entertainment

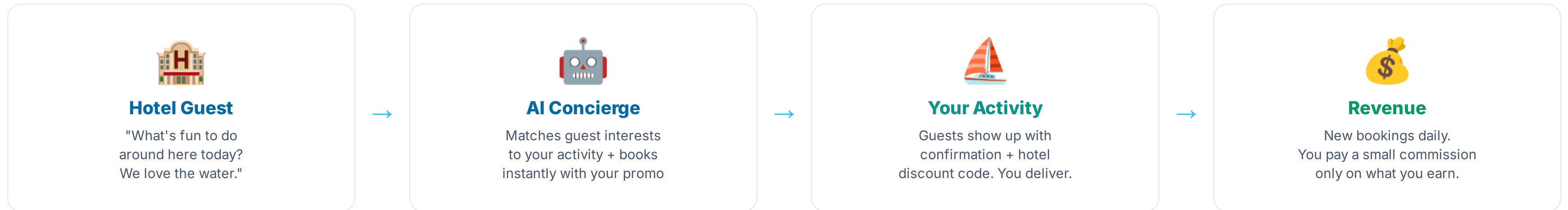
Shows, comedy clubs, live music, escape rooms, theme parks, zoo tickets



Wellness

Yoga retreats, spa day trips, meditation classes, wellness workshops

Guests find you without Googling.



What You Provide

- **A guest discount** on your activity (you set the amount and type)
- **A small commission** on referred bookings
- **Your activity info** - descriptions, times, capacity, photos

What You Get

- **Daily bookings** from 2,000+ weekly hotel visitors
- **Zero marketing spend** - AI sells your experience for you
- **Tourists ready to spend** - they came to San Diego to have fun



This is how guests book you.

Hotel guests text their AI concierge. It matches their interests, group size, and schedule to your activity - then books on the spot. No apps, no websites, no comparison shopping.

- **Interest matching:** AI knows if they want adventure, relaxation, family-friendly, or romance
- **Group sizing:** Couples, families with kids, bachelor parties - matched to the right experience
- **Your deal front & center:** "Hotel guest rate: \$85 instead of \$120" shown in every recommendation
- **Instant confirmation:** Booking confirmed, meeting point + directions sent automatically
- **Weather-smart:** AI checks conditions before recommending outdoor activities

Not a listing on Viator. A **personal recommendation** from a trusted hotel concierge.



Emma - Hotel Concierge

iMessage

Wednesday 9:10 AM

Hey! We have a free day today. Family of 4, kids are 8 and 12. Something fun on the water?

Delivered

Perfect day for it - sunny and 78°F!
Here are my top picks for your family:

- 🏆 **San Diego Bay Cruise** - 2hr narrated tour, sea lions, skyline views. Kids love the wildlife spotting. Departs 11 AM. **Hotel rate: \$45/person (normally \$65)** - kids under 10 half price!
- 🏆 **La Jolla Kayak & Snorkel** - Guided paddle through sea caves + snorkeling. Ages 8+. 1:30 PM. **\$70/person (normally \$95)**
- 🏆 **Jet Ski Adventure** - 1hr rental, Mission Bay. Kids 12+ can ride tandem. **\$89/ski (normally \$120)**

Bay cruise at 11 sounds perfect! Book 4 tickets

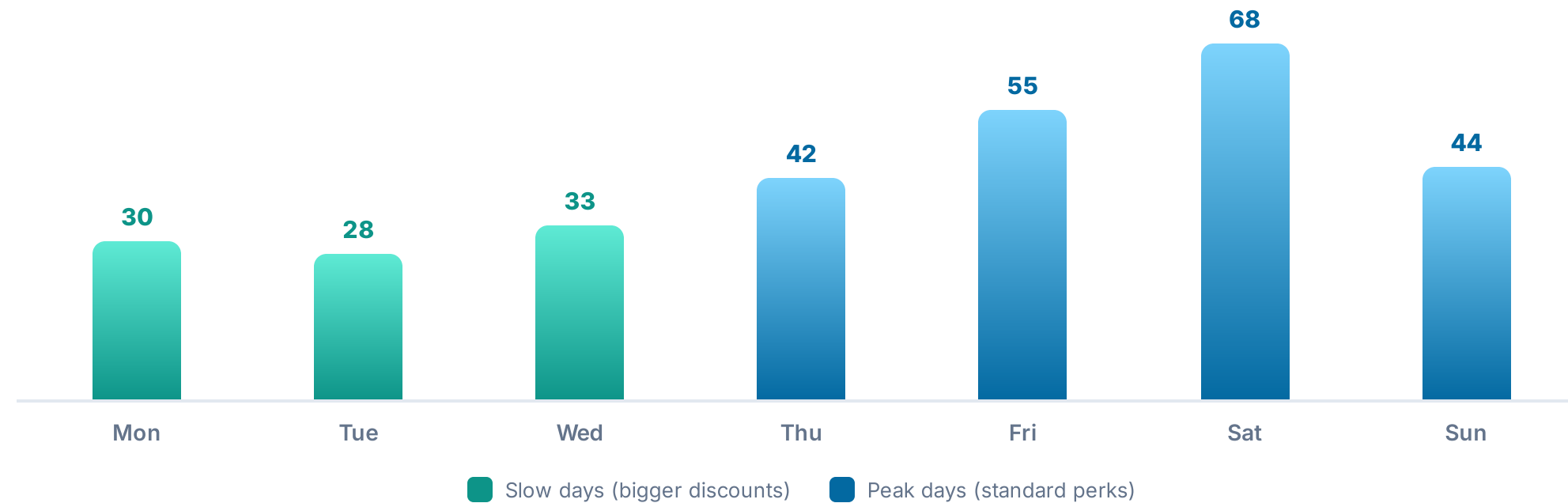
Delivered

Booked! ✅ 4 tickets, **SD Bay Cruise at 11 AM**. Pier 1, Harbor Drive (12 min from hotel). I'll send walking directions at 10:40. Total: **\$135** (2 adults + 2 kids), charged to your room. Have an amazing time! 🏖️

Empty seats cost you the same as full ones.

Your boat sails whether it's 5 people or 25. Our AI pushes stronger deals during slow periods, filling spots that would otherwise go empty - at zero marginal cost to you.

ESTIMATED WEEKLY BOOKINGS DRIVEN TO YOUR ACTIVITY



🔥 Slow Day Strategy

AI pushes **bigger discounts** on Mon-Wed. "30% off + free photos" fills your boat or tour that would run half-empty anyway. Pure incremental revenue.

🌟 Peak Day Strategy

Smaller perks on Thu-Sun. "10% hotel guest rate" is enough when demand is strong. You keep your premium pricing intact.

300

estimated bookings to your activity per week

Your experience. Your rules.

Adjust your discount, availability, or promo anytime. Run different deals for different time slots. Block fully-booked sessions. Total flexibility.



Adjust Discounts

Set different rates by day, time slot, or season. 30% off Tuesday mornings, 10% off Saturday afternoons. Change in seconds, AI updates instantly.



Promote Specials

Launching a new sunset tour? Special whale watching season? Tell us and AI promotes it to every hotel guest looking for activities.



Block Full Sessions

Morning tour sold out? AI stops recommending that slot and pushes the afternoon instead. Equipment under maintenance? Pause that activity entirely.



Track Everything

See how many guests were referred, which deals work best, peak vs slow day performance. Real data to optimize your pricing strategy.

EXAMPLE: YOUR WEEKLY PROMO SCHEDULE

MON - WED

30% OFF

+ free souvenir photos

THURSDAY

20% OFF

afternoon tours

FRI - SAT

10% OFF

hotel guest rate

SUNDAY

FAMILY

kids go free with 2 adults

Let's do the math.

WEEKLY HOTEL VISITORS IN SAN DIEGO
Across all partner hotels

2,000

ASK AI FOR ACTIVITIES & THINGS TO DO
~45% engage with the concierge about activities

900

DIRECTED TO YOUR ACTIVITY
Your activity in rotation with ~2 others per category

300

BOOK & SHOW UP
~75% show-up rate (pre-booked + directions sent)

225+

WEEKLY REVENUE IMPACT

225+

new bookings per week

If average booking is \$85/person

\$19,125+

additional weekly revenue

Monthly

\$76,500+

in new revenue for your business

THE DEAL

What we ask. What you keep.

Simple partnership. You provide a guest discount and a small commission. You keep the customer, the reviews, and the repeat business.



Guest Discount

A discount on your activity for hotel guests. Could be 10%, 20%, 30% - or extras like free photos, free drink, kids-go-free.

Your call.

You choose the deal.
Adjust by day or season.

+



Commission

A small commission on referred bookings. You only pay when someone books and shows up. No upfront costs, no monthly fees.

Pay only when
seats are filled.

=



Full Capacity

225+ new bookings per week. Tourists who are on vacation, ready to spend, and looking for exactly what you offer.

\$76,500+/month
in new revenue.

COMPARISON

Lycia AI vs. what you're doing now.

	Viator / GetYourGuide	Google / Instagram Ads	Lycia AI
Commission rate	20-30%	CPC (\$2-8/click)	Lower commission
Conversion rate	5-10%	1-3%	40-75%
Customer quality	Deal-seekers	Mixed intent	Hotel guests (high spend)
Slow-day filling	No mechanism	Pay more for same result	Auto-boosted promos
Timing	Pre-trip planning	Random scroll	In-the-moment (today!)
Risk	High commission on all sales	Pay for clicks, not bookings	Pay only when you earn

LET'S PARTNER UP

225+ new bookings every week.

No upfront cost. No risk. Just tourists booking your experience.

Let's make it happen.



Scan to connect

Harun Tuncelli Director of Product

Email harun@lycia.app

Web lyciaai.com

Zero Upfront Cost

Fill Empty Slots

2,000+ Weekly Visitors

Pay Only When You Earn

