



Pack Every Show.

2,000+ hotel guests per week in San Diego. Our AI concierge sells your tickets and fills your seats. Every night.

Zero Marketing Cost

Sell Out Slow Nights

You Set the Terms

THE OPPORTUNITY

Tourists come for the city. They stay for the music.



2,000+

hotel visitors per week
across our San Diego
hotel partners



71%

of tourists say live
music
or entertainment is a
top priority on trips



3.1x

tourists spend 3.1x more
on entertainment than
locals per outing



24/7

AI concierge promotes
your shows and sells
tickets around the clock

WHO THIS IS FOR

If you have a stage, we fill the room.



Live Music Venues

Concert halls, indie stages, rooftop sessions, open mics,
battle of the bands



Jazz & Blues Clubs

Jazz lounges, blues bars, supper clubs, intimate listening
rooms



Comedy Clubs

Stand-up shows, improv nights, comedy dinner theater,
open mic comedy



DJ & Dance Venues

Nightclubs, DJ residencies, themed dance nights, electronic
music events



Performance Spaces

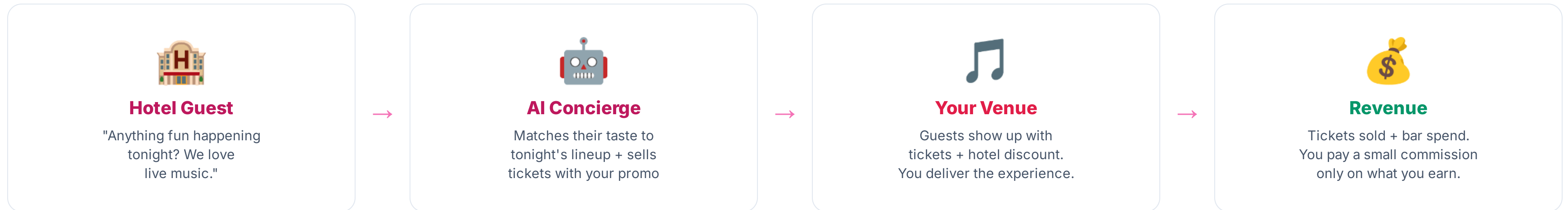
Cabaret, burlesque, drag shows, dinner theater, variety
shows



Music Bars & Pubs

Karaoke bars, piano bars, acoustic sessions, trivia with live
music

Guests find your show before they find Ticketmaster.



What You Provide

- **A guest perk** - discounted tickets, free drink with entry, VIP upgrade (you decide)
- **A small commission** on referred ticket sales
- **Your event calendar** - lineup, show times, genres, capacity

What You Get

- **Nightly ticket sales** from 2,000+ weekly hotel visitors
- **Zero marketing spend** - AI promotes your shows for you
- **High-spending tourists** who buy premium tickets, VIP tables, and drink all night

Your show, sold in 30 seconds.

Hotel guests text their AI concierge asking what to do tonight. It matches their music taste to your lineup, sells the tickets, and sends directions. Done before they even open Google.

- **Genre matching:** AI knows if they want jazz, rock, hip-hop, EDM, or comedy
- **Vibe matching:** Intimate listening room vs. high-energy dance floor - matched to mood
- **Your deal front & center:** "Hotel guest perk: 2-for-1 tickets + free drink" in every recommendation
- **Instant tickets:** Purchased and confirmed in the same chat conversation
- **VIP upsell:** AI offers table upgrades and bottle service when relevant

Tourists don't know your local scene. The AI **becomes their guide** to it.



Emma - Hotel Concierge

iMessage

Saturday 5:45 PM

Any live music happening tonight?
We're looking for something fun,
maybe jazz or blues. Couple's night
out 🎷

Delivered

Great taste! Saturday nights in San
Diego are 🔥 for live music. Here are
my picks for you two:

🎷 **The Blue Note SD** - Marcus Miller
Trio tonight, 9 PM. Intimate jazz club,
craft cocktails, candlelit tables. **Hotel
guest perk: 2-for-1 tickets (\$35
instead of \$70) + complimentary
welcome cocktail!**

🎷 **Crossroads Blues Bar** - Chicago
Blues Revival, 8:30 PM. Raw energy,
dance floor, great whiskey menu. **\$5
off cover + free first drink.**

Blue Note sounds perfect! Get us 2
tickets

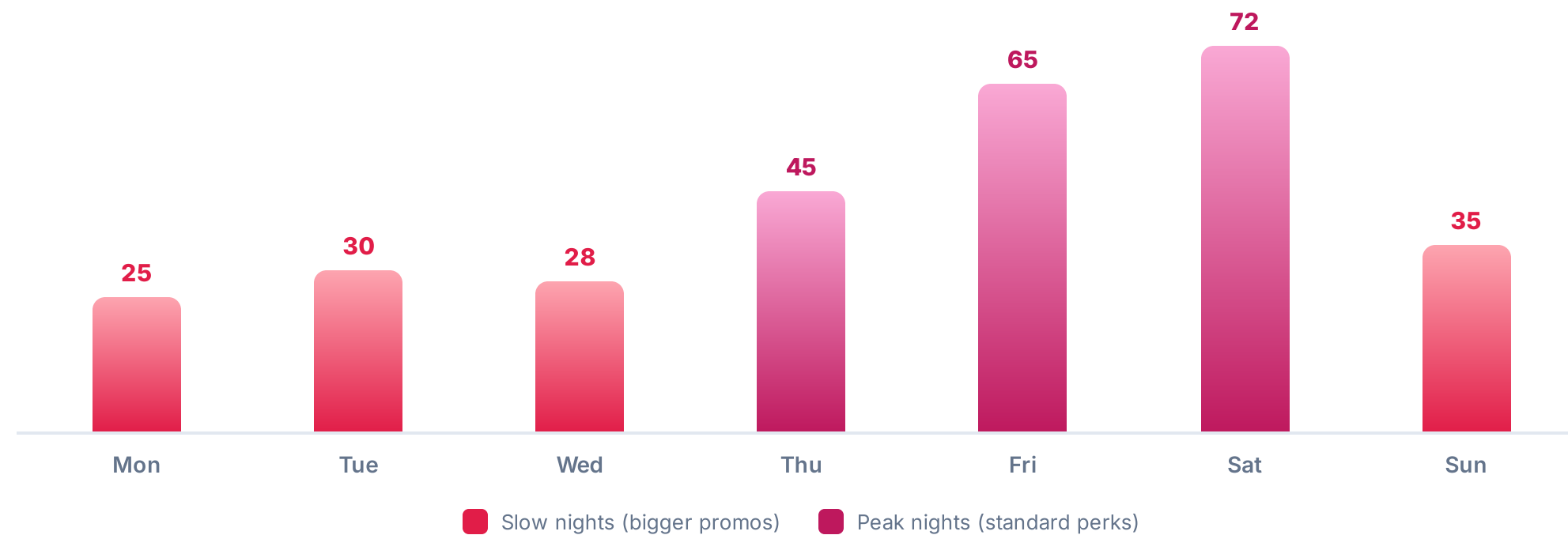
Delivered

Booked! ✅ 2 tickets for **Marcus Miller
Trio at The Blue Note SD, 9 PM
tonight.** I reserved a front-row table
for two. Show your confirmation at the
door for your welcome cocktails. It's a
10 min walk - I'll send directions at
8:40. Enjoy the show! 🎷

Wednesday night? Tourists don't care.

Hotel guests are on vacation. They want live music every night - not just weekends. Our AI pushes bigger deals on your slow nights, filling seats that would otherwise stay empty.

ESTIMATED WEEKLY TICKET SALES DRIVEN TO YOUR VENUE



🔥 Slow Night Strategy

AI pushes **aggressive deals** on Mon-Wed. "2-for-1 tickets + free round" turns an empty Monday open mic into a packed house. Your artists still get paid. You sell more drinks.

✨ Peak Night Strategy

Smaller perks on Thu-Sat. "Free welcome drink with entry" when demand is already strong. Focus on upselling VIP tables and bottle service.

300

estimated tickets sold
to your venue per week

Your lineup. Your deals.

Update your event calendar, adjust promos per show, run different deals for different nights.
Sold out? AI stops selling. New headliner? AI starts promoting. Instant.



Adjust Per Show

Big headliner? Standard pricing. Local band on Tuesday? 2-for-1 tickets. Different deal for every show, every night. You're in full control.



Promote Events

Special guest this weekend? Album release party? Festival pre-party? Tell us and AI pushes it to every hotel guest looking for nightlife.



Auto-Stop at Capacity

Friday show sold out? AI automatically stops recommending that night and pushes Saturday instead. No overselling, no awkward door situations.



Track Everything

Which genres sell best to tourists? Which nights need bigger promos? Which deals convert? Real data to book smarter and promote better.

EXAMPLE: YOUR WEEKLY PROMO SCHEDULE

MON - WED

2-FOR-1

tickets + free drink

THURSDAY

20% OFF

all tickets

FRI - SAT

FREE

welcome drink with entry

SUNDAY

JAZZ

brunch + live set, 25% off

Let's do the math.

WEEKLY HOTEL VISITORS IN SAN DIEGO
Across all partner hotels

2,000

ASK AI FOR NIGHTLIFE & ENTERTAINMENT
~42% ask about live music, shows, and nightlife

840

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

300

BUY TICKETS & ATTEND
~70% show-up rate (pre-purchased + nearby)

210+

WEEKLY REVENUE IMPACT

210+

new attendees per week

Avg spend: \$40 ticket + \$35 bar

\$15,750+

additional weekly revenue

Monthly

\$63,000+

in new revenue for your venue

THE DEAL

What we ask. What you keep.

Simple partnership. You provide a guest perk and a small commission.
You keep the audience, the bar tab, and the fans.



Guest Perk

A discount or bonus for hotel guests. 2-for-1 tickets, free drink with entry, VIP upgrade - whatever fits your venue and the show.

You choose the perk.
Change it per show.

+



Commission

A small commission on referred ticket sales. You only pay when tickets are sold and people show up. No upfront costs.

Pay only when
seats are filled.

=



Packed House

210+ new attendees per week.
Tourists who buy drinks, tip artists, and leave 5-star reviews.
Your best possible audience.

\$63,000+/month
in new revenue.

COMPARISON

Lycia AI vs. what you're doing now.

	Instagram / TikTok Ads	Eventbrite / Dice	Lycia AI
Cost	\$2,000+/mo	\$1-3/ticket + fees	\$0 upfront
Audience	Mostly locals	Pre-planners	High-spend tourists
Bar spend per guest	\$15-25	\$15-25	\$35+ (vacation mode)
Slow-night filling	Pay more, same result	No mechanism	Auto-boosted promos
Timing	Random scroll	Days/weeks before	Same day ("tonight!")
Risk	Pay even if empty	Fees on all sales	Pay only when you earn

LET'S PARTNER UP

210+ new fans every week.

No upfront cost. No risk. Just new faces in the crowd every night.

Let's make it happen.



Scan to connect

Harun Tuncelli Director of Product

Email harun@lycia.app

Web lyciaai.com

Zero Upfront Cost

Sell Out Slow Nights

2,000+ Weekly Visitors

Pay Only When You Earn

