



# Fill Every Table.

2,000+ hotel guests per week in San Diego. Our AI concierge sends them to your restaurant. You just cook.

Zero Marketing Cost

Fill Slow Hours

You Set the Terms

THE OPPORTUNITY

# Hotel guests eat out every single night.



**2,000+**

hotel visitors per week  
across our San Diego  
hotel partners



**92%**

of hotel guests dine  
outside the hotel at  
least once during their  
stay



**\$68**

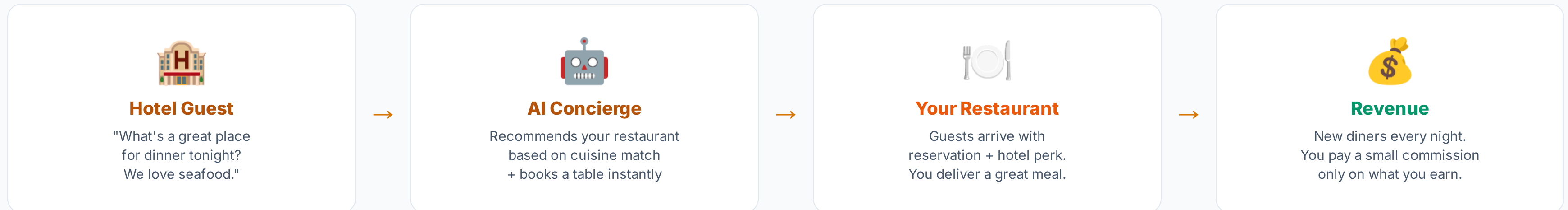
average dinner spend  
per tourist - higher than  
local diners



**24/7**

AI concierge  
recommends  
your restaurant around  
the clock

# Guests find you without searching.



## What You Provide

- **A guest perk** - discount, free appetizer, complimentary drink (you decide)
- **A small commission** on referred reservations
- **Your restaurant info** - menu highlights, cuisine, ambiance, hours

## What You Get

- **Nightly reservations** from 2,000+ weekly hotel visitors
- **Zero marketing spend** - AI does the recommending for you
- **High-spending tourists** who tip well and order generously

# This is how diners discover you.

Hotel guests text their AI concierge. It matches them to your restaurant based on cuisine, vibe, group size, and dietary needs - then books a table on the spot.

- **Cuisine matching:** AI knows your menu and matches it to what guests are craving
- **Dietary awareness:** Guest has a gluten allergy? AI only recommends restaurants that can accommodate
- **Your perk highlighted:** "10% off for hotel guests" shown in every recommendation
- **Instant reservation:** Table booked in the same conversation, no phone call needed
- **Directions included:** Walking directions + estimated time sent automatically

Not a Yelp listing. A **personal recommendation** at the exact moment they're choosing where to eat.



Emma - Hotel Concierge

iMessage

Thursday 5:20 PM

Looking for a nice dinner spot tonight. Something with a great patio and seafood. Party of 4, one person is gluten-free

Delivered

Perfect evening for patio dining! Here's my top pick for you: 🌊

🏆 **Coastline Kitchen** - Fresh-caught seafood, oceanfront patio, craft cocktails. They have an excellent gluten-free menu. 10 min from hotel. **Hotel guest perk: complimentary appetizer + 10% off!**

🏆 **Harbor House** - Upscale seafood, harbor views, wine list. GF options available. 15 min. **Free dessert for hotel guests.**

Coastline Kitchen sounds amazing! Book for 4 at 7:30

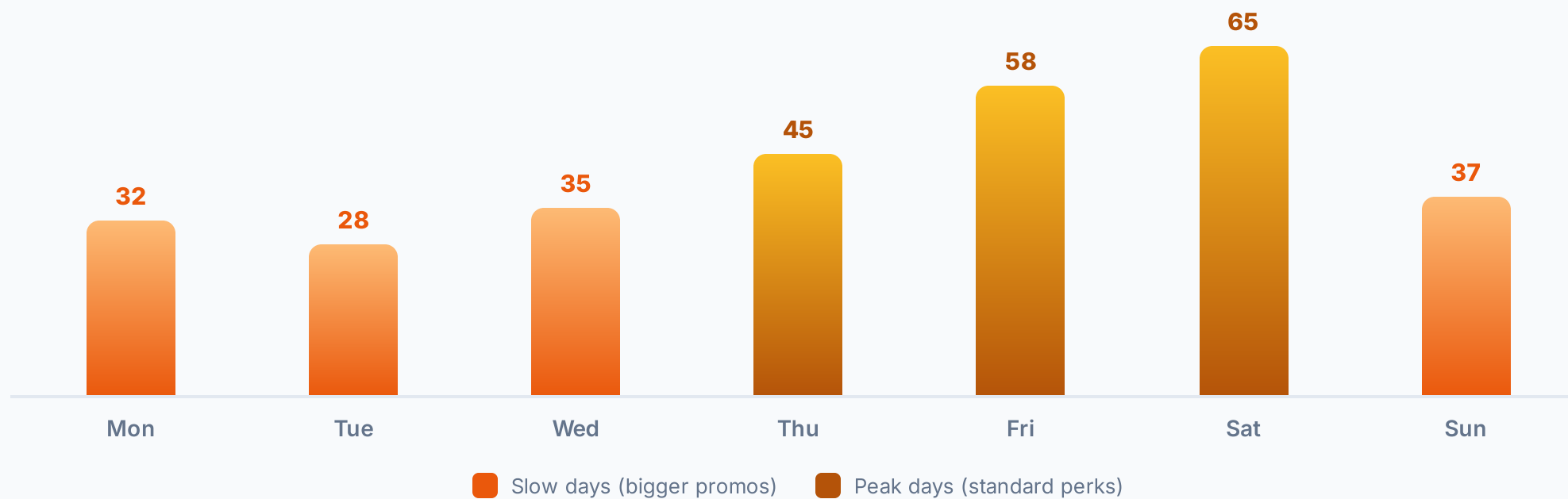
Delivered

Booked! ✅ Table for 4, **Coastline Kitchen at 7:30 PM**. Patio seating confirmed. I've noted the gluten-free requirement for the kitchen. Walking directions will arrive at 7:15. Enjoy your dinner! 🍴

# Tourists don't know your slow days.

Hotel guests eat out every night regardless of the day. Our AI pushes stronger promos during your slow periods, filling tables that would otherwise sit empty.

ESTIMATED WEEKLY RESERVATIONS DRIVEN TO YOUR RESTAURANT



## 🔥 Slow Day Strategy

AI pushes **stronger offers** on Mon-Wed. "15% off + free appetizer" turns an empty Tuesday into a full house. Tourists don't know it's your slow night.

## ✨ Peak Day Strategy

Smaller perks on Thu-Sat. "Complimentary dessert" is enough when you're already busy. Maximize your margins on high-demand nights.

**300**

estimated reservations to  
your restaurant per week

# Your menu. Your terms.

Adjust your discount, promo, or special offer anytime. Run different deals for lunch vs dinner.  
Pause when you're fully booked. Total flexibility.



## Adjust Discounts

Set different offers for different times. 15% off Tuesday lunch, free dessert Friday dinner, brunch special Sunday. Change in seconds.



## Promote Specials

New seasonal menu? Wine pairing dinner? Chef's table event? Tell us and AI promotes it to every hotel guest that day.



## Pause Anytime

Fully booked Saturday night? Pause referrals for that evening. Private event Monday? No problem. Turn back on when ready.



## Track Everything

See how many guests were referred, which offers perform best, and your ROI. Real data to optimize your promotions.

### EXAMPLE: YOUR WEEKLY PROMO SCHEDULE

MON - WED  
**15% OFF**  
+ free appetizer

THURSDAY  
**WINE**  
free glass with entree

FRI - SAT  
**FREE**  
dessert for the table

SUNDAY  
**BRUNCH**  
20% off + bottomless mimosas

# Let's do the math.

**WEEKLY HOTEL VISITORS IN SAN DIEGO**  
Across all partner hotels

**2,000**

**ASK AI FOR DINING RECS**  
~50% ask where to eat (highest engagement category)

**1,000**

**DIRECTED TO YOUR RESTAURANT**  
Your restaurant in rotation with ~2-3 others per cuisine

**300**

**BOOK & DINE**  
~70% show-up rate (reservation + directions sent)

**210+**

**WEEKLY REVENUE IMPACT**

**210+**

new diners per week

If average check is \$68/person

**\$14,280+**

additional weekly revenue

Monthly

**\$57,000+**

in new revenue for your restaurant

THE DEAL

# What we ask. What you keep.

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



## Guest Perk

A discount or complimentary item for hotel guests. Free appetizer, 10% off, dessert on the house - whatever fits your brand.

You choose the perk.  
Change it by the day.

+



## Commission

A small commission on referred reservations. You only pay when diners show up and spend. No upfront costs, no risk.

Pay only when  
tables are filled.

=



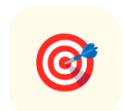
## Full Tables

210+ new diners per week who wouldn't have found you. Tourists who spend more, tip generously, and leave great reviews.

\$57,000+/month  
in new revenue.

# Better than Yelp. Better than ads.

This isn't a listing. It's a trusted recommendation at the exact moment a tourist is deciding where to eat tonight.



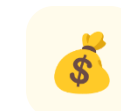
## Decision Moment

Guest asks "where should we eat?" and your restaurant appears. Not while they're doom-scrolling Instagram - when they're actually choosing.



## Trusted Source

Hotel concierge recommendations convert 5x better than online ads. Guests trust their hotel. Your restaurant gets that halo effect.



## Big Spenders

Tourists spend more, order drinks, try dessert, and tip generously. They're on vacation - they want the full experience, not just a quick bite.



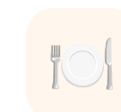
## Review Boost

Happy tourists leave glowing reviews on Google and Yelp. More referrals = more 5-star reviews = more organic traffic. A virtuous cycle.



## Permanent Pipeline

New hotel guests arrive every single week. This isn't a one-time campaign - it's a year-round stream of new diners walking through your door.



## No-Show Killer

AI sends directions + reminders before the reservation. Guests are nearby (at the hotel). Show-up rates are dramatically higher than OpenTable.

COMPARISON

# Lycia AI vs. what you're doing now.

	Yelp / Google Ads	OpenTable / Resy	Lycia AI
Monthly cost	\$1,500+	\$1/cover + fees	\$0 upfront
Show-up rate	Unknown	~60%	~70% (guests nearby)
Customer spend	Mixed - mostly locals	Mixed	High (tourists on vacation)
Dietary handling	None	Notes field	Auto-matched + kitchen notified
Slow-day filling	Pay more for same result	No mechanism	Auto-boosted promos
Risk	Pay even if empty	Pay per cover + no-shows	Pay only when you earn

LET'S PARTNER UP

# 210+ new diners every week.

No upfront cost. No risk. Just new guests filling your tables.

Let's make it happen.



Scan to connect

**Harun Tuncelli** Director of Product

**Email** [harun@lycia.app](mailto:harun@lycia.app)

**Web** [lyciaai.com](http://lyciaai.com)

Zero Upfront Cost

Fill Slow Days

2,000+ Weekly Visitors

Pay Only When You Earn

