

MICROSTAYS & PAY-PER-USE

THE TREND
TRANSFORMING
THE HOTEL INDUSTRY

BYHOURS



**SELL YOUR
INVENTORY
BY THE HOUR
DIRECTLY FROM
YOUR WEBSITE
& BYHOURS.COM**

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WHAT YOU NEED TO KNOW ABOUT BYHOURS

01. WHAT IS BYHOURS?

BYHOURS is the leading platform in the management and distribution of hotel inventory, rooms & meeting rooms **sold by hours**.

The new technology to **make your empty rooms and meeting rooms profitable**.

MICROSTAYS

Room reservations of **3h, 6h, or 12 hours**, or meeting rooms reservations to increase the hotels RevPar.



02. UNIQUE VALUE PROPOSITION

We introduce the **pay-per-use business model** with **flexible check-in** into the hospitality industry.

A solution to sell **empty inventory** without affecting pricing disparity.

ROOMS + MEETING ROOMS

TECH

- Real pay-per-use technology.
- Travel TECH unique product.

HOTELS

- Monetize empty rooms and services.
- Generate complementary income with a new product for new customers.

GUESTS

- Choose the check in time and length of the stay.
- Reasonable price.

+3M
HOURS SOLD

+250.000
GUESTS

+4.000
HOTELS

+600
DESTINATIONS

+24
COUNTRIES

03.

MONETIZING EMPTY ROOMS

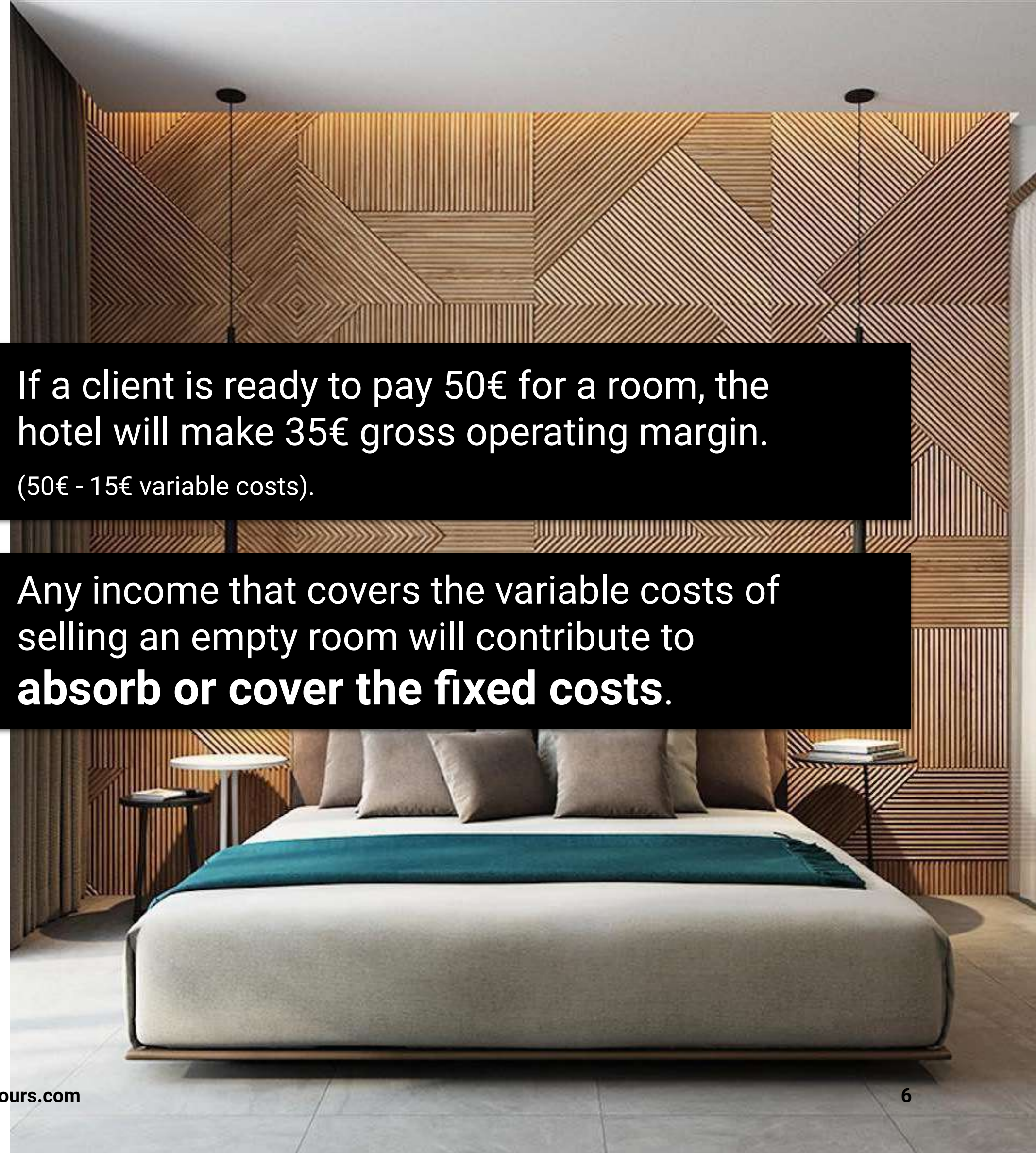
An **unsold room is a loss**, because fixed costs must be paid anyway. For this reason, failing to sell a room, even at a lower price, is a **missed opportunity**.

VARIABLE COST OF EMPTY ROOM

(4 stars hotels avg.)

- ❖ Cleaning staff
- ❖ Cleaning supplies and amenities
- ❖ Laundry expense
- ❖ Utilities (water, electricity, ..)

15€ Variable costs per room



If a client is ready to pay 50€ for a room, the hotel will make 35€ gross operating margin.
(50€ - 15€ variable costs).

Any income that covers the variable costs of selling an empty room will contribute to **absorb or cover the fixed costs**.

04. BUSINESS CASE

4 STARS HOTEL

RevPar and revenues improvement from selling microstays in a 4 star hotel.

| | Standard Room Night | BYHOURS Microstay | Room night + Microstay | Var. |
|--------------------------------------|---------------------|-------------------|------------------------|-------------|
| Total Rooms available per day | 100 | | | |
| Occupancy rate | 70% | 10 | 80% | +14% |
| Total room rented per day | 70 | | | |
| ADR | 100 € | 50€ | | |
| Yearly revenues | 2.555.000 € | 182.500 € | 2.737.500 € | |
| RevPar | 70 € | | 75 € | +7% |
| Cleaning, supplies, ... = 15€ / room | -383.250 € | -54.750 € | -438.000 € | |
| Gross Operating Margin | 2.171.750 € | 127.750 € | 2.299.500 € | +6% |

Additional Income generated with BYHOURS

127.750 €



BUSINESS

Red eyes, meetings, conferences, layovers, flight delays.

NEW CUSTOMERS ON THE MOVE



TRAVEL

Long layovers, cancelled flights, rest during travels, shower, relax.

+70% LOCAL CUSTOMERS



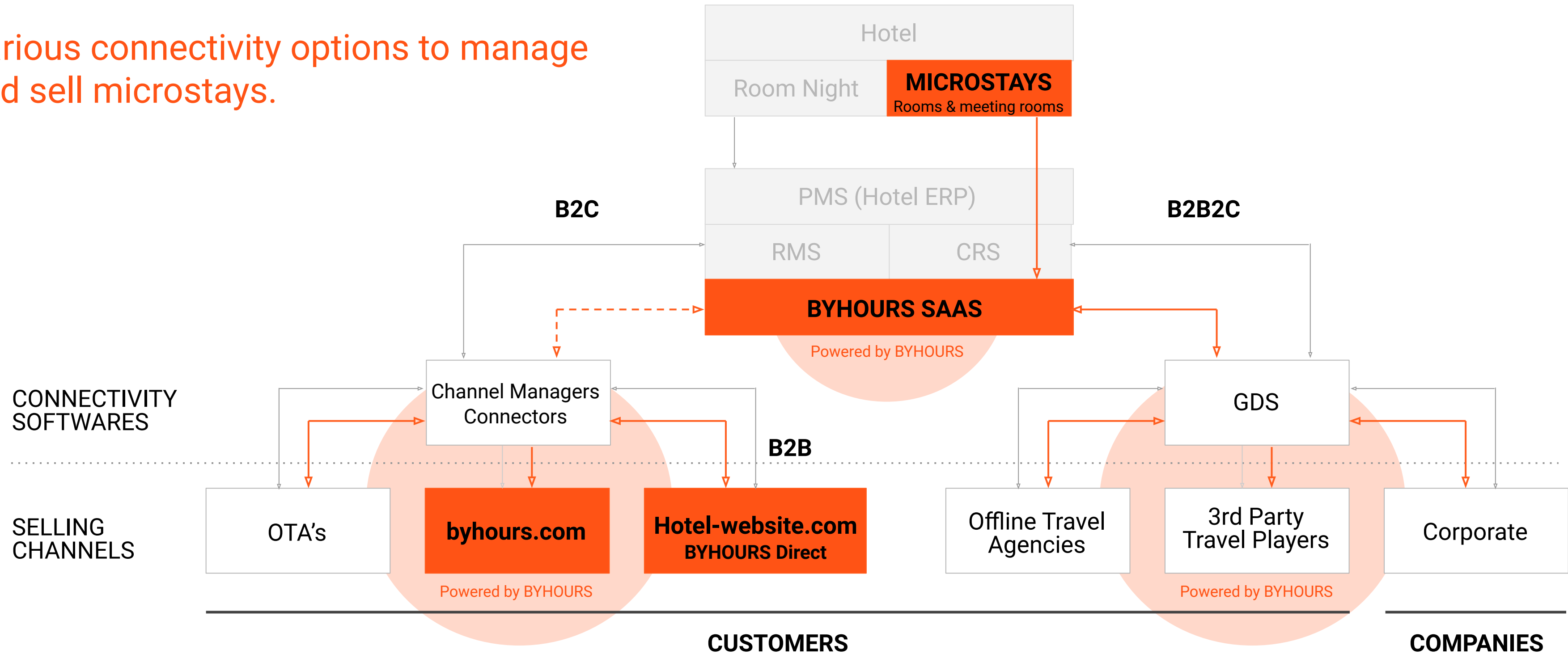
LIFESTYLE

Explore amenities, pamper, pre or post events, exercise, relax, special occasion, digital nomads.

05.
TARGET

06. NEW TECH FOR HOTELIERS

Various connectivity options to manage and sell microstays.



07.

PRODUCTS AVAILABLE

ROOMS

3 HOURS

6 HOURS

12 HOURS

- No permanent contract.
- Valid credit card required to make bookings.
- Client pays directly at the hotel.
- Commission & Fee payable by credit card or bank transfer.
- Booking engine ad-hoc for your website (optional).
- Sell your stock at byhours.com marketplace (optional).

PRICING

From 5% Commission per booking, depending on channel.

* Plus monthly fixed fee depending on selected plan.

MEETING ROOMS

MORNING

AFTERNOON

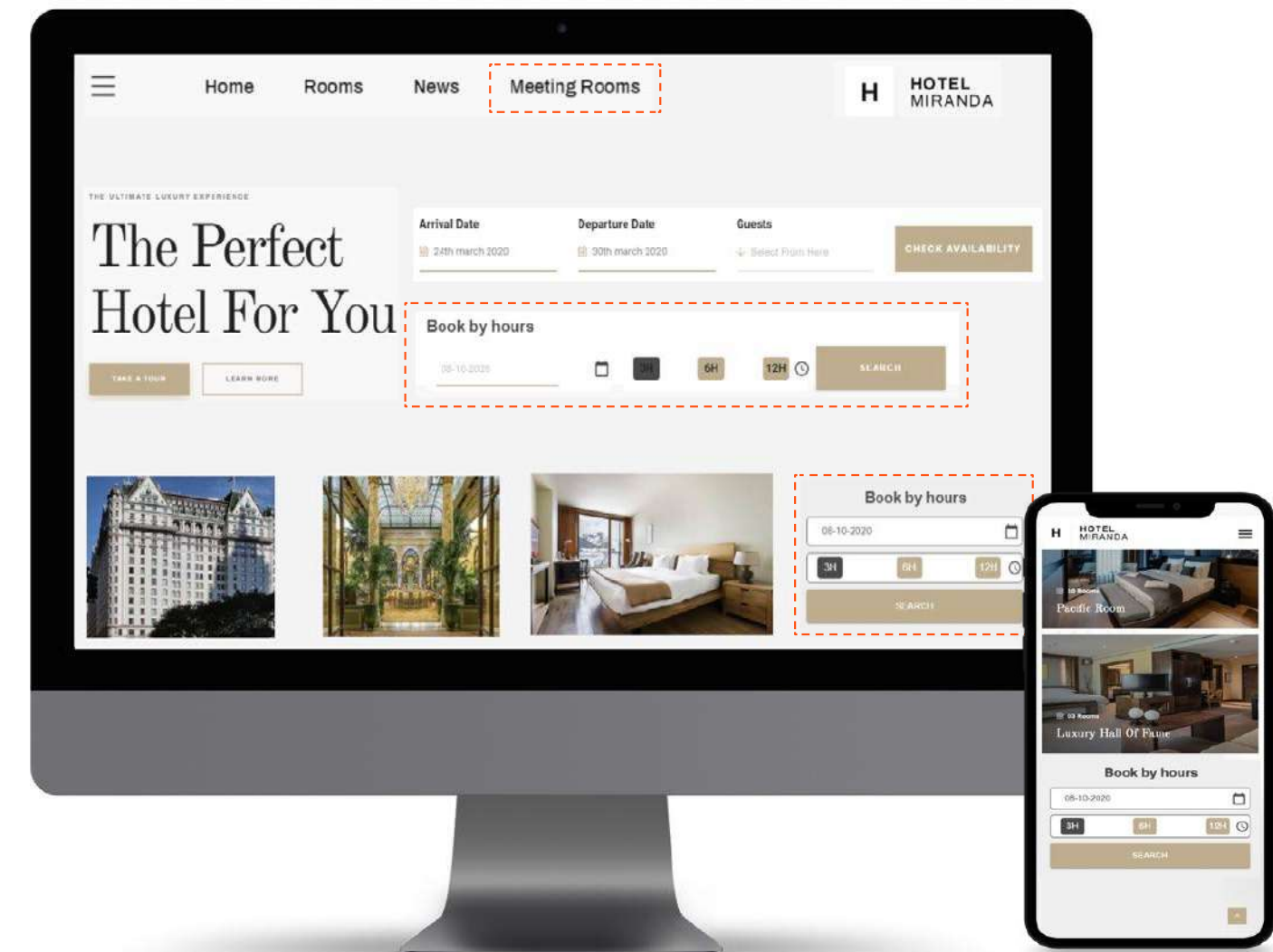
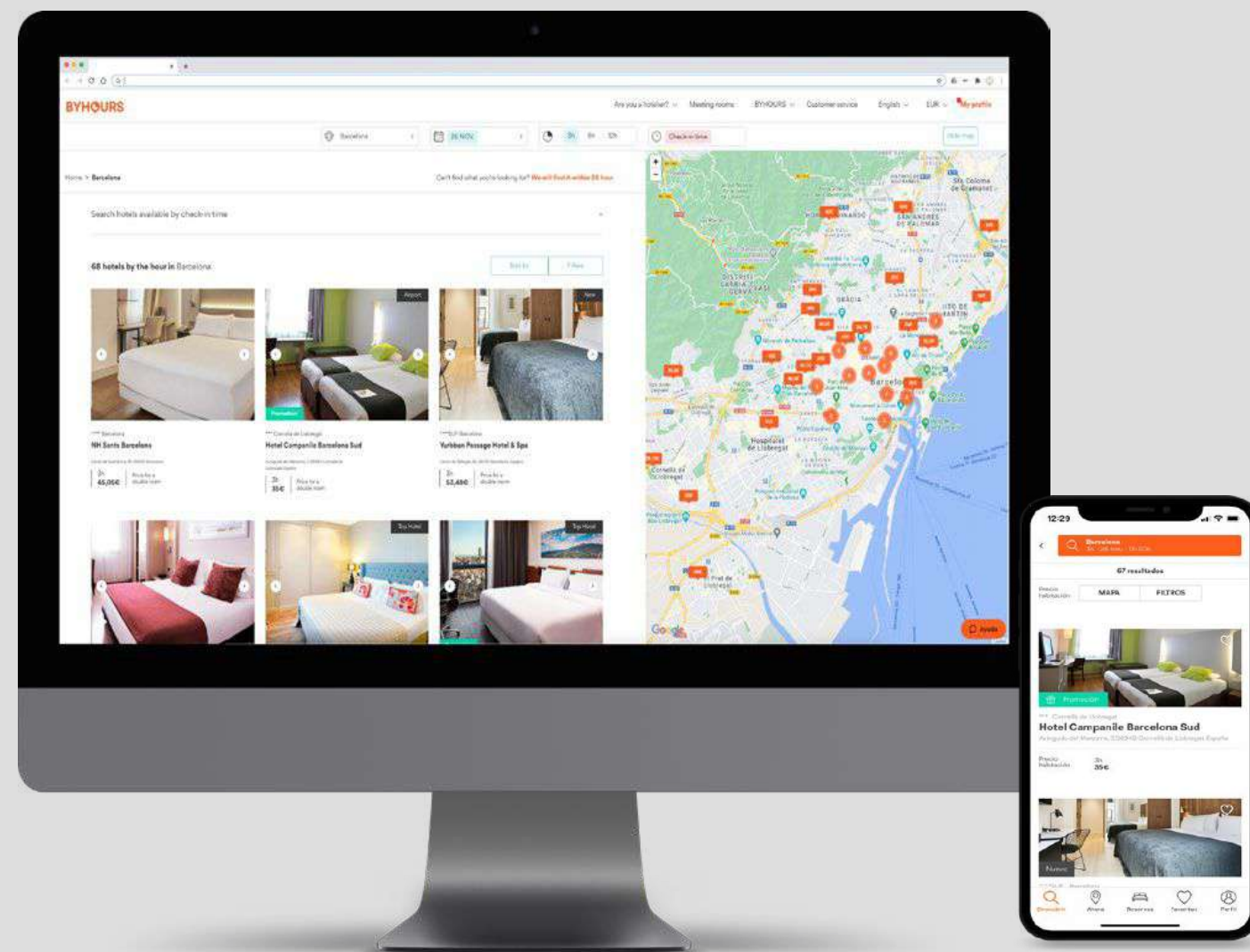
FULL-DAY

CUSTOMIZED

08. CHANNEL OPTIONS

MARKETPLACE BYHOURS.com

Available since 2012, our web and apps are the leading international channel to sell hotels microstays, now also processing meeting room reservations.



HOTEL DIRECT CHANNEL

Our new booking engine will enable the hotel to create and design a customized experience integrated in your website to offer hourly inventory directly to your customers.

09. BOOKING ENGINE EXAMPLES

Book your meeting room

01-03-2021

Morning

Attendees: 6

Search



Overview

Features and amenities

Distribution

Extras

Sea View Meeting Room

Comfortable meeting room with natural lighting
 Max capacity: 35
 Size: 100 m²
 Prepayment: 40%
 Free cancellations: 9 days in advance
 Cancellation cost: 30%

€100 / person / All day

date: 01-03-2021
 Pack: All Day
 Price: €1,000

BOOK

Features and amenities



Natural light



Wheelchair Accessible



Projector

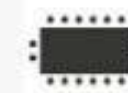


TV



Mineral water

Distribution



Board Room
Capacity: 20



Classroom
Capacity: 10



Theater
Capacity: 20



Cocktail
Capacity: 35



Venus Meeting Room

Price: € 200 / Pack: Morning
 Check In/Check Out: 06:00/14:00
 Max capacity: 10



Sea view Meeting Room

Price: € 100 per person / All Day
 Check In/Check Out: 08:00/19:00
 Max capacity: 20



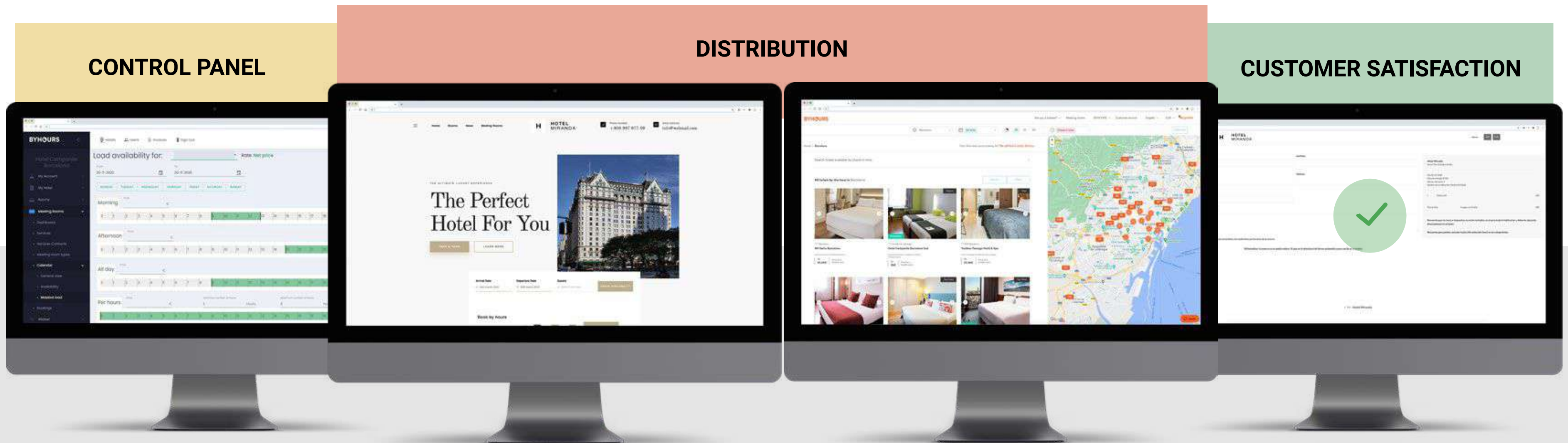
Cocktail Meeting Room

Price: € 500 / Pack: Afternoon
 Check In/Check Out: 15:00/21:00
 Max capacity: 20

10. CHANNEL ADVANTAGES

| | | BYHOURS.COM MARKETPLACE | DIRECT CHANNEL |
|-----------|---|-------------------------|----------------|
| PRODUCT | Flexibility: no allotment | ✓ | ✓ |
| | Connectivity with 3rd parties | ✓ | ✓ |
| | Sell rooms & meeting rooms per hours | ✓ | ✓ |
| | Automated processing with online confirmation for customers (rooms & meeting rooms) | ✓ | ✓ |
| MARKETING | Generate incremental revenues | ✓ | ✓ |
| | Flexibility: no permanence | ✓ | ✓ |
| | Sell to new customers | ✓ | - |
| | Sell to your existing customers | - | ✓ |

11. INFORMATION FLOW



1. UPLOAD YOUR ROOMS & MEETING ROOMS

Access your control panel and set your parameters, upload availability and rates according to your needs and operations.

2. CUSTOMIZE YOUR BOOKING ENGINE

BYHOURS Direct provides you a fully customized booking engine to integrate in your website.

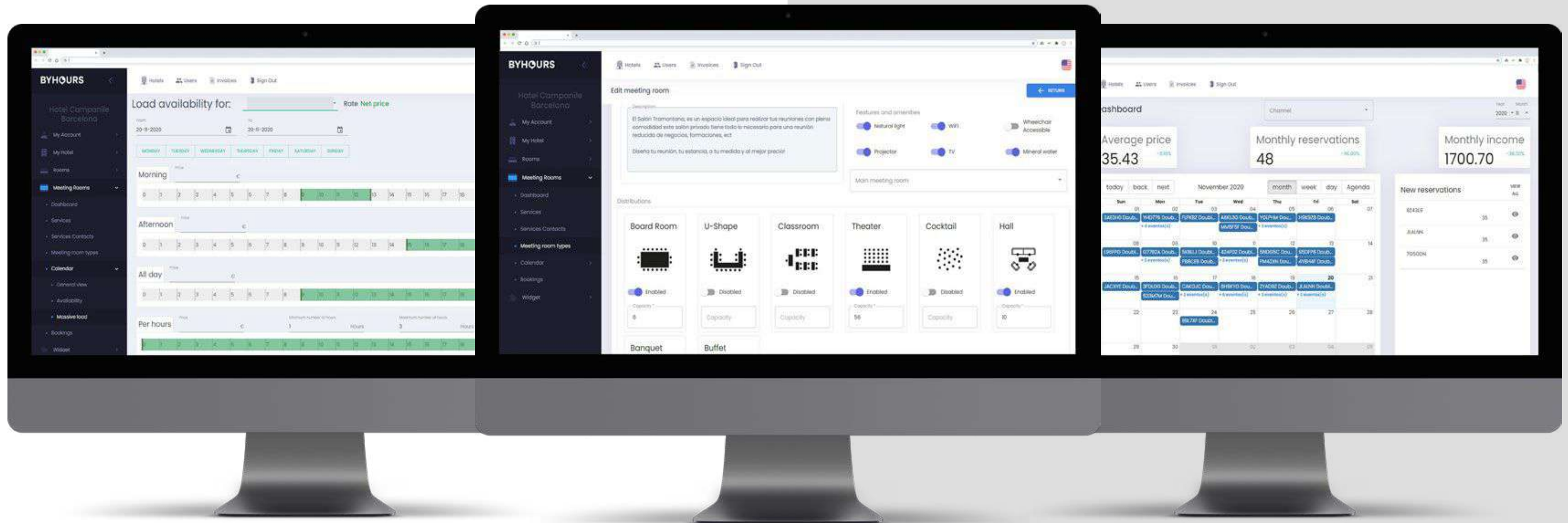
3. ACTIVATE BYHOURS.COM CHANNEL

Maximize your options to sell rooms and meeting rooms with our customers.

4. CUSTOMERS RECEIVE IMMEDIATE CONFIRMATION

Immediate booking confirmation. Allotment automatically updated. Credit card to ensure “no shows”. Direct payment at your hotel for rooms and upfront payment for meeting rooms.

12. CONTROL PANEL

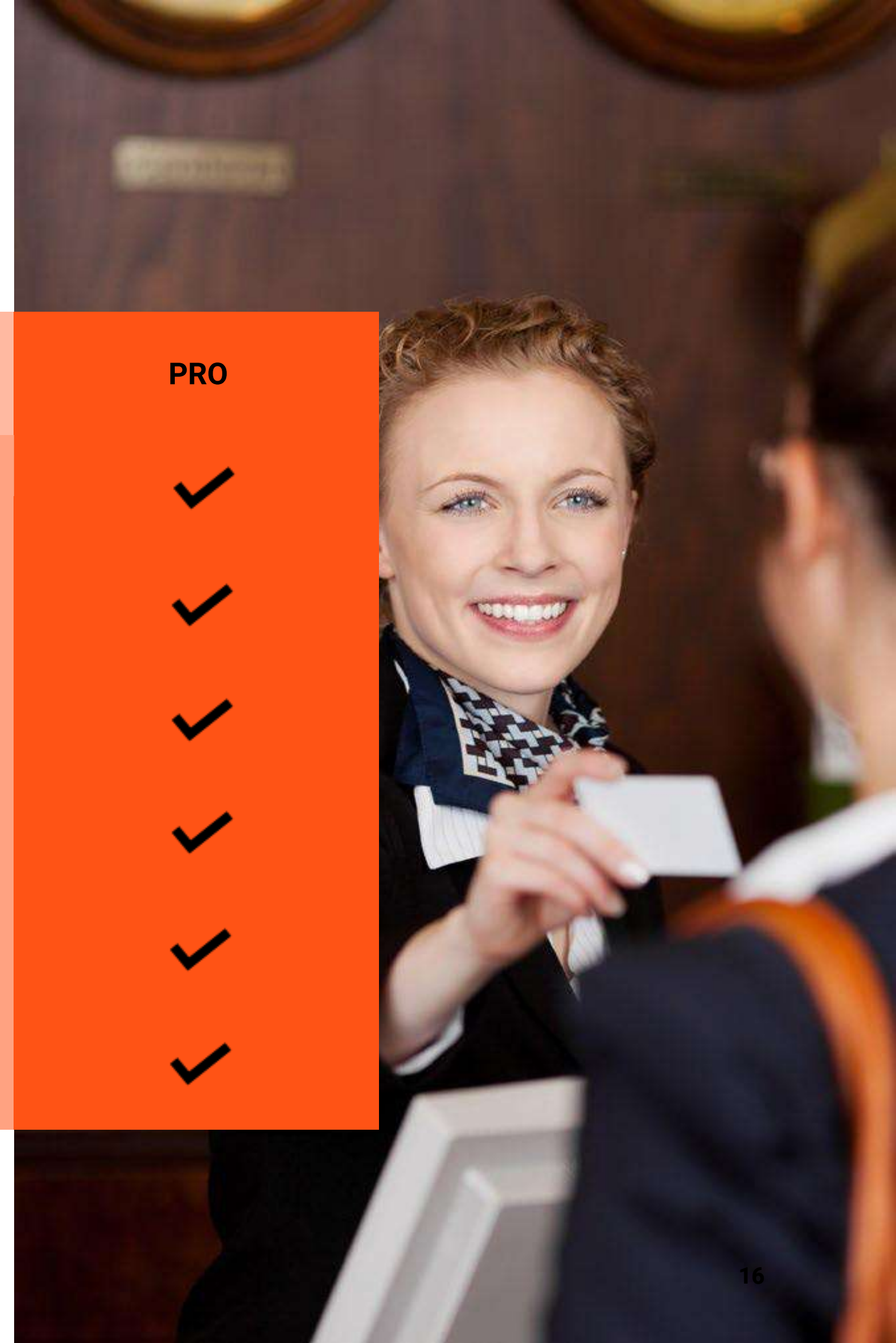


13. CHOOSE YOUR PLAN

- Management tool for hotel rooms by the hour
- Sell your hotel rooms through byhours.com marketplace
- Management tool for meeting rooms
- Sell your meeting rooms through Byhours.com marketplace
- Widget for your website to boost meeting rooms direct sales
- Widget for your website to boost hotel rooms direct sales

| STANDARD | STANDARD + | PRO |
|----------|------------|-----|
| ✓ | ✓ | ✓ |
| ✓ | ✓ | ✓ |
| | ✓ | ✓ |
| | ✓ | ✓ |
| | * ✓ | ✓ |
| | * ✓ | ✓ |

* CHOOSE ONE OPTION



BYHOURS

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