

HOTELS BY DAY

by – Hospitality Innovated, LLC

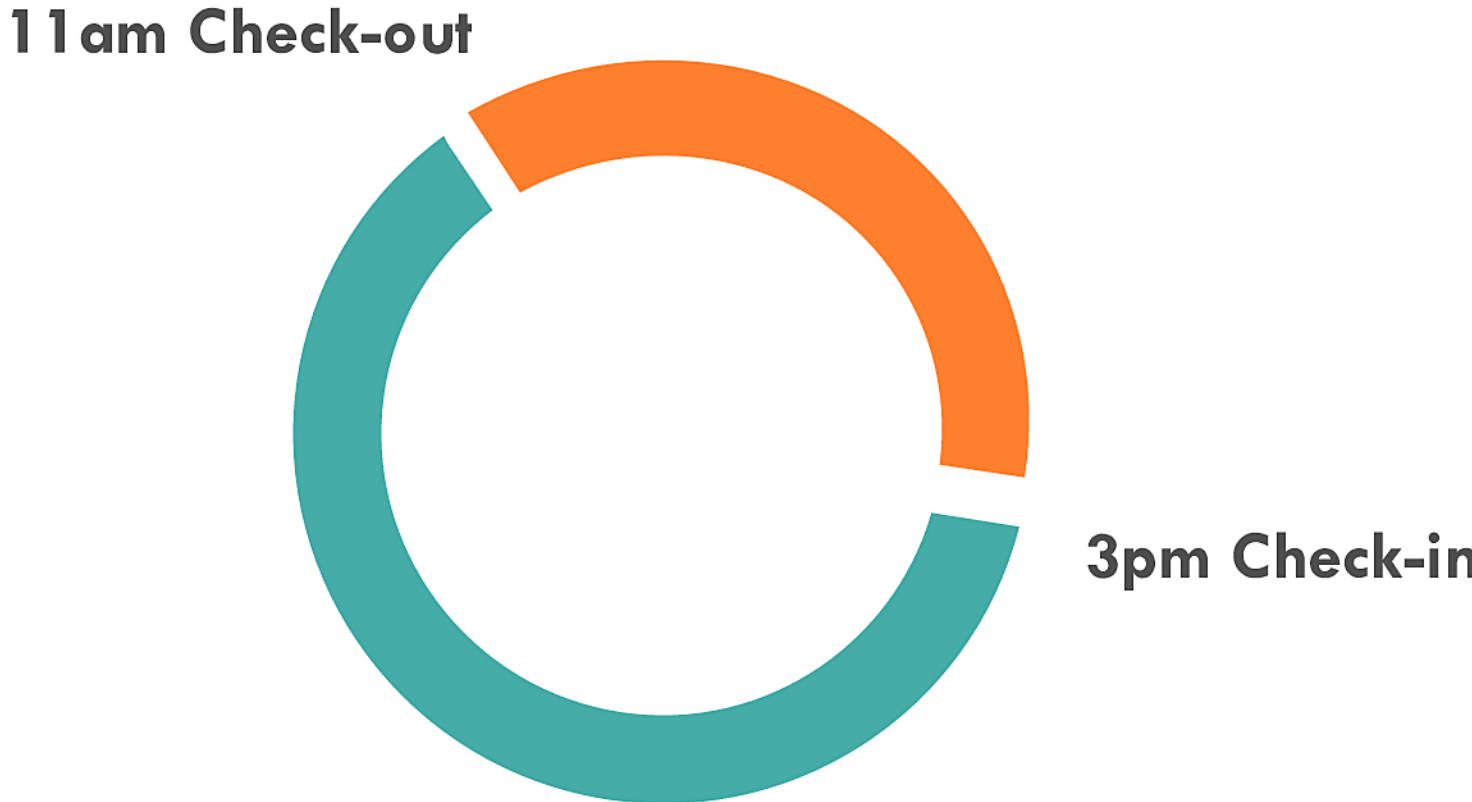
Company Overview Oct. 2018

Contact: yannis@hotelsbyday.com

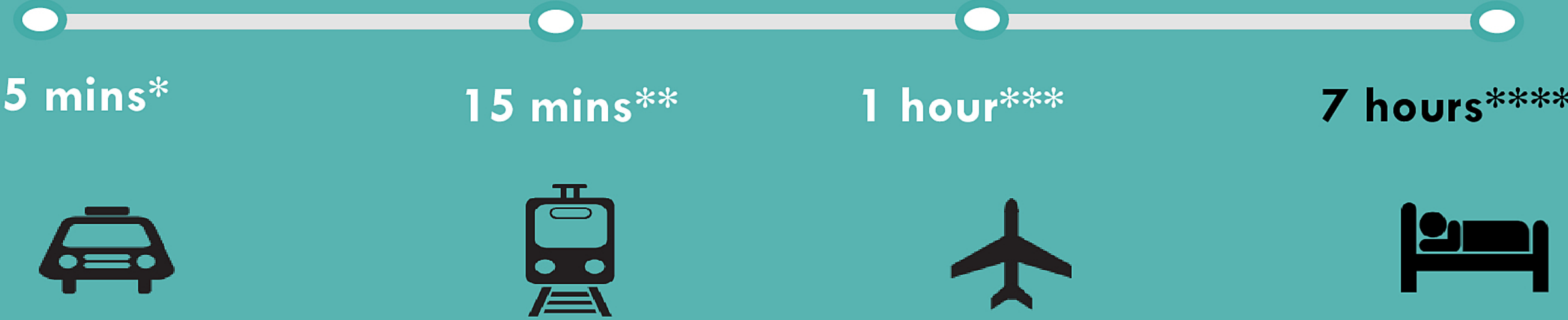


Travel is  **24 hours**

...Hospitality is **not**

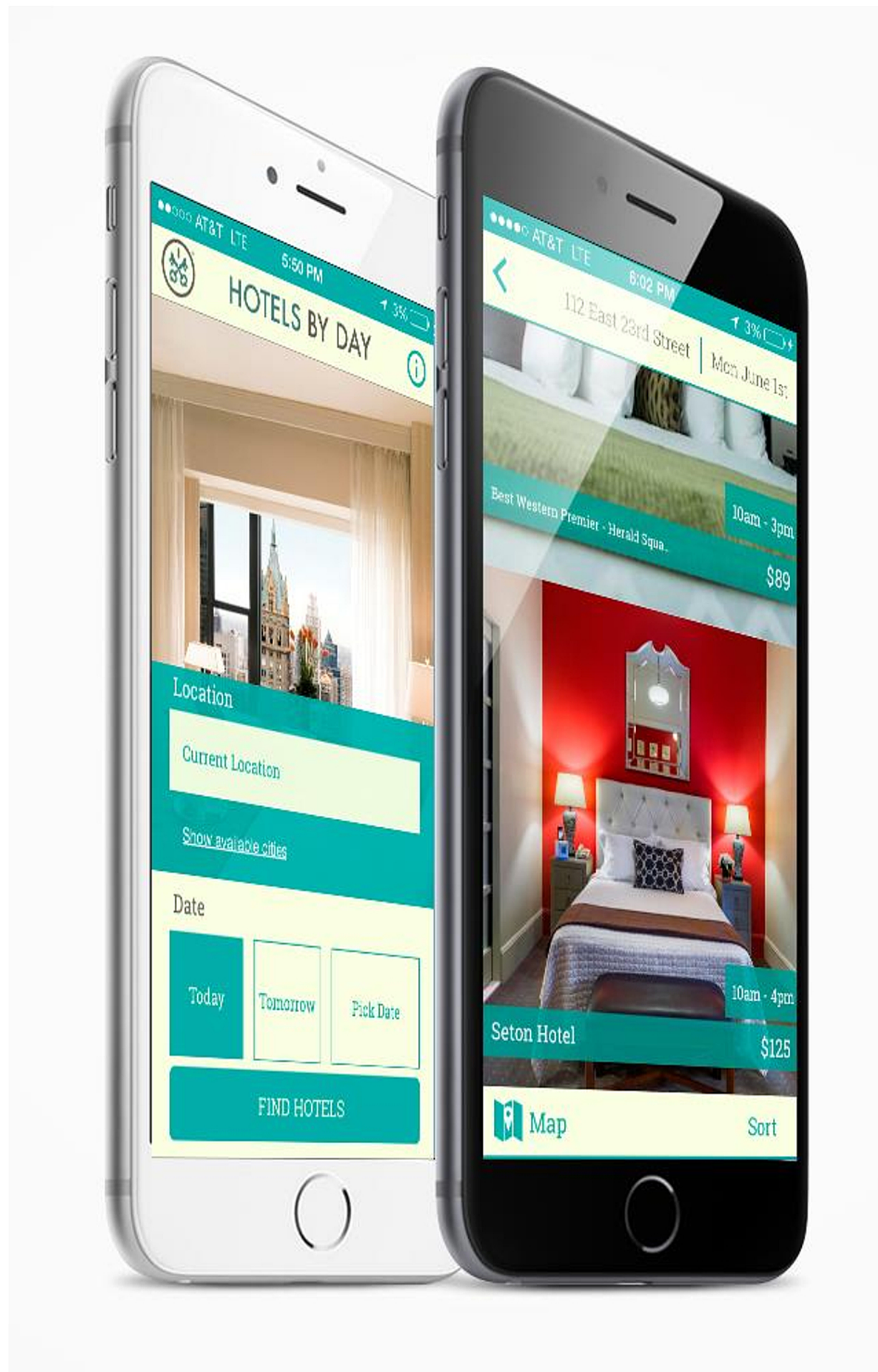


With inconvenient wait times...



* average wait for Uber ** average wait for NYC subway *** average domestic flight departing JFK to major cities **** average wait for a hotel room at an 8am arrival

INTRODUCING HOTELSBYDAY.COM



What?

Morning,
Midday,
Afternoon stays

How?

Hotel room for ~ 6 daytime hours,
at ~ 50% discounted from a night stay

Why?

Early flight arrivals . Meet/Work in privacy
Refresh from Jet-Lag . Staycation/Daycation
Long Layovers . Use of Amenities (pool, SPA)
Shopping Base . Etc...

DEMAND AND SUPPLY DRIVERS



DEMAND

Exponential need for flexibility: staycation, refresh, use of amenities, early flight, late departure, etc.

88%

Percentage of Fortune500 cos offering remote work*

8.9m

Est. annual airport layovers of +7 hours in US

46bn

Est. annual commuters in US **

NEW MARKET



SUPPLY

Hotels are constantly looking for new ways to add revenues using existing inventory

42%

Current vacancy on existing supply in US*

2.1m

Total # of daily rooms available

\$5bn

Annual addressable market size

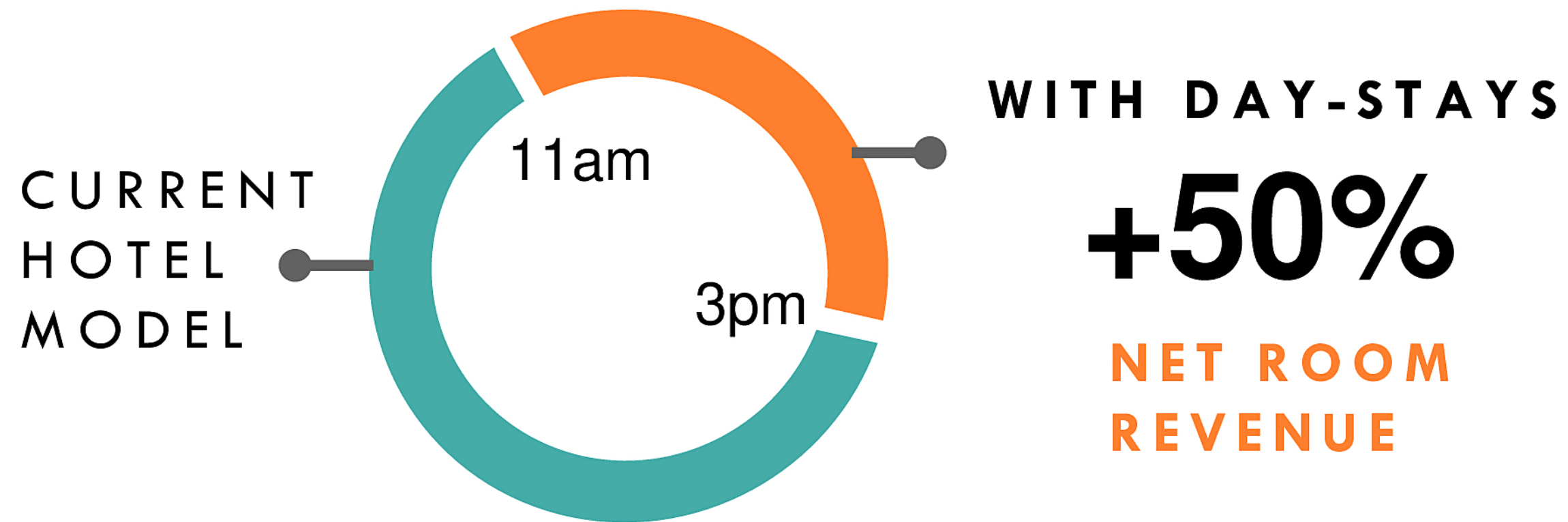
Sources: *Worldatwork.org **Statisticbrain.org

*Based on (36%Vacancy+6%Early Chkout)*10% addressable inventory

Sources: STR 2015 Room Supply Report: 5M rooms in the US, @ \$130 ADR

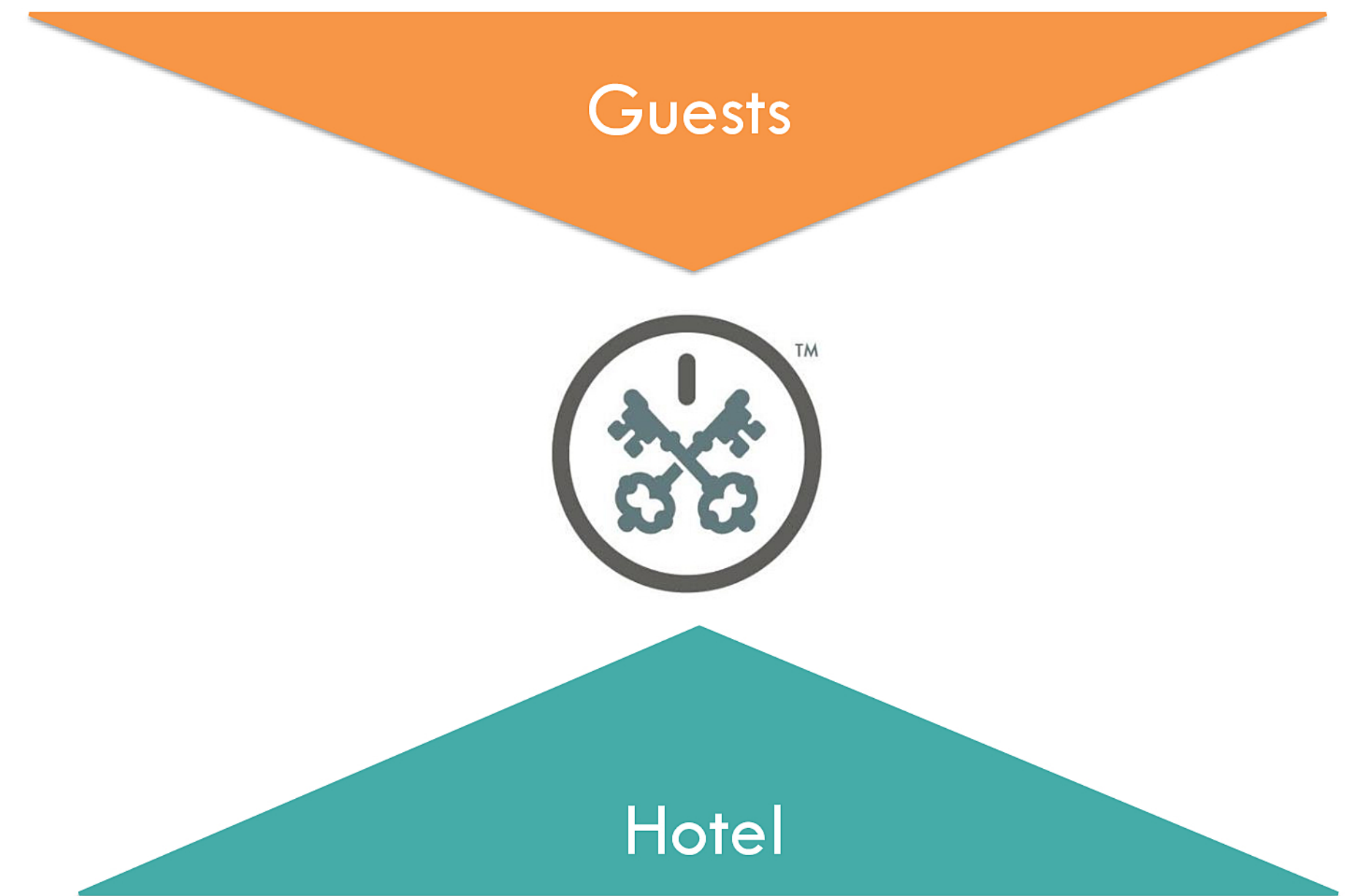


Using **HotelsByDay** generates more net room revenue, with existing rooms sitting idle



We charge 15% commission on bookings

- Book day-stays anytime, anywhere
- Solve travel pains
- On-demand & affordable hospitality



- Monetize idle rooms without overnight displacement
- Inflate RevPAR
- Economic CAC model

FEELING THE LOVE



"I am extremely impressed with Hotels by Day. I am a skeptic by nature [...] Not only did I get my first reservation within the first day, but they keep coming in. [...] I wish I would have jumped on board sooner"
Al Munoz - General Manager, Comfort Inn, Houston, TX

"Hotels by Day has provided a solution to a massive hole in revenue, one that was impossible to fill. We have had no issues maintaining the process and have only profited from this new partnership"
Louis Vasquez - Director of Revenue Management. Avenue of the Arts. Costa Mesa, CA

N **Nicole Sharp**
1 review
★★★★★ in the last week
Great service. Got off a cruise at 9 am and flight wasn't until 4 pm. The Pullman in Miami was a superb choice. Full service hotel with nice rooms and outdoor areas. The airport shuttle was a bonus. Would definitely use this site again. Arrived home rested and refreshed.

Helpful?

S **sfmacago0129**
1 review
★★★★★ 4 weeks ago -
i use it for work as i work out of my home and sometimes like to have some peace and quiet. I very much enjoy the whole concept of HBD and will continue to use it. If I could make it better it would be to have it from 11-5. Having to leave ... [More](#)

Helpful?



HotelsByDay

<https://hotelsbyday.com/en>

★★★★★ 509 reviews

8.83 / 10



HotelsByDay is an established company, with metrics* such as...

42k+
Guests

70k+
Bookings

215% YOY
Ave. Growth

\$6.5M+
Hotel Rev.

6%
conversion rate

150+
Press Articles



* Data collected as of Sep. 2018

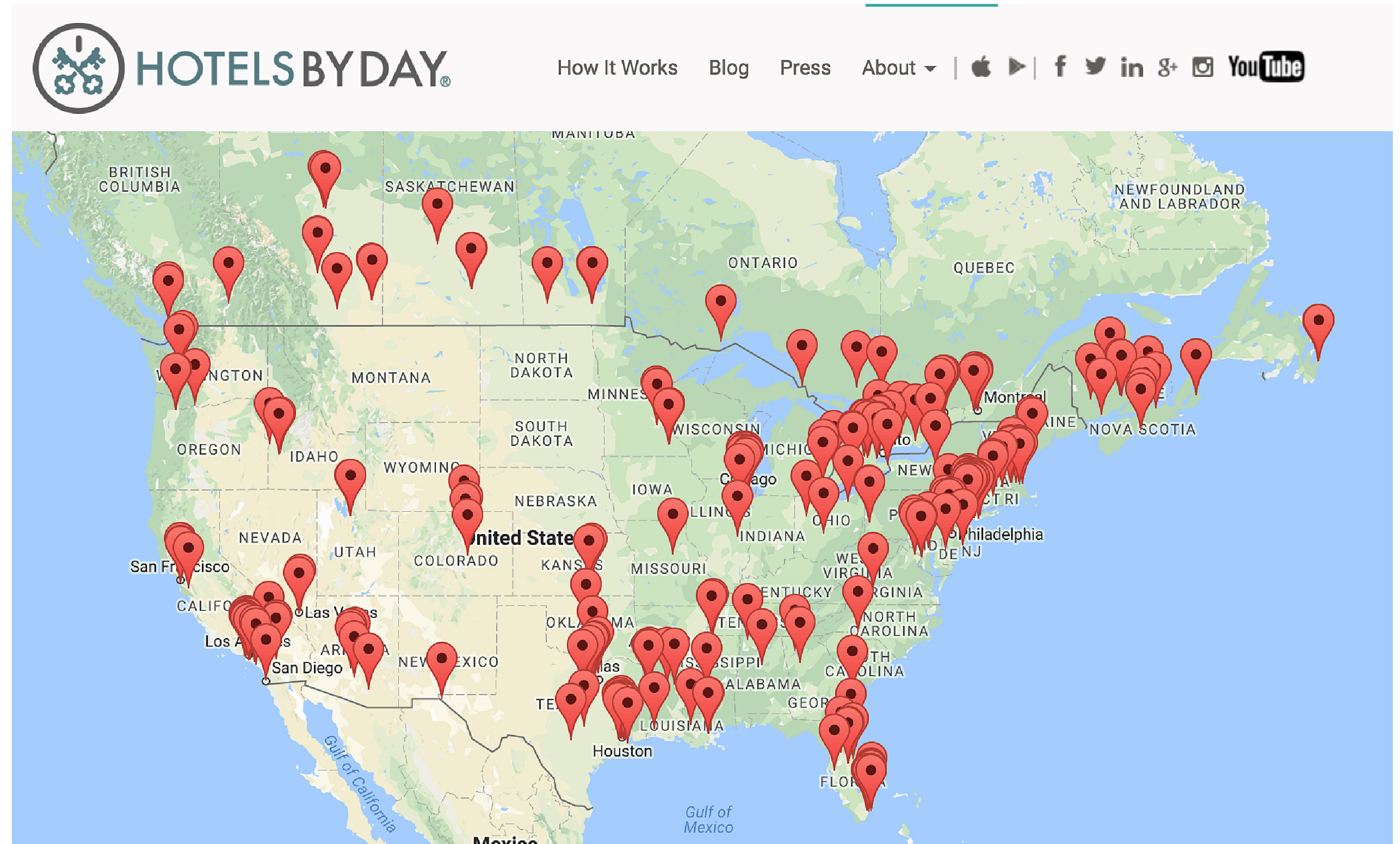
SPREADING QUICKLY



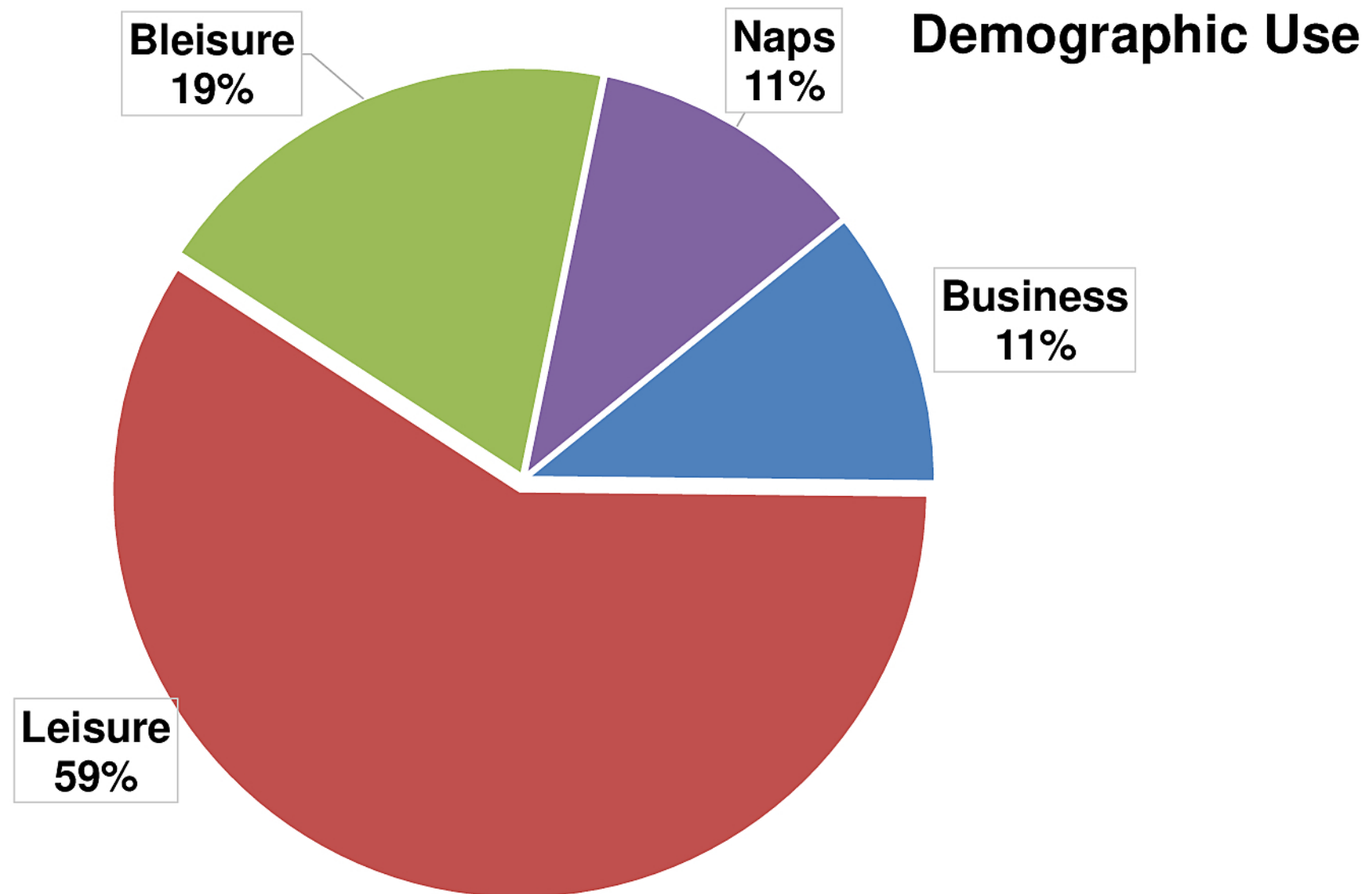
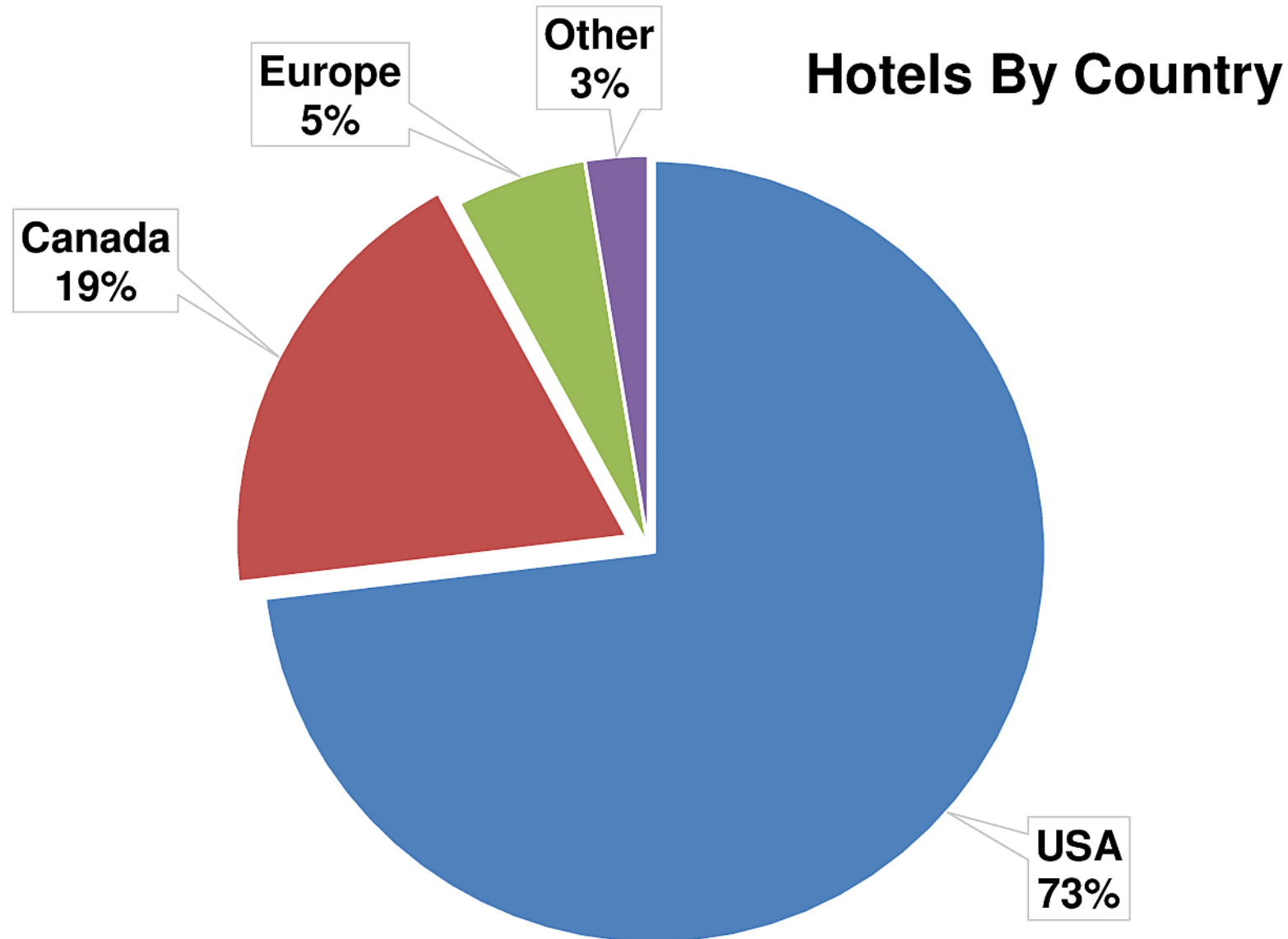
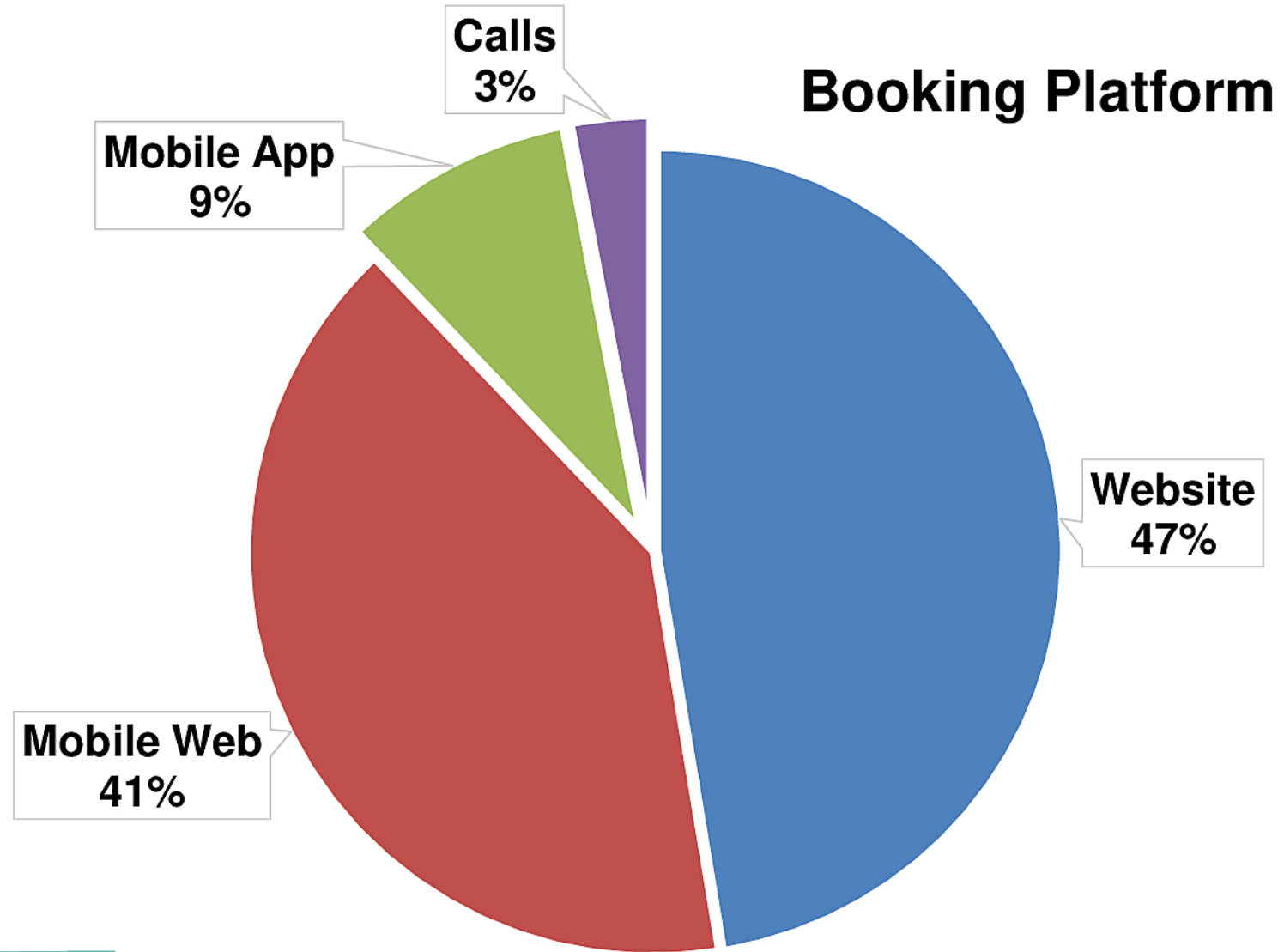
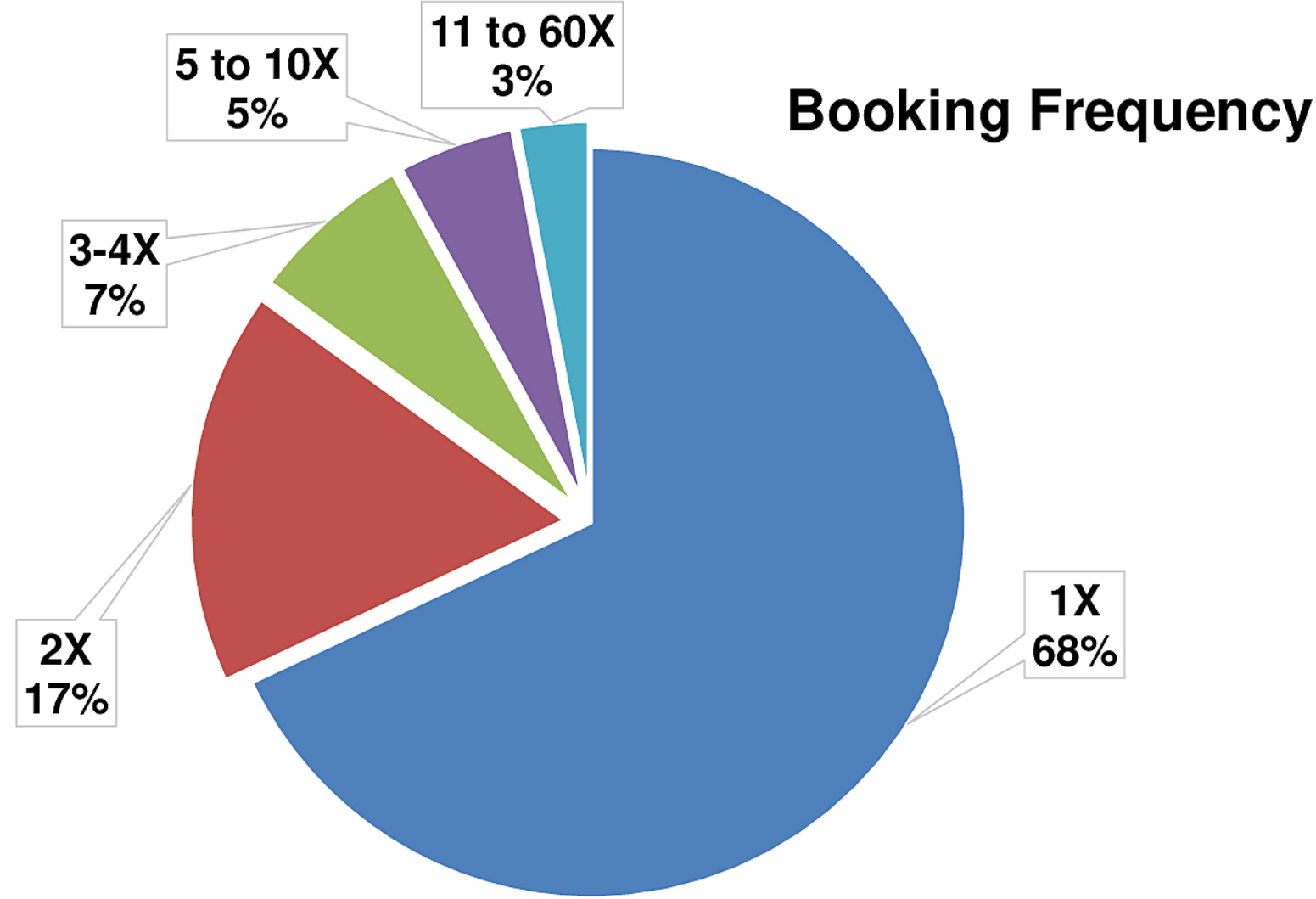
700+
Hotels Signed

200+
Cities

5 New Hotels
x Week

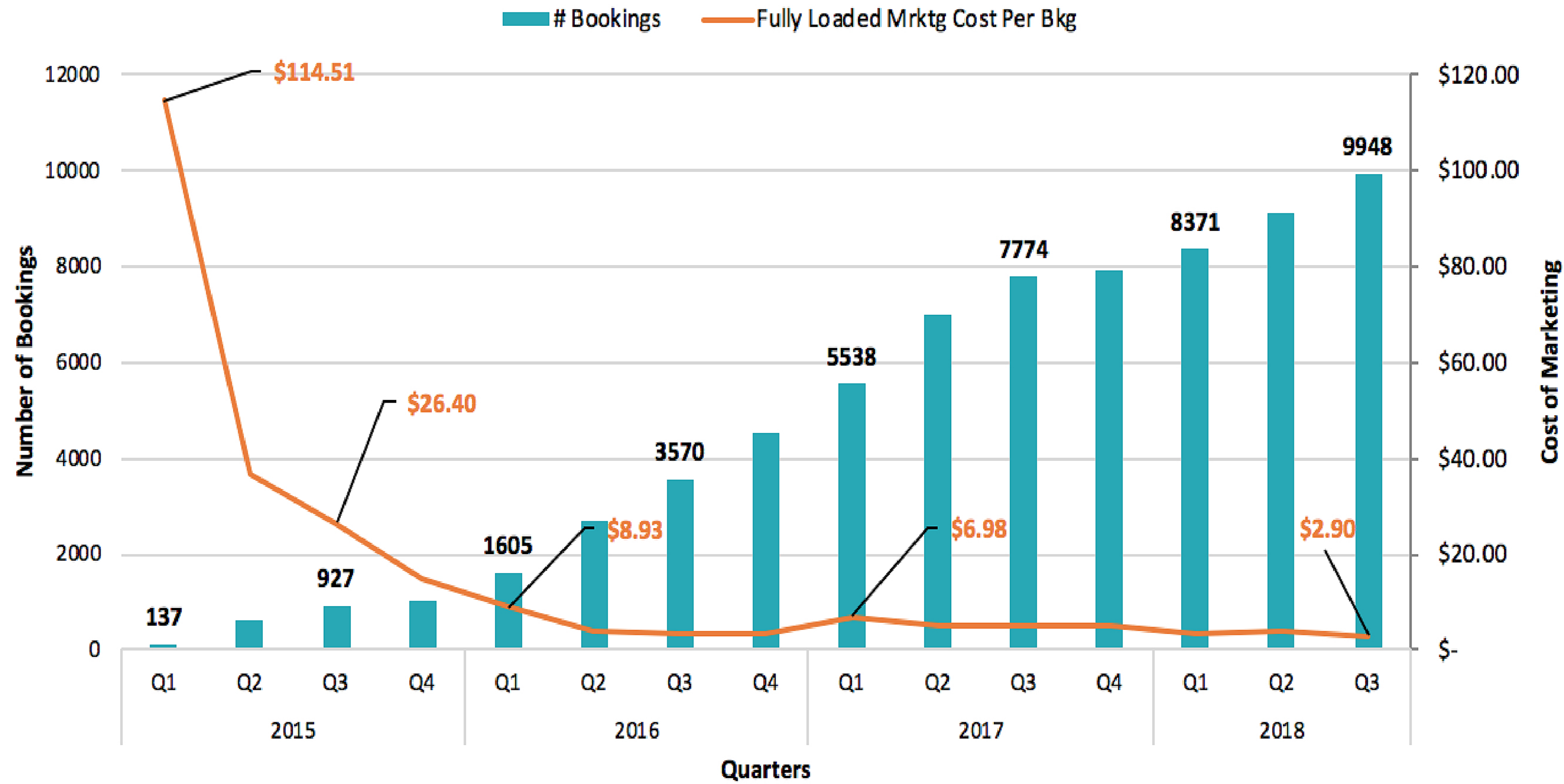


* Data collected as of Sep. 2018





Gross Booking VS Fully Loaded CPB



49%
ITD Q/Q Bkgs Growth

35%
YOY 2018 Bkgs Growth

14.05%
ITD Ave. Commission %

\$12.86
ITD Ave. Commiss. Value

* Data collected as of Sep. 2018



PAST

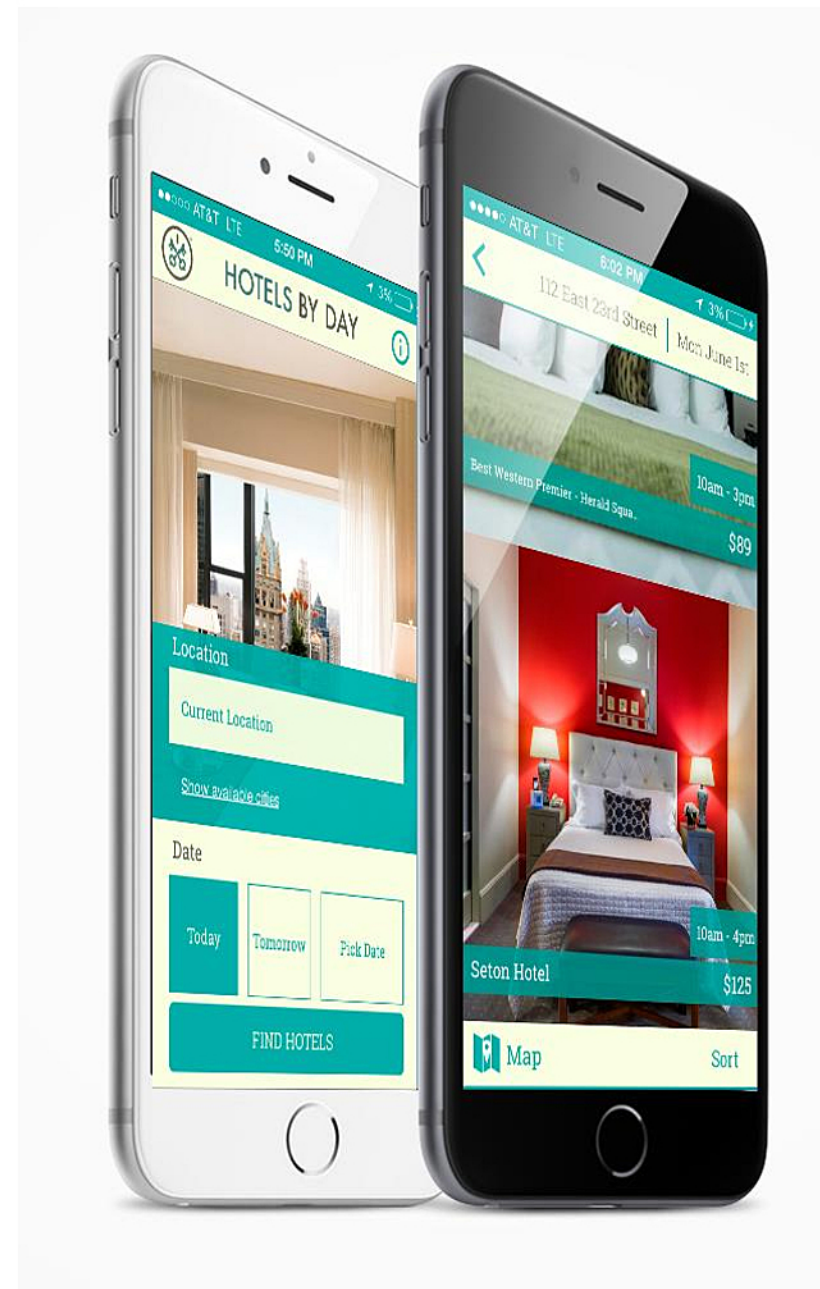
USA Dominance in Day-Stay bookings



Set new rules to Checkin / Checkout



Opened Industry to booking flexibility



FUTURE

Go Global !

Monetize Hotel Spaces
Conference rooms; SPA; Gyms; Pools; Resort passes; Banquets; Event Spaces; Restaurants



Monetize Amenities
Transfers; City Tours; Room Amenities; Concierge; Bar; Laundry; F&B; Advertising



Integrate Night stays with Day-stays

