



CYBROT HOSPITALITY





YOUR GROWTH PARTNER





Who we are?

Cybot Hospitality is the brainchild of a passionate duo with extensive experience in leading industries, including Go-MMT, PwC, KPMG, Invesco, MasterCard and Axis Bank.
Operating under our main brand, Cybrot, we specialize in cybersecurity training and IT services.

Through Cybrot Hospitality, we provide comprehensive solutions that extend beyond OTA management. Our expertise in marketing and growth advisory is designed to streamline your revenue and enhance overall business performance. We are dedicated to empowering our clients with innovative strategies and support, ensuring they thrive in today's competitive landscape.



PROBLEM STATEMENT

Hotels face significant challenges in managing their online presence and revenue through OTAs, impacting overall performance and guest acquisition.

To streamline OTA management processes, enhance pricing strategies based on data analysis, optimize promotional offers, and improve visibility to maximize revenue and

guest acquisition.





PROBLEM STATEMENT

Key Issues:

- 1 Registration and Integration: Difficulty in effectively registering on multiple OTAs and ensuring seamless synchronization of inventory and pricing across platforms.
- 2. **Dynamic Pricing Management:** Challenges in analyzing market trends to adjust room rates and discounts dynamically, optimizing occupancy and revenue.
- 3. **Promotional Strategy:** Uncertainty around the timing and execution of promotional offers and discounts to attract guests while maintaining profitability.
- 4. **Sponsorship Investments**: Difficulty in determining the right time and amount to invest in sponsored listings on OTAs for maximum visibility and return on investment.
- 5. **Visibility and Market Penetration**: Struggling to enhance online visibility in a competitive landscape, leading to lower booking rates.
- 6. Revenue Growth: Identifying strategies to increase overall revenue through effective distribution, marketing, and customer engagement.

OUR Cybrot Hospitality's SOLUTION





Personalized Growth Consultation

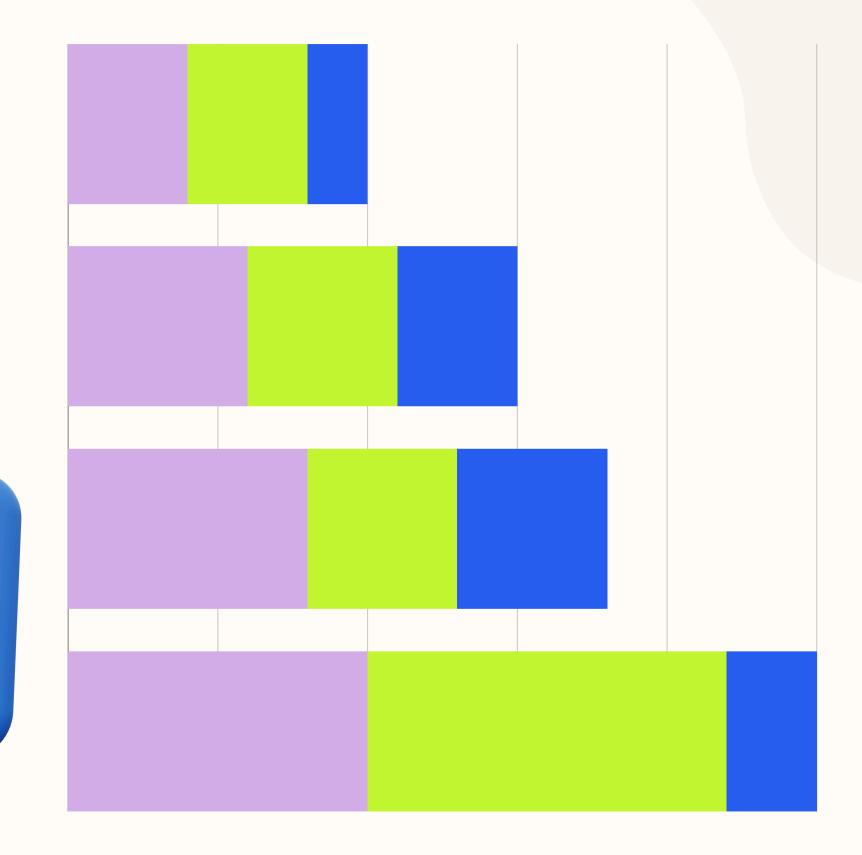


OTAs Onboarding and Management





OTAS
Onboarding
Service



Package 1: 6 OTAs



Registration Fees: ₹ 5,000/-











Package 2: 10 OTAs



Registration Fees: ₹ 8,000/-

Booking.com











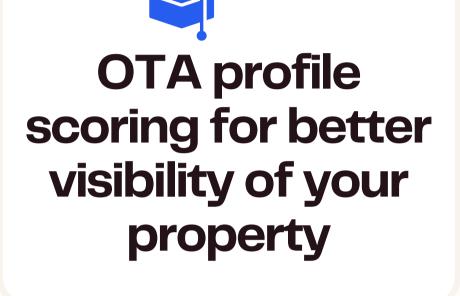














Videos/Images
Adivosry for better
customer
interaction

Key Offerings
OTA Registration
package

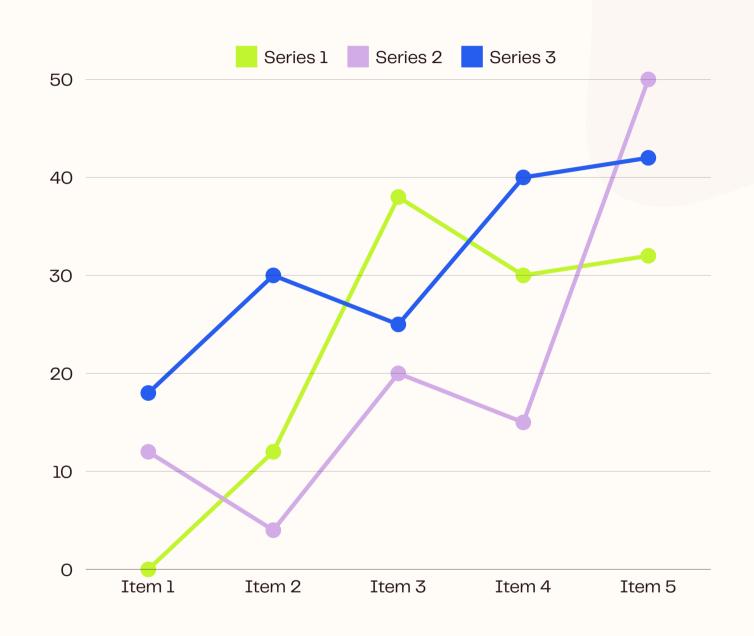


Training and handover guidance to your staff



To be completed within 5–7 business days

Service #2



11,

REVENUE MANAGEMENT SERVICES

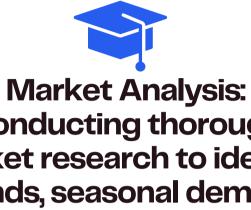
REVENUE MANAGEMENT



Fees: ₹ 5,000/- per month or 5% of the total OTAs revenue whichever is higher







Conducting thorough market research to identify trends, seasonal demand fluctuations, and consumer behavior, which informs pricing and promotional strategies.



Dynamic Pricing Strategies: Developing and implementing pricing models that adjust rates based on demand, competitor pricing, and market trends to maximize occupancy and revenue.



Inventory Management: Helping hotels manage their inventory across multiple OTAs to prevent overbooking and ensure optimal room allocation.



Promotion and Discount Management: Assisting in the creation and timing of promotional offers and discounts to attract guests during lowdemand periods.

Revenue Management with Strategy Consultation



REVENUE MANAGEMENT WITH STRATEGY CONSULTATION

Fees: ₹ 10,000/- Per month or **5**% of the total OTAs revenue whichever is higher



Key Offerings of

Revenue Management with Strategy
Consultation

Performance Monitoring:
Analyzing key
performance indicators
(KPIs) such as occupancy
rates, revenue per
available room (RevPAR),
and average daily rate
(ADR) to gauge success
and make data-driven
adjustments.



Dynamic Pricing
Strategies: Developing
and implementing
pricing models that
adjust rates based on
demand, competitor
pricing, and market
trends to maximize
occupancy and revenue.

Market Analysis:
Conducting thorough
market research to
identify trends, seasonal
demand fluctuations, and
consumer behavior,
which informs pricing
and promotional
strategies.



Key Offerings of

Revenue Management and Strategy
Consultation

Reporting and Insights: Providing detailed reports and actionable insights to hotel management, enabling informed decision-making.



Inventory
Management: Helping
hotels manage their
inventory across
multiple OTAs to
prevent overbooking
and ensure optimal
room allocation.

Promotion and Discount
Management: Assisting
in the creation and
timing of promotional
offers and discounts to
attract guests during
low-demand periods.



Key Offerings of

Revenue Management with Strategy
Consultation

Competitive Analysis:
Keeping track of
competitor
performance and
strategies, allowing
hotels to adjust their
approach accordingly.



Strategic Consulting:
Offering strategic
advice on distribution
channels, marketing
initiatives, and
operational
improvements to
enhance overall revenue
performance.

Training and Support:
Providing training for
hotel staff on
revenue
management best
practices and the use
of management
tools.



OTHER SERVICES WE PROVIDE



CUTTING EDGE TECHNOLOGY







Social Media Handling



Chaneel Manager Software Integration



Digital Markeitng





OTA Onbaording

Revenue Management

Revenue Management with Strategy Consultation

Package #1 ₹ 5,000 /-

Package #2 ₹ 8,000 /- ₹ 5,000 /or 5%
whichever
is higher

₹ 10,000/- Per month or 5% of OTA share for Revenue Management

WE UNDERSTAND YOUR NEED, SO WE DO OFFER CUSTOMIZED PLAN





CUSTOMIZED PLAN AS PER YOUR NEED



Contact us to discuss your customized plan

STILL NOT SURE?



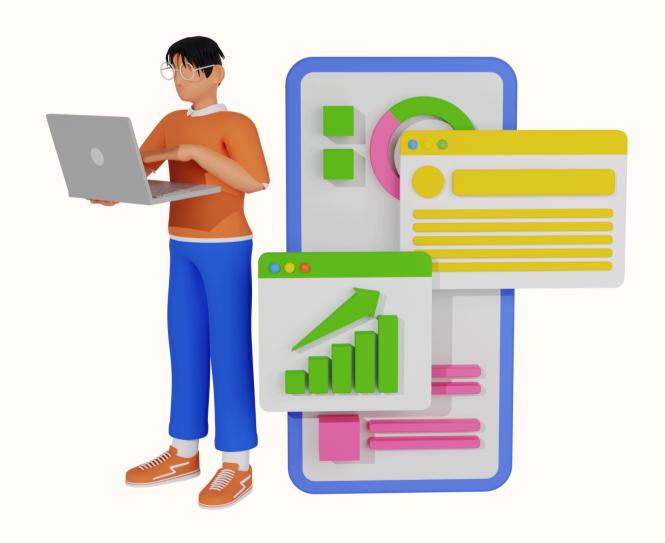
BOOK A FREE CONSULTATION CALL WITH US



- Call 799953651
- WhatsApp 7999953651

Email hospitality@cybrot.com

CASE STUDY







Helping a Bhopal Hotel Join Multiple OTAs

A hotel in Bhopal had trouble getting listed on several Online Travel Agencies (OTAs) for over four years. The main issues were problems with documents and verification because the hotel was leased from another provider. These problems stopped the hotel from reaching more guests and making money.

Challenges

- 1. Document Problems: The hotel had incomplete and incorrect paperwork, which caused issues with OTA verification.
- 2. Lease Complications: The lease agreement made it hard to prove ownership, delaying the process further.
- 3. Lack of Knowledge: The hotel staff didn't know how to manage the onboarding process for OTAs.
- 4. Lost Revenue: Each year of delay meant lost opportunities and more competition from other hotels.

Solution

When the hotel contacted our OTA revenue management company, we took action quickly. Here's how we helped:

- 1. Review Documents: We checked all the hotel's documents and found what needed fixing.
- 2. Work with Legal Experts: We partnered with legal experts to ensure the lease was correct and met OTA requirements.
- 3. Dedicated Support: We assigned a manager to guide the hotel through every step, making sure everything was submitted correctly.
- 4. Leverage: Using our connections with OTAs, we sped up the verification process.

In just 15 days, we solved all the issues, and the hotel was able to join multiple OTAs.



Transforming Online Revenue for an Indore Hotel

An Indore-based hotel reached out to us because they were struggling to generate online bookings from Online Travel Agencies (OTAs). Despite their staff registering the hotel on various OTAs, they lacked the understanding of profile scoring and optimization, which left their hotel struggling to attract customers.

Challenges

- 1. ow Online Visibility: The hotel's OTA profiles were not optimized, leading to low visibility in search results.
- 2. Ineffective Profile Management: The staff did not understand how to improve their hotel profiles to attract more guests.
- 3. Lack of Competitive Pricing: The hotel's pricing strategy did not align with the surrounding market, further limiting their appeal.
- 4. Minimal Online Revenue: As a result of these issues, the hotel was not generating significant revenue from online bookings.

Solution

After the hotel contacted us we took decisive action to improve their online presence. Our approach included the following steps:

- 1. Profile Review: We thoroughly reviewed all the hotel's OTA profiles to identify areas for improvement.
- 2. Profile Optimization: We made adjustments to enhance visibility, including updating descriptions, adding high-quality images, and improving keywords.
- 3. Offer Management: We created attractive packages and promotions to entice potential guests.
- 4. Price Adjustment: After analyzing the local market, we adjusted their pricing strategy to be more competitive.

Within just two months, the hotel saw a significant turnaround in their online revenue. The optimized profiles became more visible on OTAs, leading to higher search rankings. The hotel started receiving a majority of its revenue from online bookings, greatly improving their overall income.



Just Like This Hotel, Many of Our Clients Have Transformed Their Business by Choosing Our Services!

If you're facing similar challenges with your hotel, don't hesitate to connect with us.

Let's Discuss Your Growth Strategy and 10X Your Revenue!





