

# Your Hotel SuperApp

**A collection of apps to gain revenue across customer lifecycle**

Powered by **GoYaana**



GoYaana is a hospitality technology startup, incubated at **Manipal Universal Technology Business Incubator**, Manipal.

We are backed by support from tech giant - '**Microsoft for Startups**'

and we were recently declared as a **runner-up in grand finale of Startup Karnataka Elevate competition**.

We are working with some of the major hospitality brands in India like **Fortune ITC, Sterling Resorts, Royal Orchid** etc.



“We started GoYaana with a vision to enable the brick & mortar travel & hospitality businesses to re-gain their share of \$800Bn market through **direct-to-consumer (D2C)** technologies”

**Trusted and Supported by :**



# How is GoYaana enabling the hospitality industry?

According to a report by McKinsey & Company, in the past, up to 70% of hotel revenue came from rooms. However, in recent years, there has been a shift in revenue towards non-room sources, driven by the need to offer experiences to guests. McKinsey's report estimates that by 2025, **non-room revenue could account for up to 60%** of total revenue for some hotels.

*“Hoteliers want capabilities to monetise every aspect of the customer journey both inside and outside the hotel room as well as in property and off property experiences” - Nick Jeffrey (VP of Sabre)*

**GoYaana enables the hospitality businesses to monetise every aspect of the customer journey with next-gen technologies.**

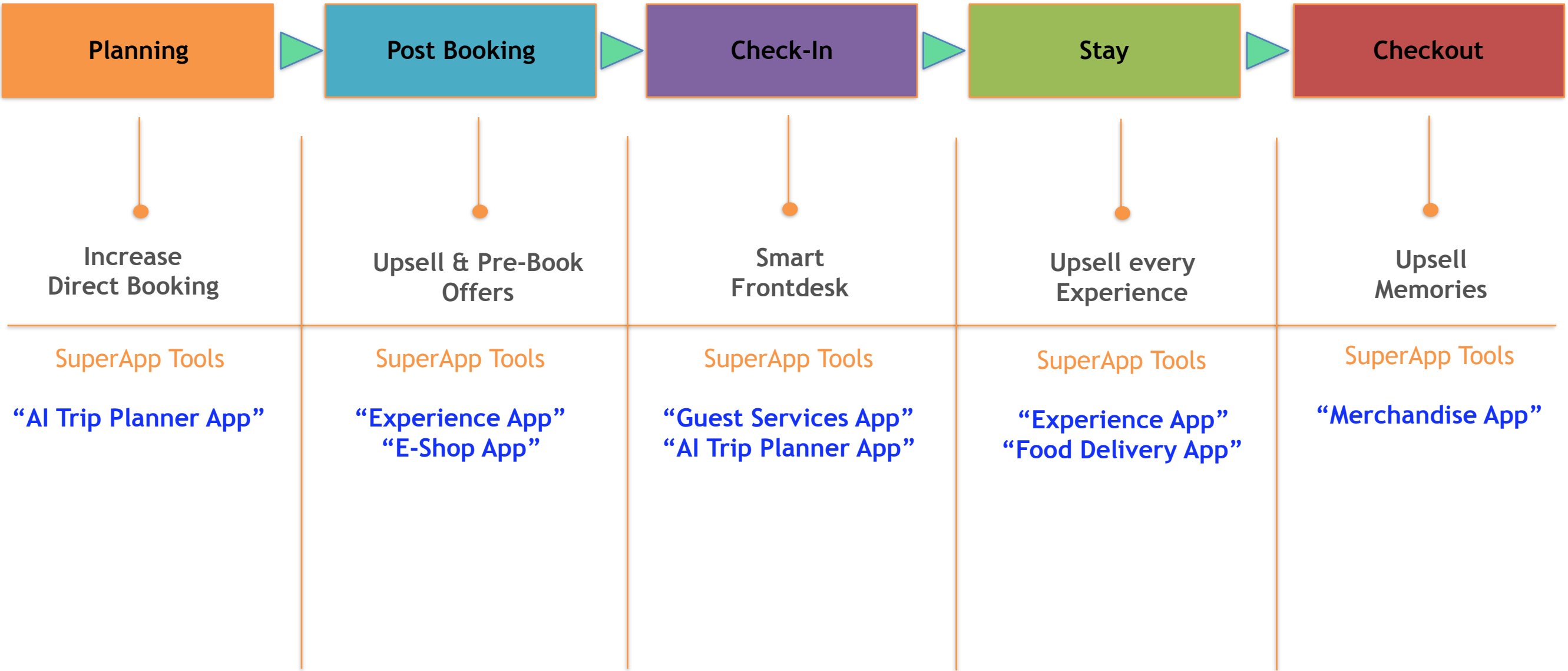
# What is hotel “SuperApp”? Is it an App?

“SuperApp” is NOT just one app. It’s a **collection of webapps** to generate revenue across your customer journey.

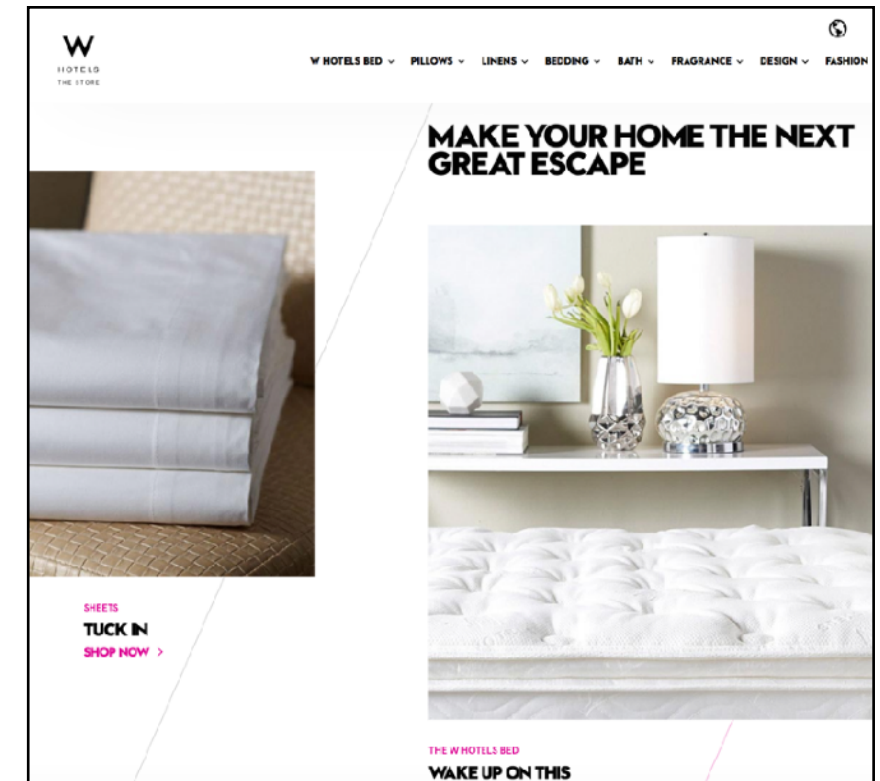
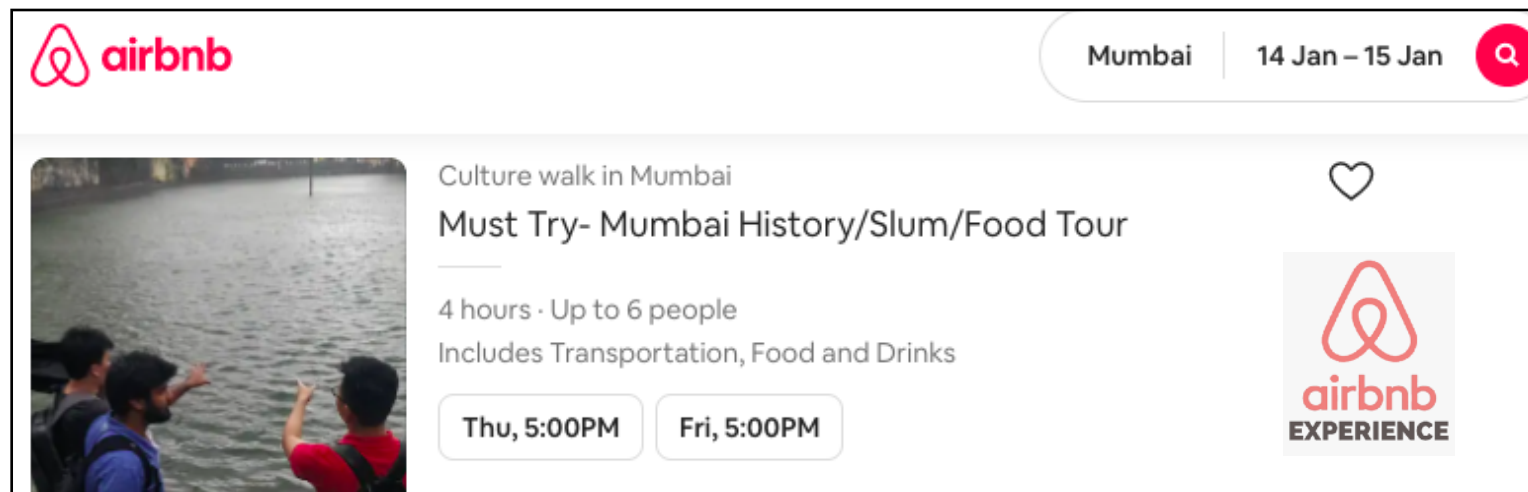
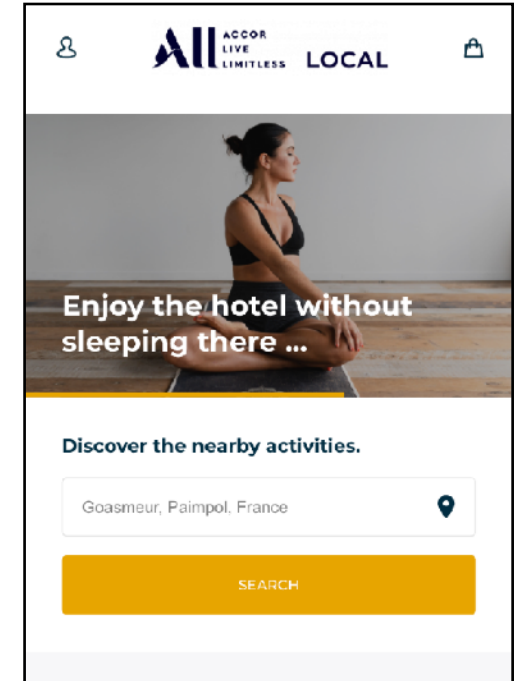
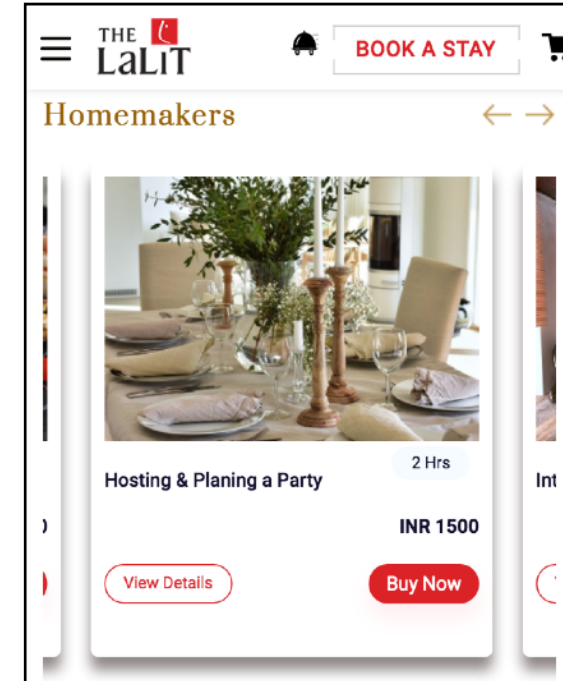
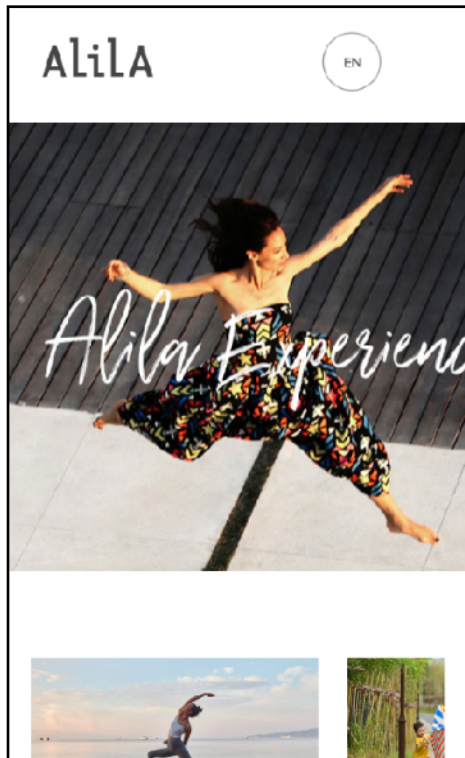
“**SuperApp**” is available in **your own hotel branding** through an affordable software subscription (SaaS) price.

These apps are designed based on some of successful business models by leading hospitality players.

# SuperApp's tools sit across your guest lifecycle to generate more revenue



# Some **real world examples** of the business models that SuperApp supports





# SuperApp - Guest Experience App

GoYaana

GoYaana's "SuperApp" unifies every guest touchpoint into a **single interactive QR code based mobile App** that includes - **digitalised menus, up-sell local and in-house experiences & offers, direct food delivery app, guest-staff communication, Spa/Banquet/Table booking, guest requests, merchandising and more.**

## All-In-One QR Code APP for hotels



SCAN QR-CODE



TO KNOW MORE

**ALL YOUR GUEST'S NEEDS IN ONE APP!**

- ✓ Increases Revenue Per Guest
- ✓ Drives More Direct Bookings
- ✓ Generated revenue from locals
- ✓ Eases Operations
- ✓ Enhances Guest Experience

# Eases Operations

1. Guest check-in to the hotel and front desk need not have to detail about the experiences any more.
2. Guest scan QR codes to know more details and they explore on mobile
3. Avail contactless check-in and other contactless services (optional)



Smart Conference

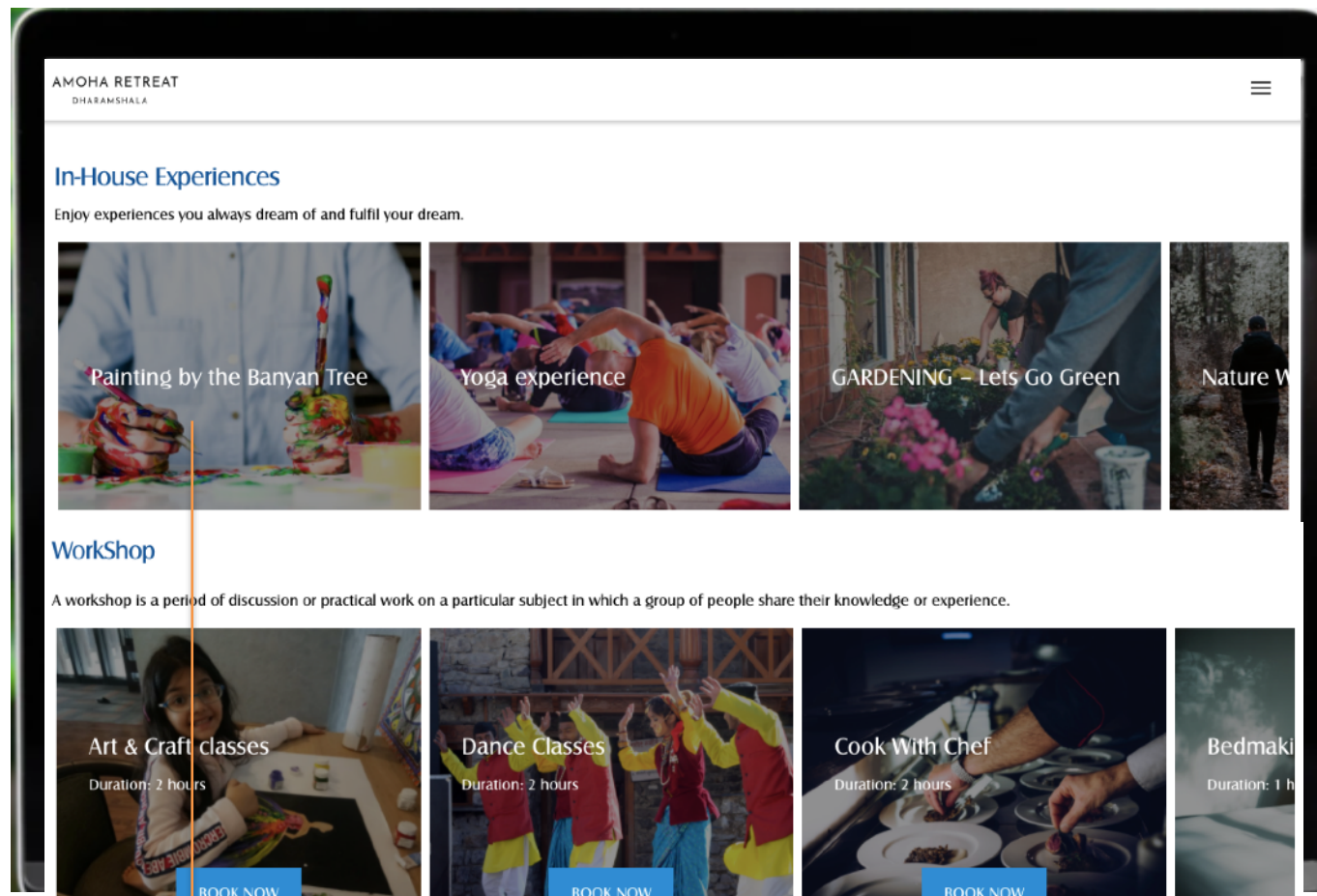


Easy access to guests when front desk staff is busy



# Generates more **Revenue**

**Up-sell every experience at hotel** - IN-HOUSE, DINING, LOCAL experiences and unique WORKSHOPS eg: Pool Side Dinner, Art Class, Trekking.



**UPSELL UNLIMITED EXPERIENCES**

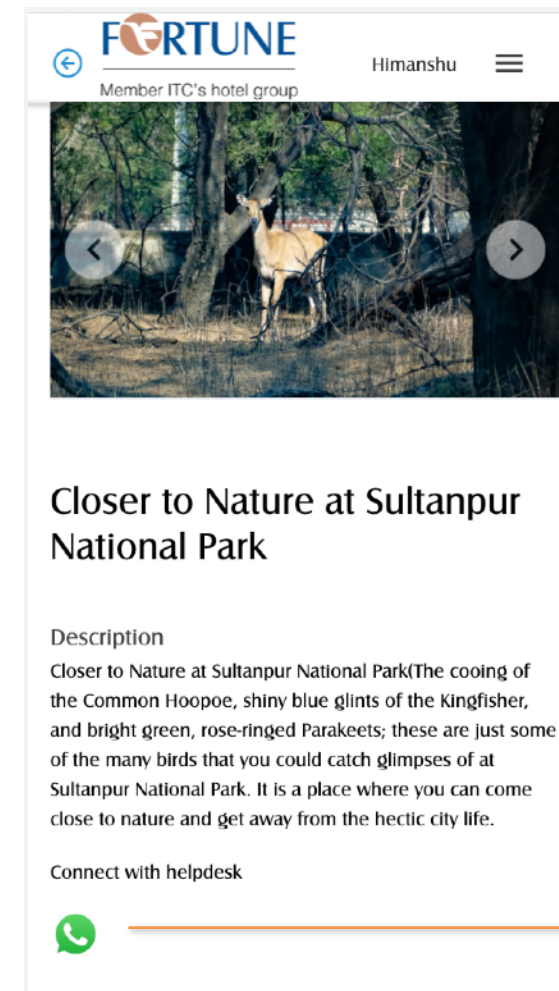
Select an ideal time for us to work in your room

< Thursday, March 24, 2022 >

09:00	09:40	10:20	11:00
11:40	12:20	13:00	13:40
14:20	15:00	15:40	16:20

Submit Request

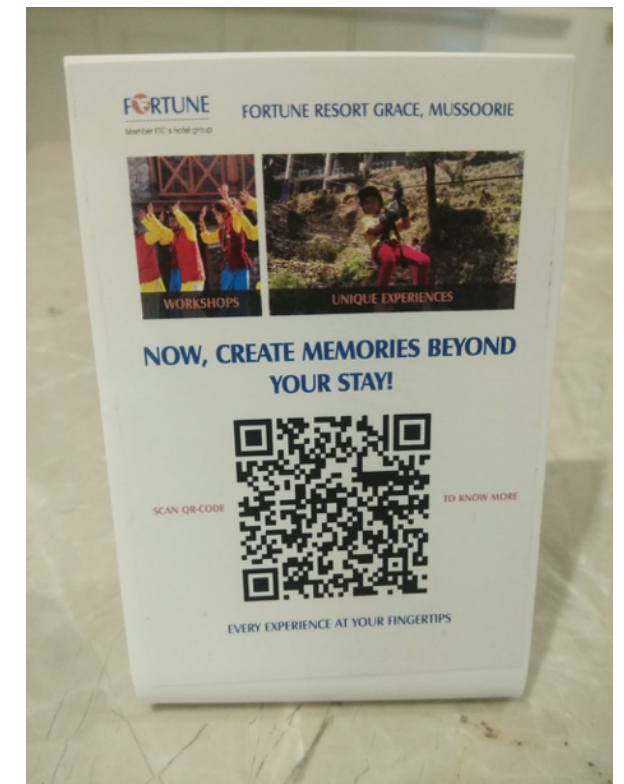
**Guest requests with configurable time slots**



**Smart guest-staff communication with Whatsapp Chat**

# Helps in Marketing

QR codes at rooms/key areas acts as a **constant reminder** for guests to access your brand content and also avail your services and experiences.



Mini-Standee at room & restaurant

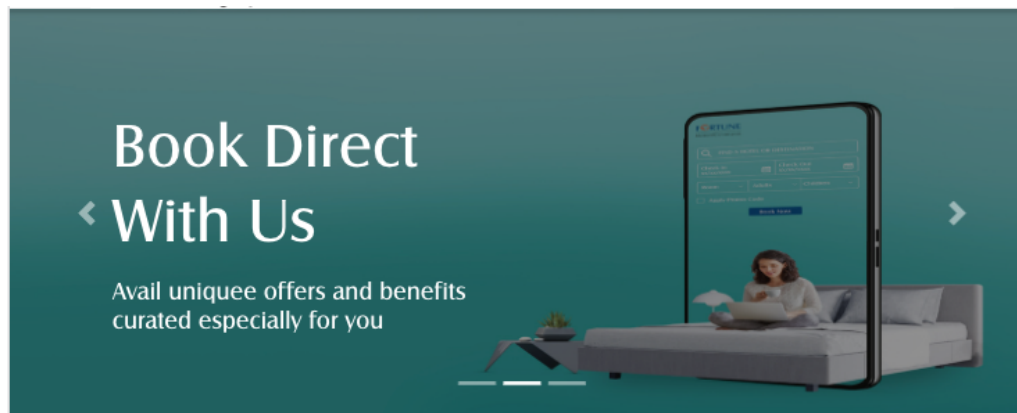
QR follows your guest silently



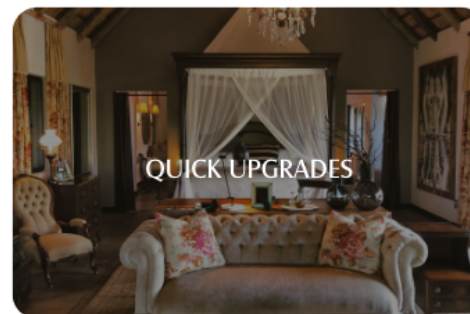
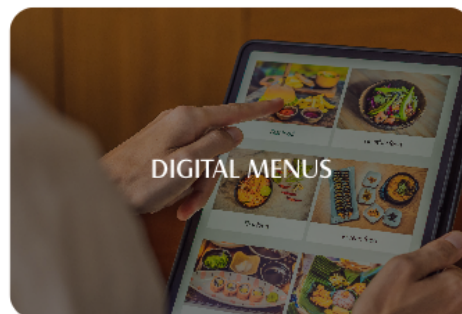
# Drives more **Direct Bookings**



SuperApp is best way to attract **direct bookings & repeat customers** by promoting special benefits, upgrades, offers etc to your perfect target persona - your **In-house Guests**. Save huge spend on social media ads!



Promote upgrades, special benefits and offers to drive more direct bookings

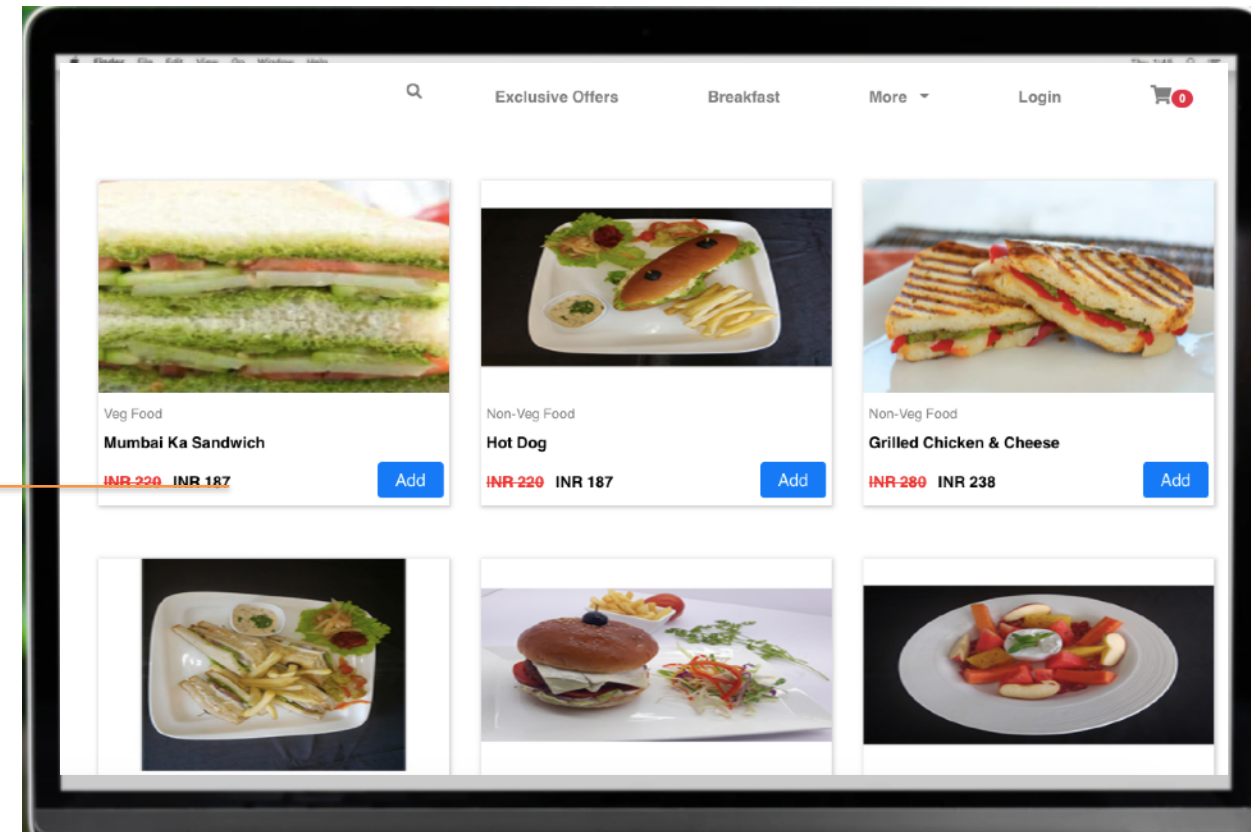


# Elevates Guest Experience

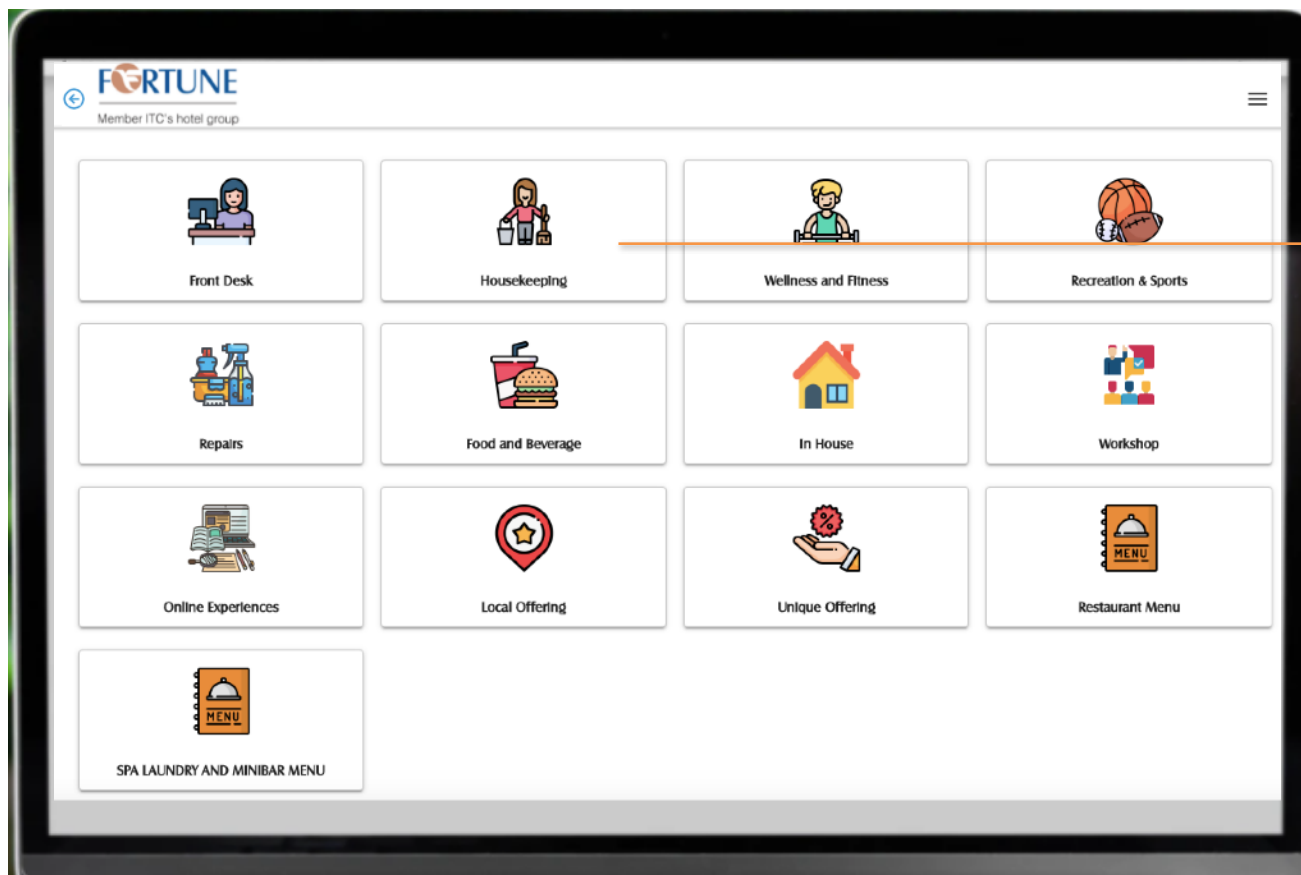
Meets every needs of new-age consumer



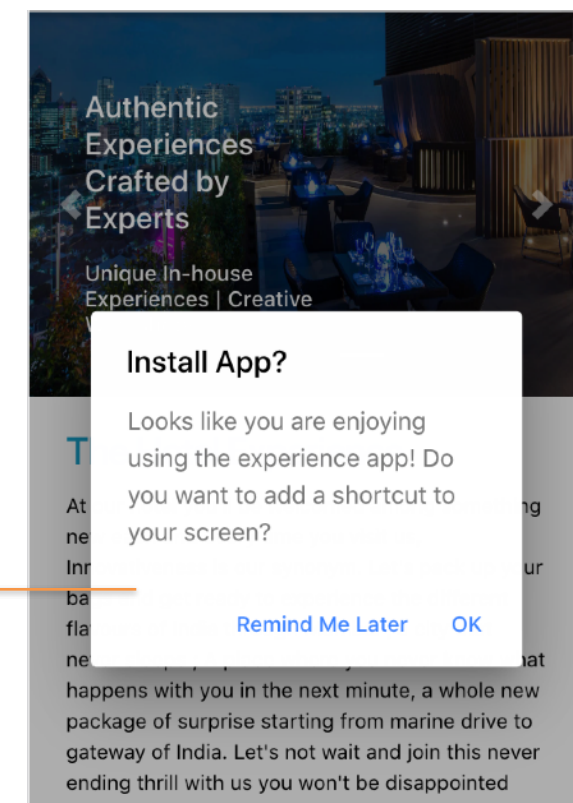
## FOOD ORDERING SYSTEM



## DIGITISED MENUS AND SERVICES



## PROGRESSIVE WEBAPP





# EASY 7-Day Onboarding

- Day -1 : Decide the apps you want to use
- Fill this simple [google form](#) for onboarding
- Plan for a 30-minute meeting with our product expert team
- We will take care of the REST
- Day - 7 : Your “SuperApp” is ready to Go-LIVE for your guests

Your Hotel



GoYaana

# References of Smart Hotel Features

**QR Code based Guest App (Experiences)** - [Fortune Grace Mussoorie](#), [Pride Hotel Goa](#), [Fortune Durgapur](#)

**Food Experiences & Food Delivery** : [CountryInn Radisson Gourmet Experiences](#), [Royal Orchid Food Delivery App](#)

**Digital Guest Services**: [Demo Link](#)



Prasad K Patil

Varun P Thomas



[prasad@goyaana.com](mailto:prasad@goyaana.com)

98458 56738

[varun@goyaana.com](mailto:varun@goyaana.com)

97890 19336



Manipal Universal Technology Business  
Incubator

Advanced Research Center, behind  
Melaka Manipal College, Madhav Nagar,  
Manipal, Karnataka 576104