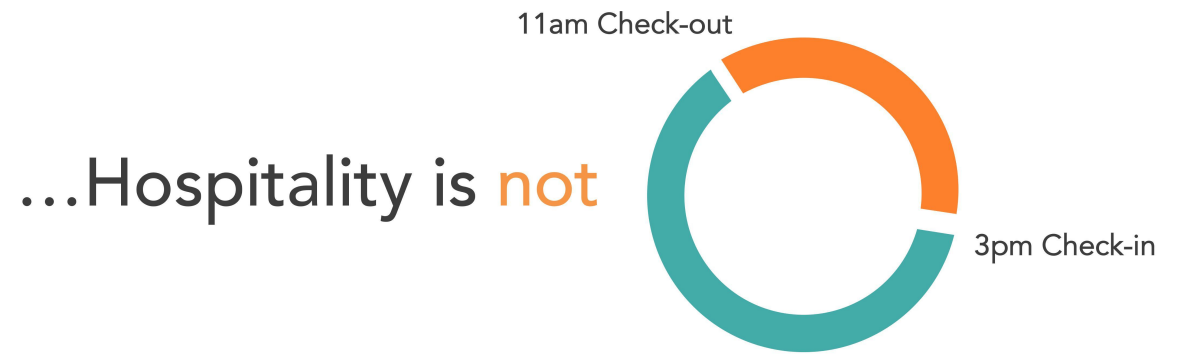
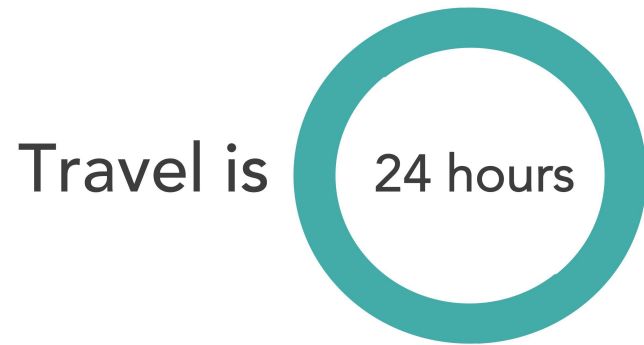


# HOTELS BY DAY Company Overview May 2018

# THE CHALLENGE



With inconvenient wait times...

5 mins\*



15 mins\*\*



1 hour\*\*\*



7 hours\*\*\*\*



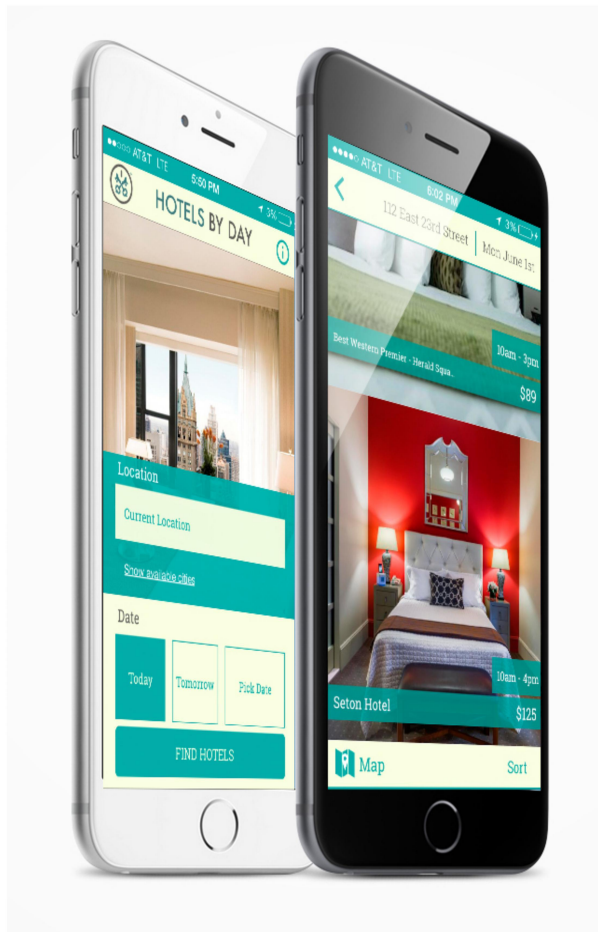
\* average wait for Uber

\*\* 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  
inventory  
ADR

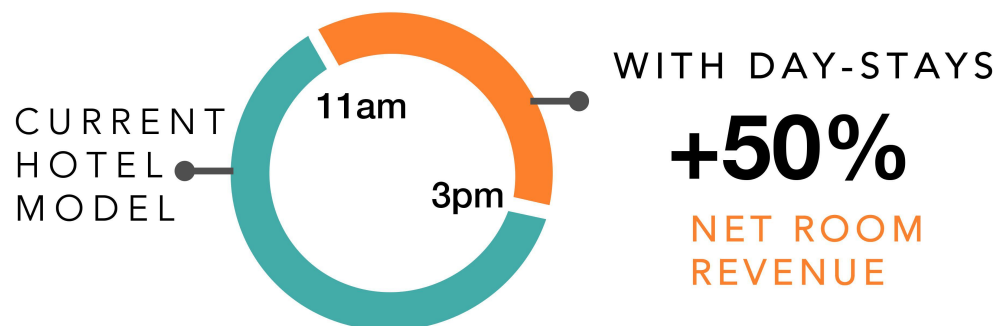
\*Based on (36%Vacancy+6%Early Chkout)\*10% addressable  
Sources: STR 2015 Room Supply Report: 5M rooms in the US, @ \$130



# WIN-WIN MODEL

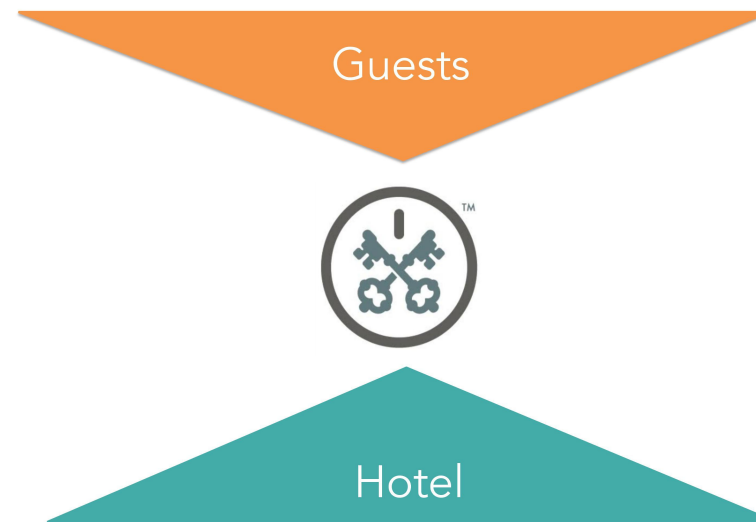


Using **HotelsByDay** generates more net room revenue, with existing rooms sitting idle



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



HotelsByDay.com ★  
4.6 ★★★★★ 188 Google reviews  
Website Directions



**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?



**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?

*"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

*"HotelsByDay definitely has brought in some additional revenues that we did not expect"*

Yanting Wang - Sales Manager, Crowne Plaza Suites, 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

*"Hotels by Day is a GREAT hotel partner! We love the additional revenue and the clientele!"*

Shantelle Jefferson - Director of Sales & Marketing Holiday Inn Richmond South – Bells Road

*"I mainly book pilots with HOTELS BY DAY as they have a mandatory rest period and find it very hard to find a hotel willing to book day rooms so most of the time we have to book for 2 nights"*

Mary Ross Travel Consultant Short's Travel Management - NASCAR

# PROVEN CONCEPT



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

29k+  
Guests

54k+  
Bookings

3x YOY  
Growth

\$5M+  
Hotel Rev.

#1 in  
USA

150+  
Press Articles



\* Data collected as of March 2018

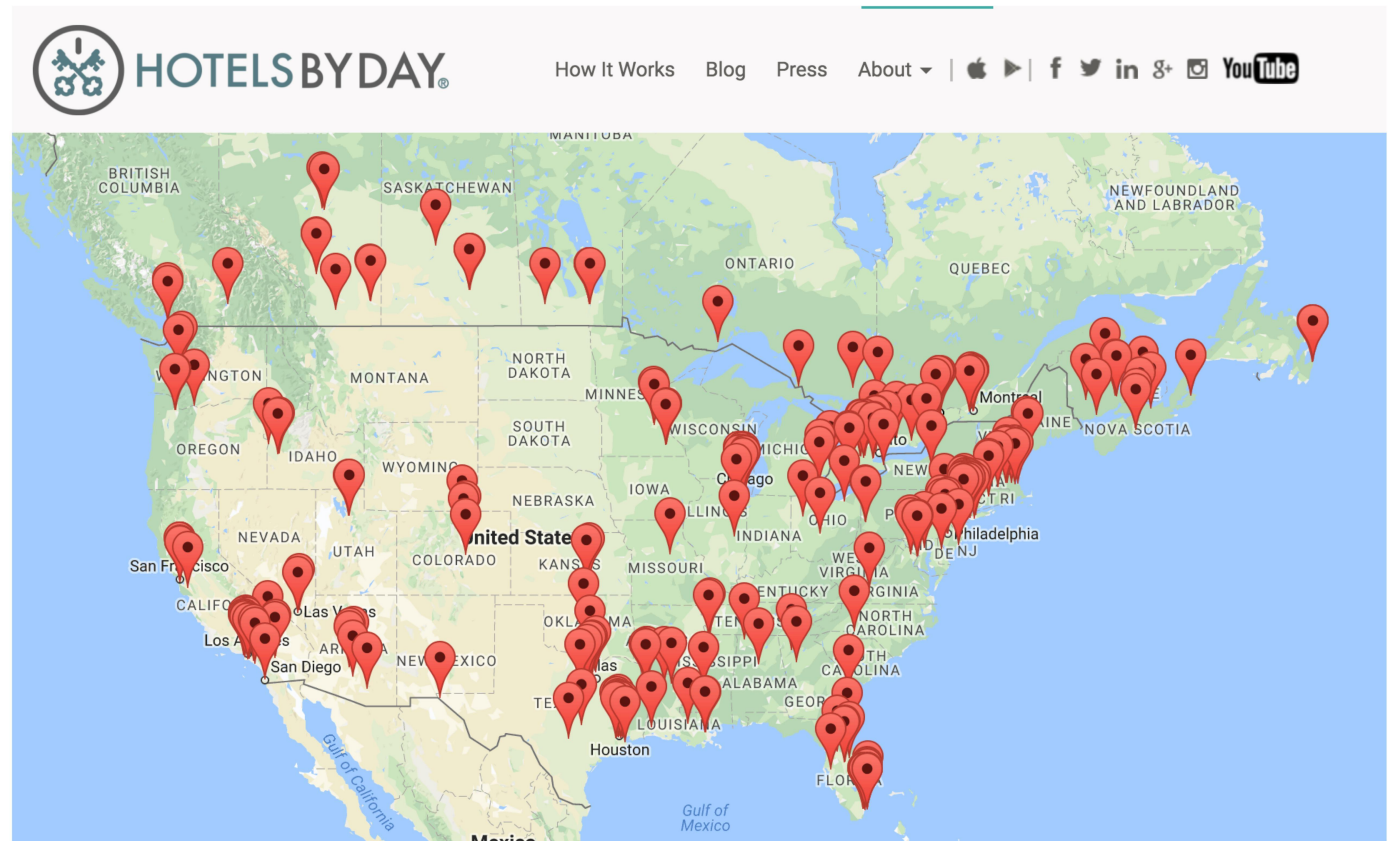
# SPREADING QUICKLY



700+  
Hotels

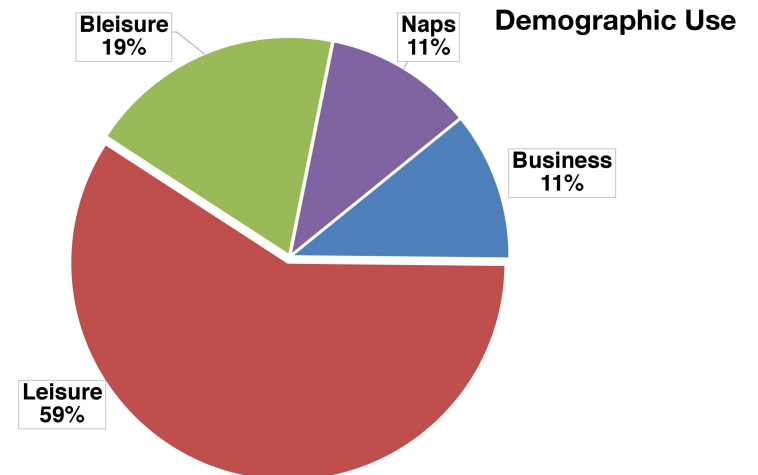
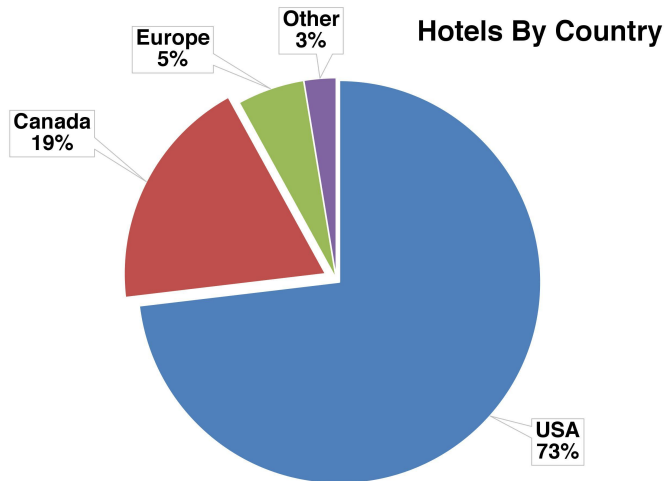
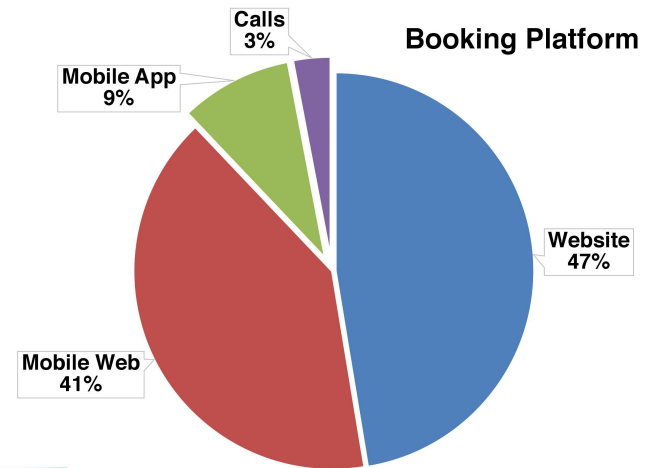
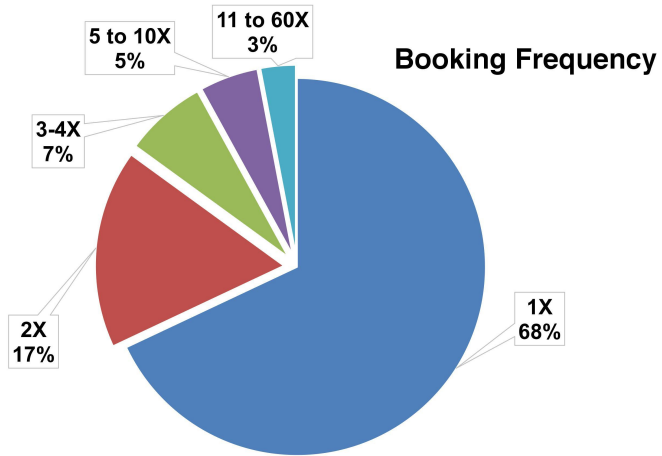
290+  
Locations/Cities

5 New Hotels  
x Week



\* Data collected as of March 2018

# CUSTOMER METRICS (1/2)



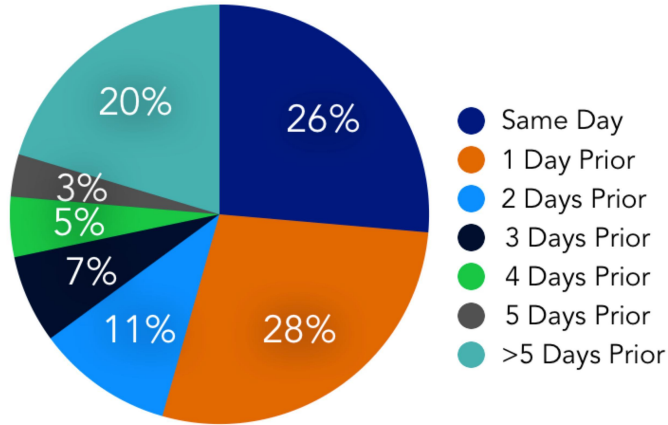


# CUSTOMER METRICS (2/2)

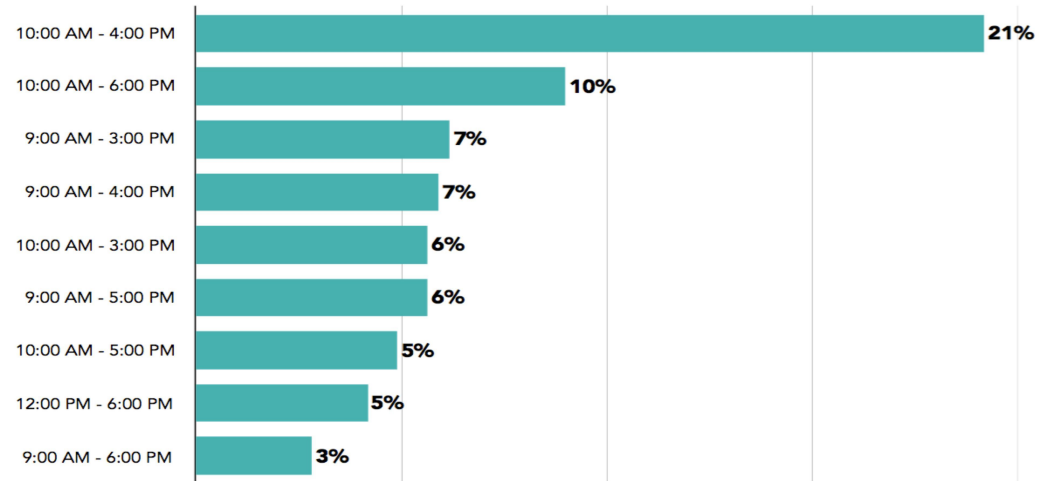


## BOOKING WINDOW/ TIME FRAME

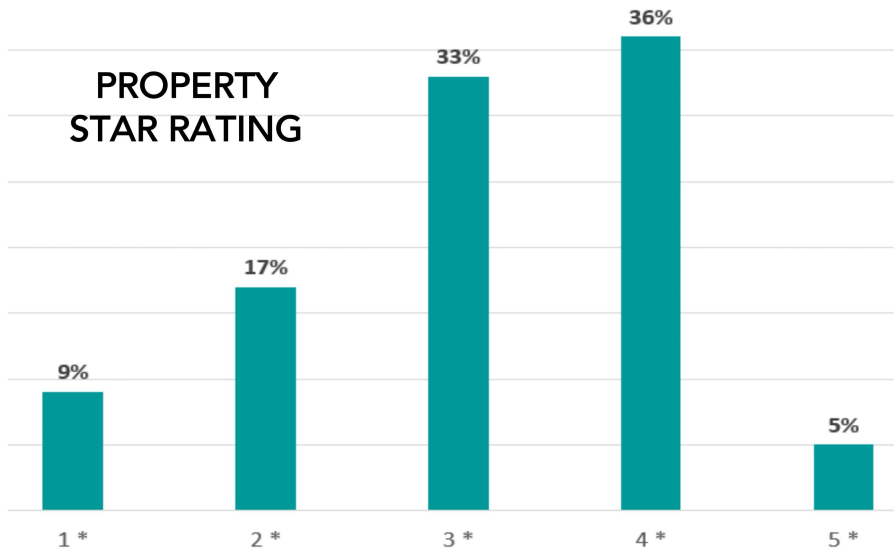
2/3 of bookings are made within 2 days



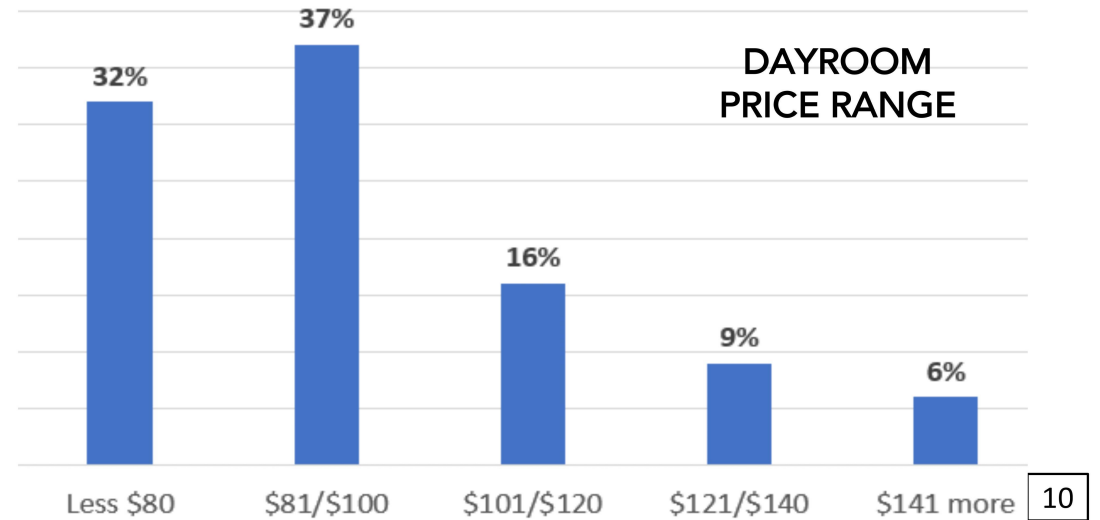
## POPULAR TIME BANDS



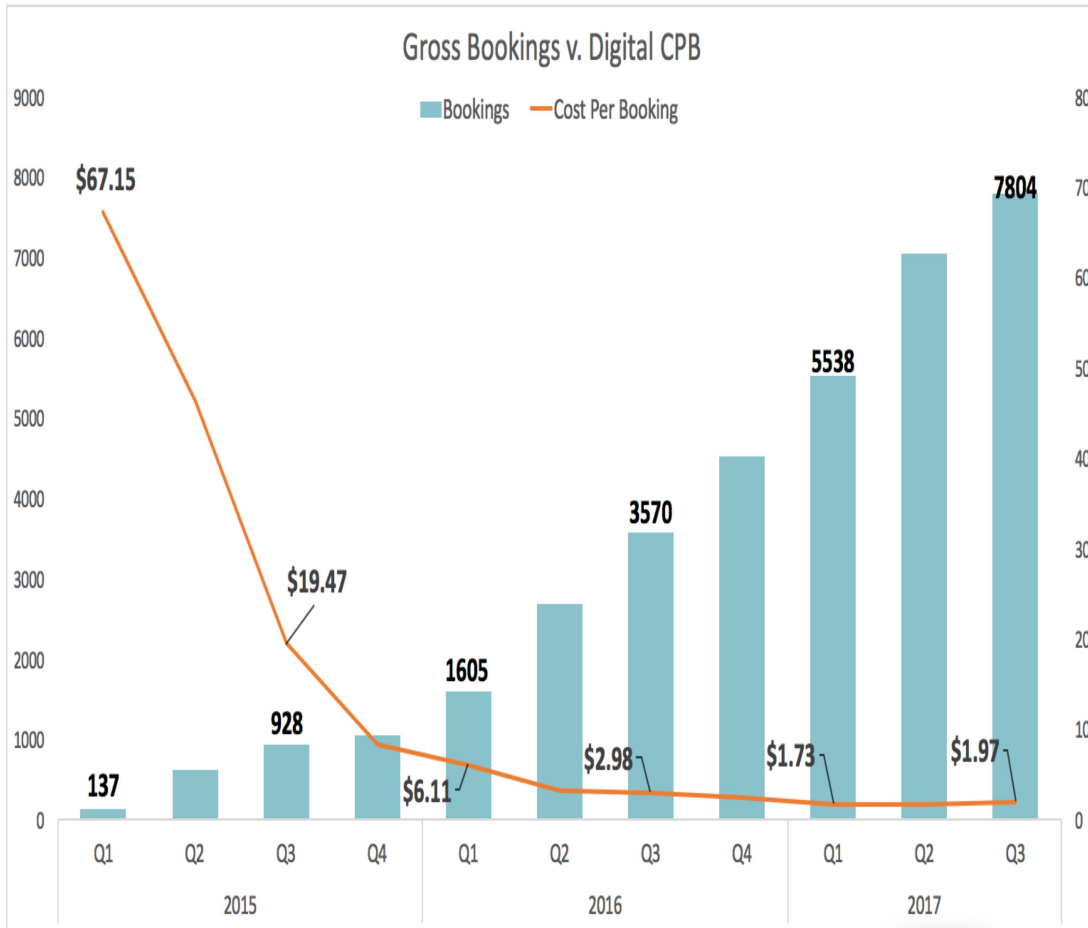
## PROPERTY STAR RATING



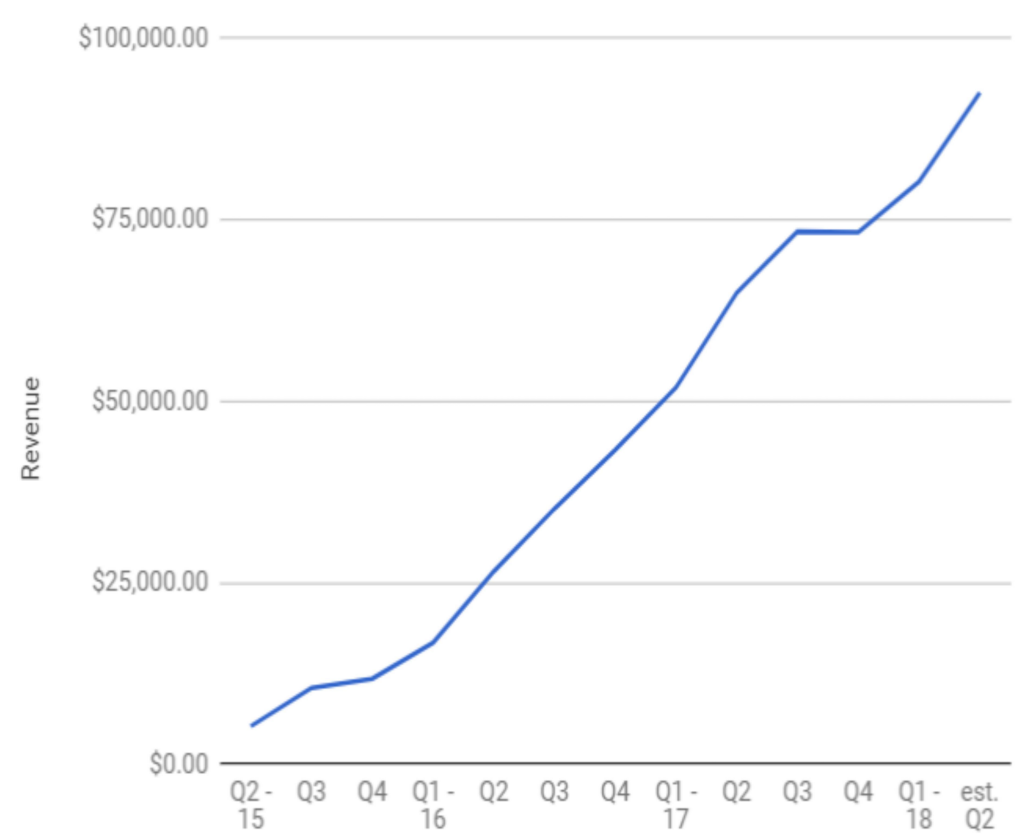
## DAYROOM PRICE RANGE



# TRACTION



### Quarterly Net Revenues - HotelsByDay



# ECOSYSTEM



## PAST

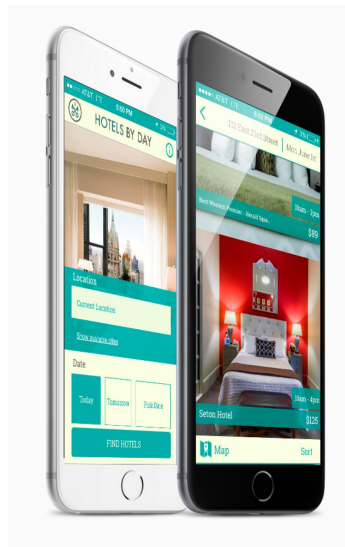
USA Dominance in Day-Stay bookings



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



# COMPETITORS\*



				
Origin: Established:	United States 2015	France 2011	Belgium 2009	Spain 2010
# of Hotels:	600	4000	900	2000
Bookings/year: Gross Annual Booking rev.	28,500 \$2,707,500	300,000 \$27,000,000	60,000 \$5,400,000	90,000 \$8,100,000
Last financial raise: Date:	\$681,000 July 2014	\$17,000,000 Dec.2015	bootstrapped	\$3,000,000 Dec.2017
Pros: Cons:	Strongest Tech Last player	Large funding Lite tech/conne.	First player Lite tech/conne.	Great UX Complex Model

\* Data estimated for fiscal year 2017.