

PROPOSAL · HOTELS AND HOSPITALITY

Proposal for Client name

Direct booking and guest experience services, prepared for your team.

Prepared for Name **By** Your name **Date** DD/MM/YYYY

EXECUTIVE SUMMARY

Client name wants the outcome they described. We will deliver direct booking flow and room, dining and offer pages, measured by direct booking share.

Direct booking flow

Why it matters to the client

Room, dining and offer pages

Why it matters to the client

Guest message journey

Why it matters to the client

A NOTE FROM US

We are excited to help you reach a goal they named

.

Sincerely,
Your name, role



YOUR CHALLENGE, OUR SOLUTION

Based on our conversations with your team, here is what we heard.

→ Challenge 1

What the client told you, in their words.

→ Challenge 2

What the client told you, in their words.

→ Challenge 3

What the client told you, in their words.

How we help.

Guest messaging on WhatsApp

How this solves it

Upsell offers before arrival

How this solves it

Review requests after stay

How this solves it

PROJECTED IMPACT

What we can change for Client name

x%

Direct booking share

x%

Upsell revenue

x%

Review score

INVESTMENT

Three ways to work together

Each package builds on the one before. Scale adds the marketing and most advanced features.

Starter

- Booking engine on the website
- Room and offer pages
- Pre-arrival messages

Price: USD _____

RECOMMENDED

Growth

- Everything in Starter
- Guest messaging on WhatsApp
- Upsell offers before arrival
- Review requests after stay

Price: USD _____

Scale

- Everything in Growth
- Campaigns for direct bookings
- AI search and travel listings work
- Corporate and wedding sales kit

Price: USD _____

Taxes extra as applicable. Third-party fees billed at cost. Prices valid until date.

COMPARE

INCLUDED	STARTER	GROWTH	SCALE
Booking engine on the website	✓	✓	✓
Room and offer pages	✓	✓	✓
Pre-arrival messages	✓	✓	✓
Guest messaging on WhatsApp	·	✓	✓
Upsell offers before arrival	·	✓	✓
Review requests after stay	·	✓	✓
Campaigns for direct bookings	·	·	✓
AI search and travel listings work	·	·	✓
Corporate and wedding sales kit	·	·	✓

TIMELINE

Phased timeline

1
Audit of current channels
1 week

2
Website and booking set-up
3 weeks

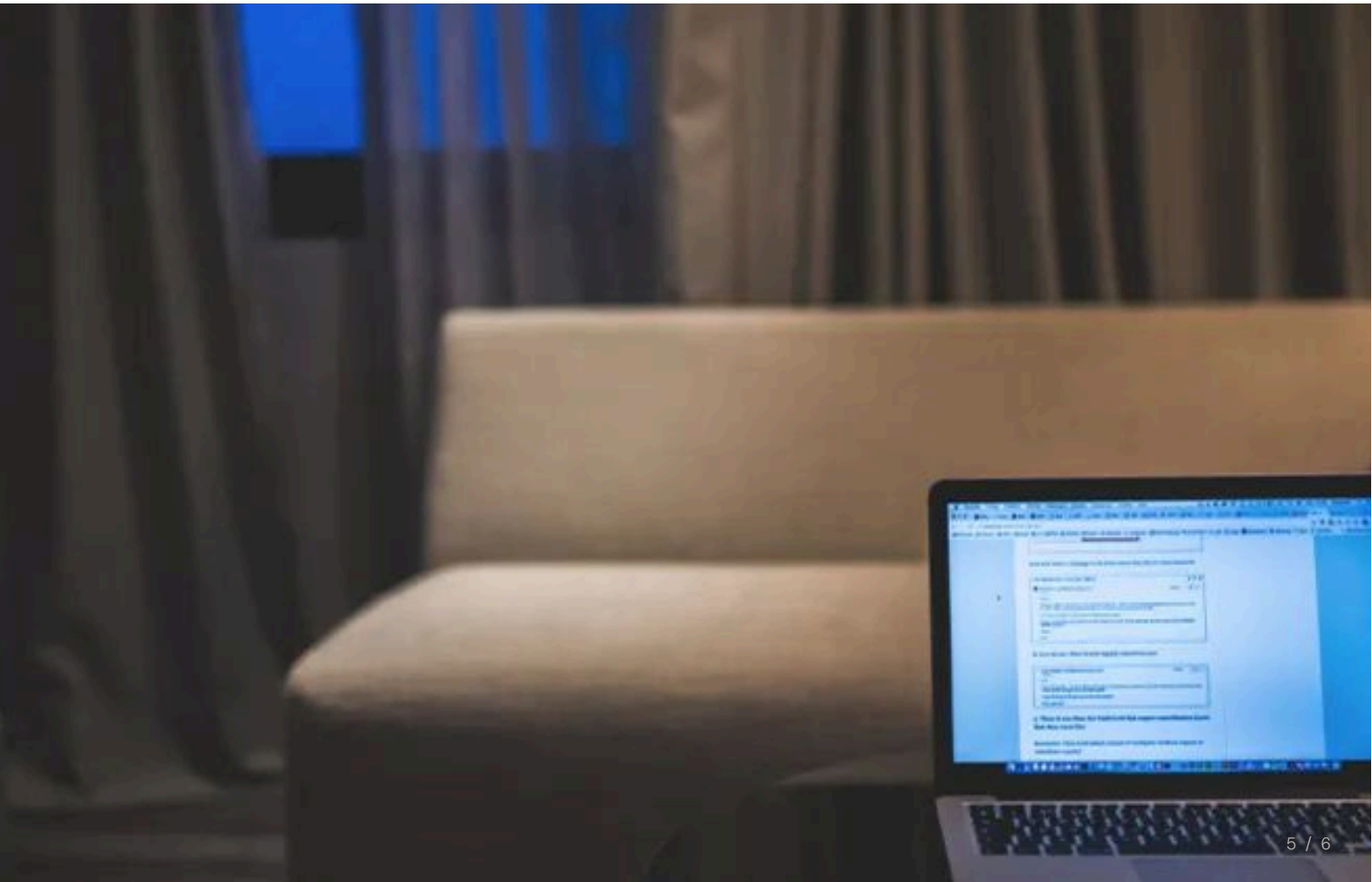
3
Guest journey
2 weeks

4
Campaigns
8 weeks

Start date date. Dates move with approvals and inputs listed in the assumptions.

ASSUMPTIONS

- Hotel provides room inventory access
- Photos are supplied or a shoot is booked
- Channel fees are billed by providers
- One approver for guest messages



NEXT STEPS

Ready to begin?

Choose a package, sign below and we start on date .

✓ Accept and sign

Accepted for Client company
Name, signature and date

For Your company
Name, signature and date