

SMALL HOTEL SMART SYSTEM

**HOW TO BUILD AN AUTOMATED HOTEL
THAT RUNS WHILE YOU SLEEP**

(For Owner-Operated Properties <20 Rooms)

WHAT'S INSIDE

- When 'Passion' Isn't Enough
- PMS: The 'Brain' You Can't Live Without
- Finding Customers & Distributing Rooms
- Auto-Profit Strategies (Dynamic Pricing)
- Front Desk: Human or Tech Touch?
- Backend Operations Made Easy
- Freedom You Can Actually Touch





WHEN 'PASSION' ISN'T ENOUGH,

**YOU NEED
'SYSTEMS'**

THE TRAP



You didn't open a hotel to become a 24/7 receptionist.

- Stuck at the counter 24 hours a day
- Manually updating Excel at midnight
- Panicking about double bookings
- Same price every day = leaving money on the table

THE GOAL



Using a Tech Stack
that works while you sleep



Transform from:

**"24/7 Front Desk
Worker"**



to:

**"Business Owner
With a Life"**

The Technology Stack

These tools work together to reduce staff needs & increase profit:



PMS



**CHANNEL
MANAGER**



**REVENUE
MANAGEMENT**

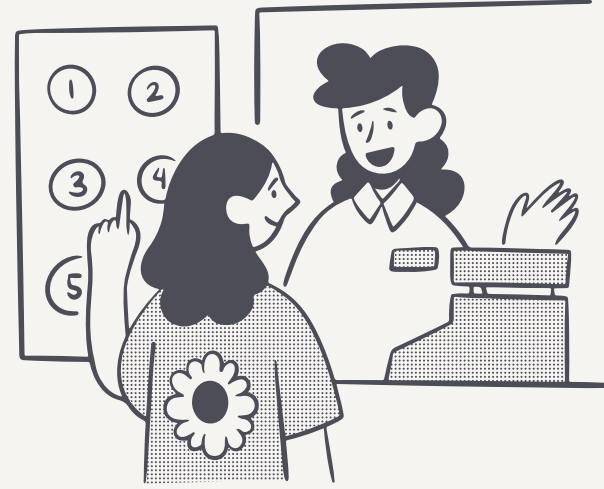


**SELF CHECK-IN
KIOSK**



Result:

- ✓ Fewer staff needed
- ✓ Higher occupancy
- ✓ Better prices
- ✓ Happier guests



01

PMS

THE 'BRAIN' YOU CAN'T LIVE WITHOUT

Bye Bye Logbook

WHY NOTEBOOKS & EXCEL FAIL:

- Rooms fall through the cracks
- Hard to verify who booked what
- Night shift forgets to write down the leak in 203
- Mrs. Chen's room preference? Lost forever



i A PMS eliminates ALL of this chaos

Centralized Calendar

One screen that tells you everything



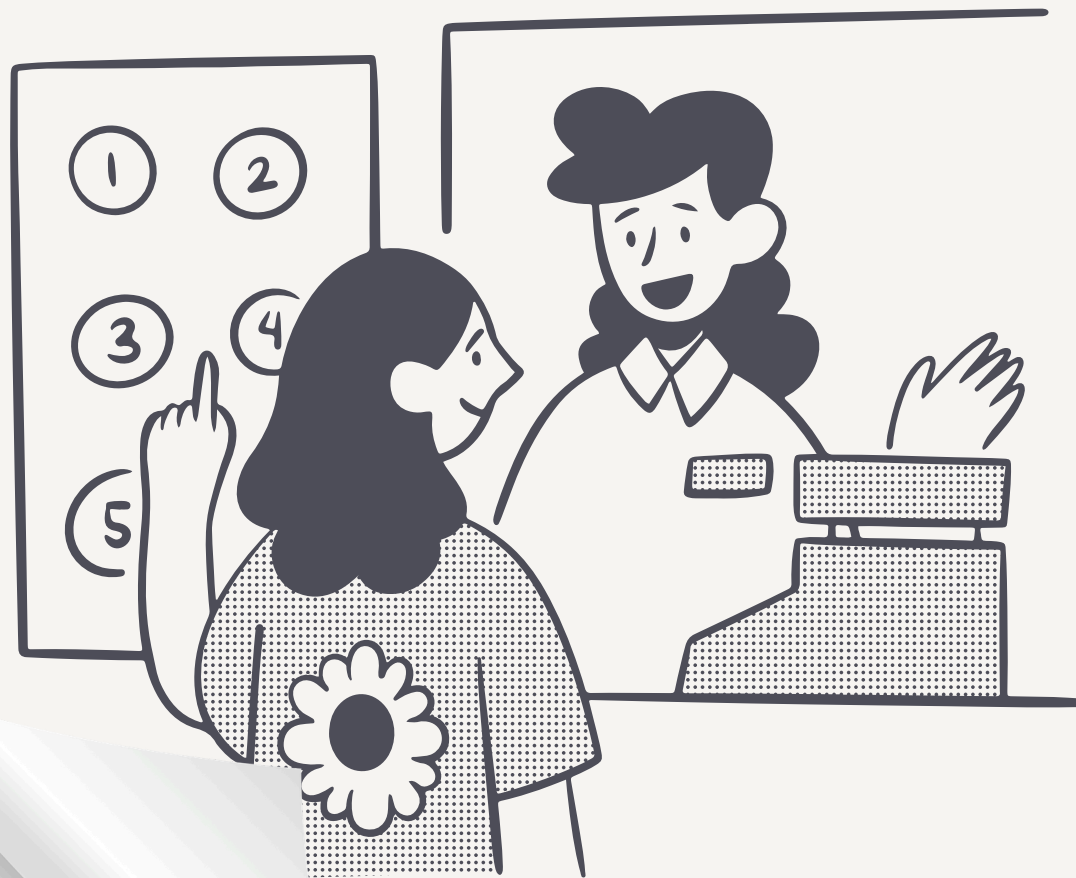
ALL-IN-ONE DASHBOARD

- Room 101: Occupied, checking out tomorrow 11 AM
- Room 102: Vacant but dirty (housekeeping notified)
- Room 103: Reserved for tonight, guest arriving 3 PM
- Room 104: Blocked for maintenance (AC repair scheduled)

**i Updated in real-time.
No more running between logbook, phone, and WhatsApp.**

Guest Profile System

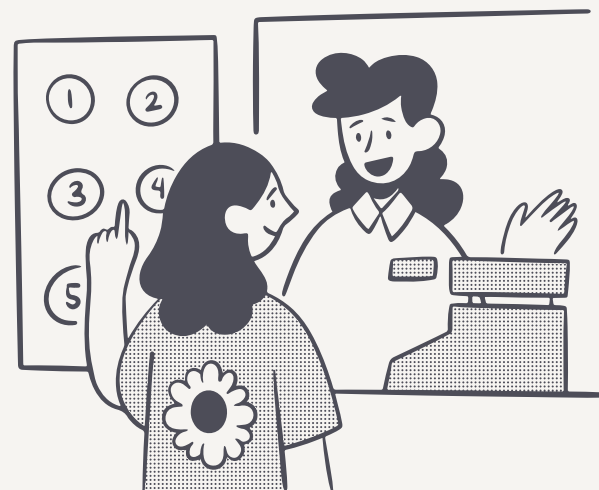
Remember everything, effortlessly



MRS. CHEN FROM SINGAPORE

- Preferred room: 105 (garden view)
- Booking history: Stays every February
- Special requests: Extra pillows, late checkout
- Note: Celebrating anniversary, left champagne last time

i She books again → All info right there → Assign Room 105 → Guest for life ❤️



02

FINDING CUSTOMERS & DISTRIBUTING ROOMS

(DOING THE WORK OF SALES + ADMIN)

Channel Manager

Connect to the World



Sign up once → Sell on all platforms

Agoda

Booking

Expedia

Airbnb



THE MAGIC:

Someone books Room 5 on Agoda → Channel Manager auto-closes Room 5 on **ALL** platforms within 60 seconds → **ZERO double bookings. Ever.**

Auto-Sync Magic



REAL NUMBERS

16-room hotel in Siem Reap:

BEFORE Channel Manager:

- 2-3 overbookings per month
- 8 hours/week updating OTA extranets manually

AFTER Channel Manager:

- Zero overbookings in 6 months
- 30 minutes/week for inventory checks

Time saved: 7.5 hours/week × 52 weeks = 390 hours/year

Direct Booking Engine

Get bookings direct → Zero commission



Transform your Website/Facebook into a booking machine:

- **Accept bookings 24/7 (no waiting for replies)**
- **Process credit cards automatically**
- **Send confirmation emails instantly**
- **Keep 100% of the money (no OTA commission)**



Keep Every Baht/Peso/Dollar

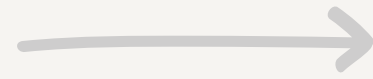


03

SMART DYNAMIC PRICING

**AUTO-PROFIT STRATEGIES THAT RUN
WHILE YOU SLEEP**

WHY ADJUST PRICES?



EMPTY ROOM = ZERO REVENUE
FLAT RATE ALL YEAR = LOST OPPORTUNITIES



THE SOLUTION?

Let the system adjust prices based on:

- Demand
- Competition
- Booking patterns
- Events

TIME-WINDOW STRATEGY

Set rules once → System runs forever



EARLY BIRD

Book 30+ days ahead → Auto-discount 15%

Why: Get cash early, guest gets deal

LAST MINUTE

Book today after 6 PM → Auto-discount 20%

Why: Fill room vs. leaving it empty

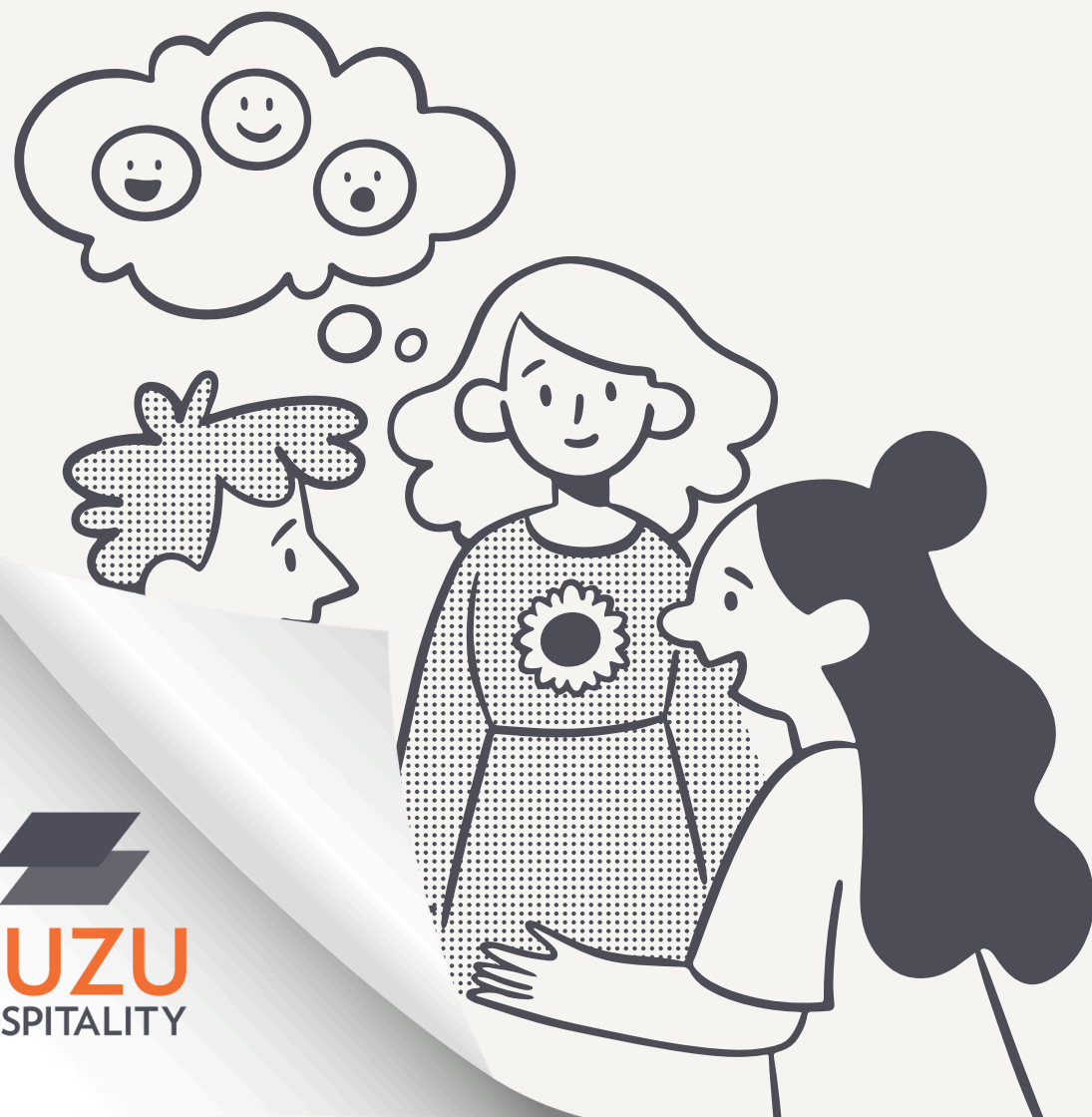
PEAK SEASON

Festival week / Last 2 rooms → Auto-increase 30–50%

Why: Maximize profit during high demand

OCCUPANCY-BASED PRICING

The fewer rooms left, the higher the price



8/10 SOLD → **STANDARD RATE**

9/10 SOLD → **+15%**

LAST ROOM → **+30%**



REAL EXAMPLE:

Siargao hotel during peak surf season

Last 2 rooms consistently sold at 35% above base rate

KNOW YOUR COMPETITION

MORNING DASHBOARD CHECK

Your Property	1,200 THB
Competitor A (200m away)	1,450 THB
Competitor B (older property)	1,100 THB
Market Average	1,337 THB

INSIGHT:

You're priced below average. Raise to 1,300 THB → Still competitive
100 THB more × 30 bookings = 3,000 THB extra/month





04

HOUSEKEEPING MADE EASY

BACKEND OPERATIONS THAT
RUN SMOOTHLY

MOBILE OPERATIONS



HOUSEKEEPERS SEE TASKS ON THEIR PHONE:

Today's Tasks

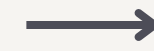
Room 101:	Check-out 11AM (Dirty)
Room 102:	Check-out 11AM (Dirty)
Room 105:	Currently vacant (Dirty)
Room 203:	Extended stay (Skip)

✓ Tap 'Done' when finished

Status updates instantly → Room ready to sell → No phone calls needed

MAINTENANCE TRACKING

Never lose track of broken things again



**HOUSEKEEPER FINDS ISSUE
(E.G., LEAKING FAUCET)**



**TAPS 'REPORT PROBLEM'
ADDS PHOTO & NOTE**



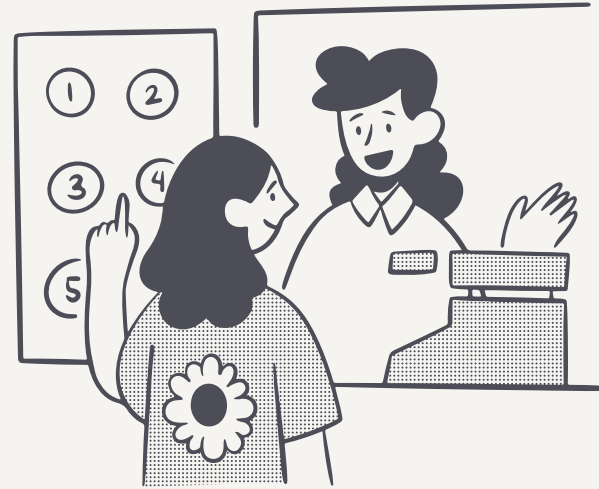
**YOU SEE ALERT INSTANTLY
MARK ROOM 'MAINTENANCE'**



**HANDYMAN FIXES
MARKS 'COMPLETE'**

BONUS:

Full history of repairs → Know when to replace vs. fix



FREEDOM YOU CAN ACTUALLY TOUCH

Data-Driven Owner

Wake up anywhere in the world and check:

Yesterday's Revenue

Occupancy Rate

Latest Reviews

Today's Check-ins

All from your phone. While sitting at a café. Or the beach.



The Investment



What you're really buying:

- TIME:** 23+ hours back per week
- REVENUE:** 18–34% increase potential
- SANITY:** Sleep soundly at night
- FREEDOM:** Actually take a vacation

**The system isn't cheap, but it's worth it.
You're buying back your life.**

READY TO TRANSFORM YOUR HOTEL?

Start Building Your System Today

Buy back your time. Increase your revenue. Live your life.



[Get Free Consultation](#)