

# vayada

More direct bookings driven by creators

# High OTA fees and outdated property software with hidden costs are hurting hotels and villas by killing their profits

## Problems

### High OTA Commissions

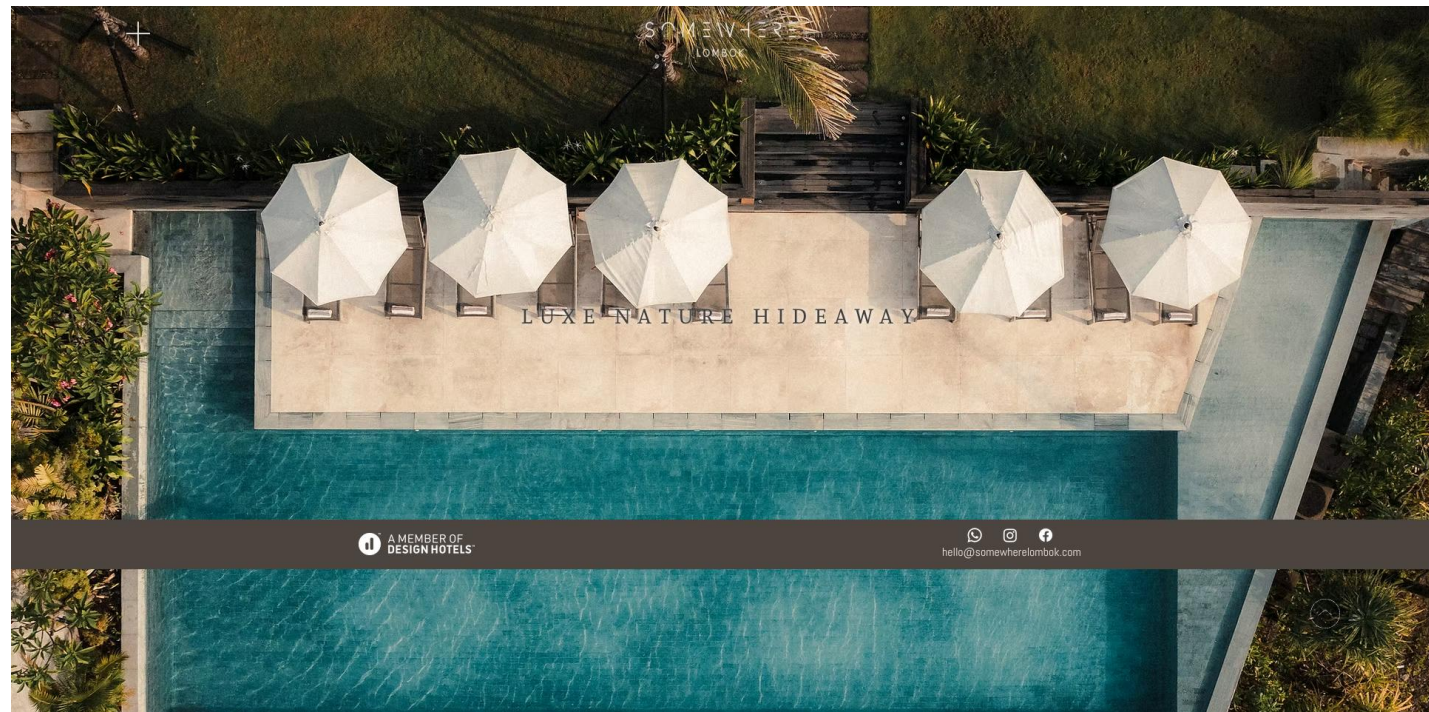
OTAs take up to 20% of revenue, cutting deeply into margins and leaving less budget for growth and guest experience.

### Fragmented Systems

Managing a property means juggling multiple disconnected tools, wasting time, causing errors, and siloing data.

### Inflexible & Hidden Costs

Difficult-to-customize systems with hidden costs make it difficult for smaller properties to stand out.

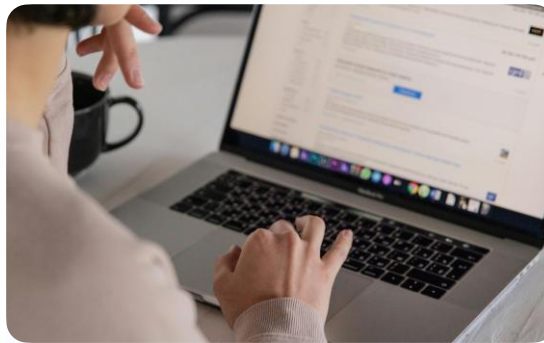


# The main reasons why guests avoid direct bookings and continue to choose OTAs



## Lack of Trust

- Independent property websites often lack social proof and reliability signals.
- Guests trust OTAs more thanks to verified reviews and secure payments.



## Lack of Visibility

- OTAs dominate search rankings and advertising space.
- Even great properties struggle to reach new travelers organically.



## Convenience

- Travelers are used to the seamless experience of OTAs like Booking.com.
- Many property websites have different booking flows, making it harder to compare.

# How guest and creator referrals increase direct bookings by building trust and visibility

## Key Points:

### Trust through referrals

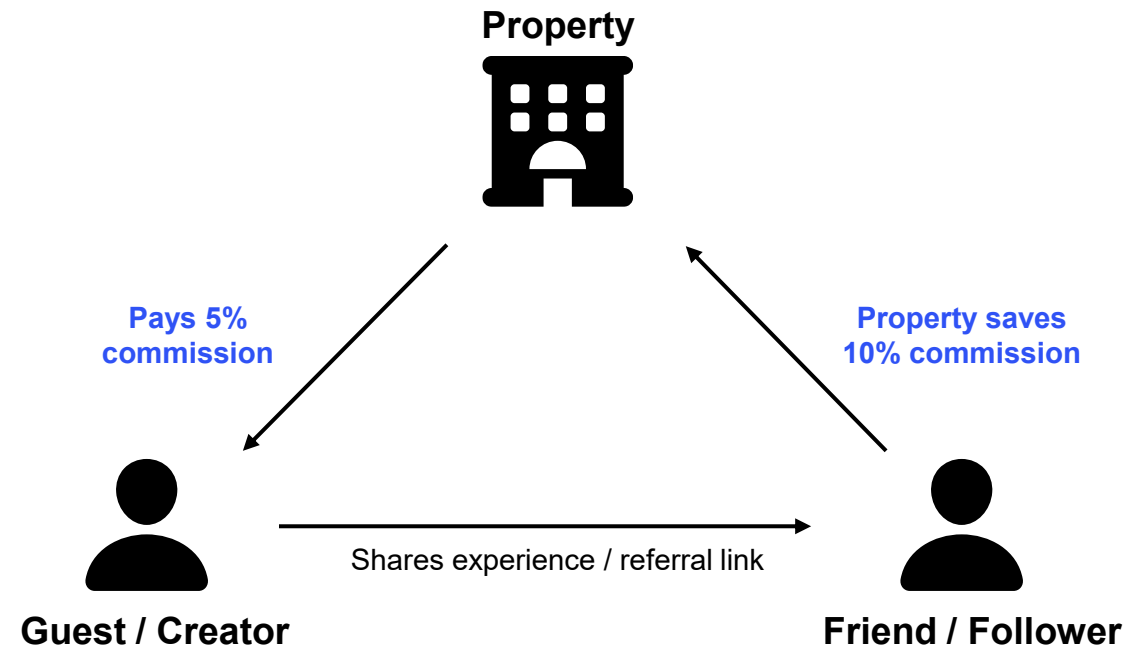
Guests and creators share authentic experiences, their recommendations feel personal and credible, solving the trust gap of direct bookings.

### Win-Win-Win Incentive Model



Properties save 10–15% compared to OTA fees, while referrers earn 5% and friends get direct booking benefits, everyone wins.

### Automated tracking & payouts

vayada tracks every click, booking, and payout automatically. No manual work, no spreadsheets, just transparent results.

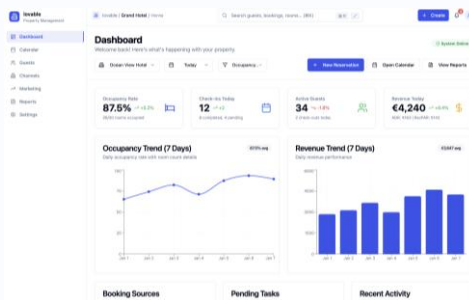


# How vayada fixes common problems in Property-Creator Collaborations and turns creator chaos into measurable results

	 Current Problem	 vayada Solution
Quality Issues	Poor or missing content after collaborations; properties cannot ensure delivery.	<b>Verified creators only.</b> Every creator is vetted before joining the marketplace, and vayada holds a deposit on their credit card during the collaboration period to guarantee accountability.
Too many unqualified requests	Properties are overwhelmed with DMs and emails from creators of mixed relevance and quality.	<b>Automated filtering.</b> vayada centralizes requests, filters by niche, engagement, and travel intent, saving hours of manual screening.
No measurable ROI	Properties cannot track which collaborations drive bookings or revenue.	<b>Performance tracking.</b> Each post or link is tracked in real-time. Properties see clicks, bookings, and conversion value instantly.

# vayada connects properties and creators through performance-driven affiliate technology, replacing costly OTAs

## Property Management (PMS)



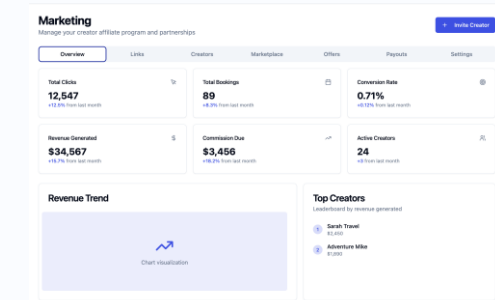
- All-in-one system to manage bookings, guests, and operations in one place

## Direct Booking Engine



- Enables direct bookings while increasing revenue through upselling and add-on sales

## Creator Marketplace



- Trackable affiliate system connecting properties with high-reach creators in a marketplace

## Benefits for properties

- ✓ Reduces OTA dependency & software fees
- ✓ Improves guest experience & upsell opportunities
- ✓ Boosts direct booking revenue

## Benefits for creators

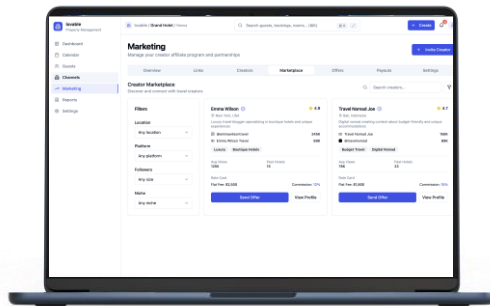
- ✓ Earn up to 10% commission on direct bookings
- ✓ 30-day booking tracking window (vs. in-session only)
- ✓ Build long-term partnerships with properties



How it works

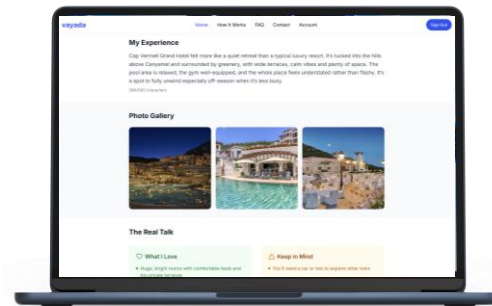
vayada

# vayada transforms creator influence into a seamless path from inspiration to direct booking



## Partnership via marketplace

- Properties and creators connect through the marketplace, agree terms, and set commission rates.



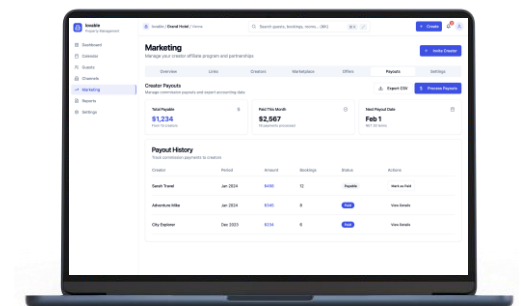
## 2. Creator inspires audience

- Creator produces authentic reviews and engaging content, showcasing the property to their followers.



## 3. Link to Booking Engine

- Seamless booking through vayada's integrated engine, reducing OTA dependency.



## 4. Payout in PMS System

- Creators receive transparent, timely payouts via the PMS directly from the property, ensuring fair compensation.