

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High OTA fees and outdated property software with hidden costs are hurting hotels and villas by killing their profits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

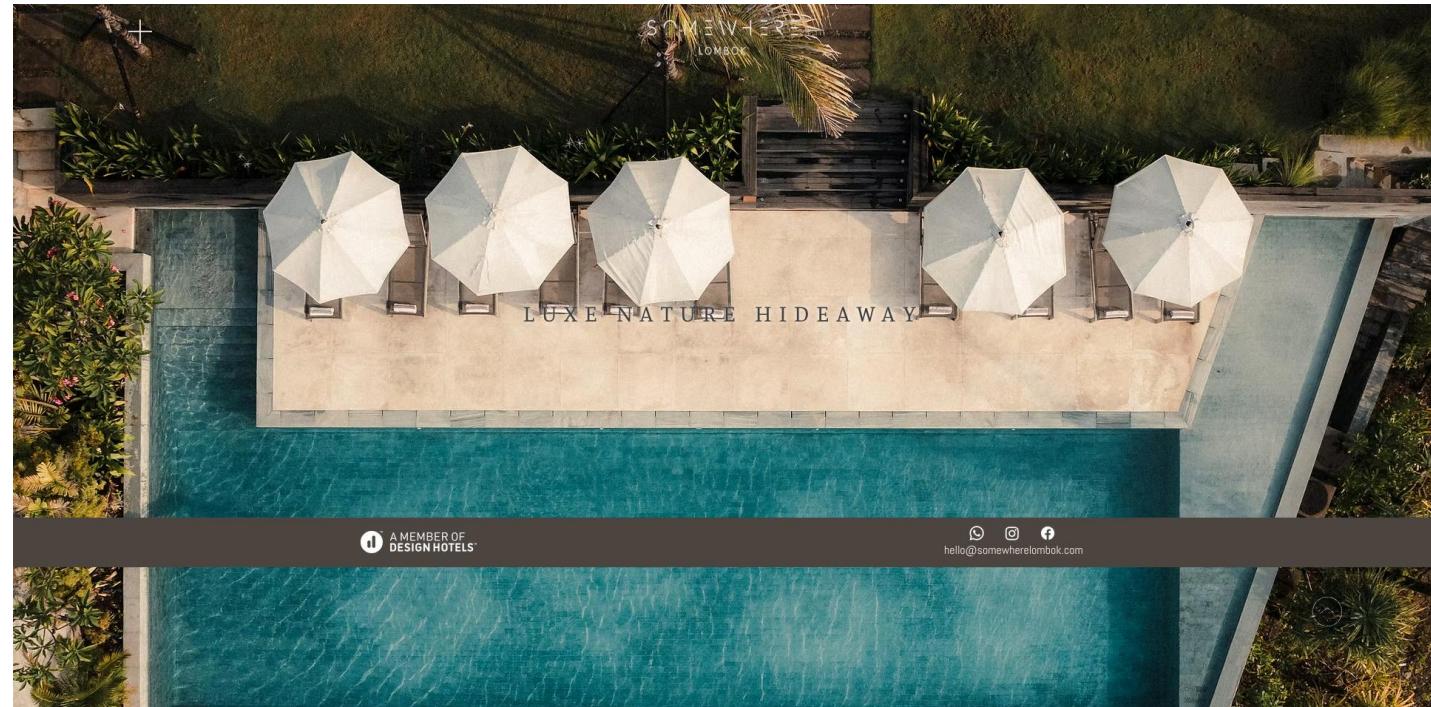
OTAs take up to 20% of revenue, cutting deeply into margins and leaving less budget for growth and guest experience.

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

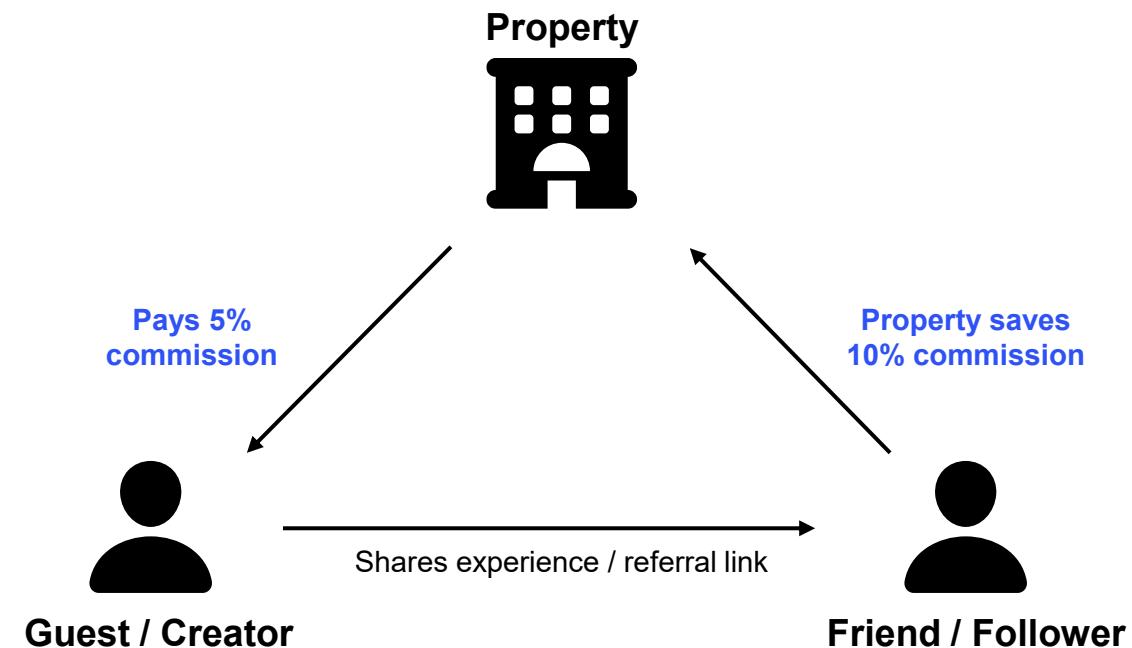
Guests and creators share authentic experiences, their recommendations feel personal and credible, solving the trust gap of direct bookings.

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.

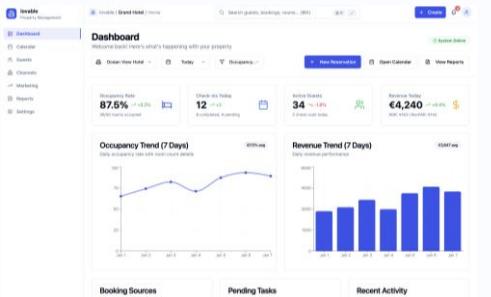


How vayada fixes common problems in Property-Creator Collaborations and turns creator chaos into measurable results

	 Current Problem	 vayada Solution
Quality Issues	Poor or missing content after collaborations; properties cannot ensure delivery.	Verified creators only. 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.	Automated filtering. 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.	Performance tracking. 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)



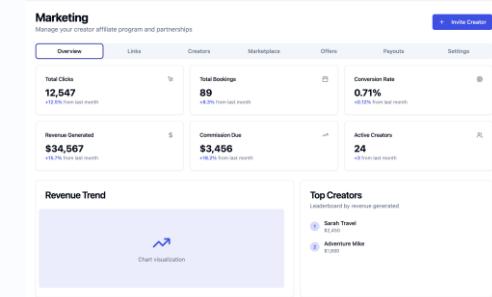
- All-in-one system to manage bookings, guests, and operations in one place

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

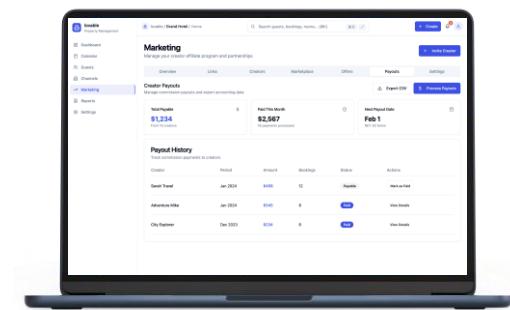
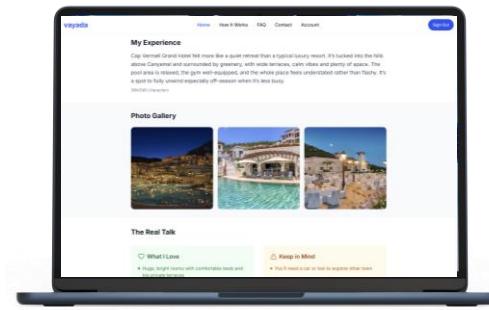
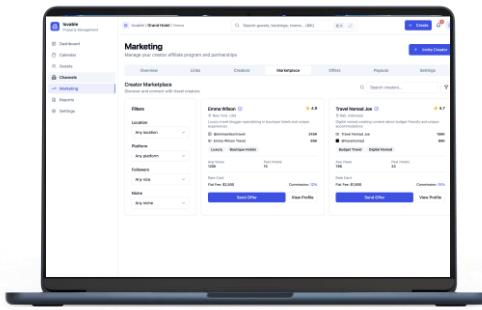
Benefits for properties

- 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

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



1. 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.