

A. Villa Owner Point of View (Owner–Operator)

I am not a corporate hotel.

I am a small villa owner (2-5 units).

I handle many things myself or with a family team.

1. DAILY ACTIVITIES

Morning

- Check today's and upcoming bookings (OTA, WhatsApp, Instagram DM)
- Make sure there is no double booking
- Check check-in and check-out schedules
- Reply to guest inquiries (price, availability, location)

Midday

- Follow up on unconfirmed inquiries
- Send payment instructions or reminders
- Manually update calendars (Excel / Google Sheet / OTA)
- Check new reviews on OTA

Afternoon – Evening

- Ensure check-ins run smoothly
- Communicate with guests via WhatsApp
- Monitor last-minute bookings
- Reply to messages even outside working hours

Main daily problems

- Too many booking channels
 - Mostly manual work
 - Owner is always “on-call”
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2. WEEKLY ACTIVITIES

Operations

- Check linen and amenities stock
- Inspect villa condition (AC, water, WiFi, cleanliness) Sales & Pricing
- Check competitor pricing
- Adjust rates on OTA

- Join or leave OTA promotions
- Recap weekly bookings
- Calculate rough income
- Check OTA payouts (received or pending)

Simple marketing

- Post on Instagram (if time allows)
- Message repeat guests
- Follow up on old inquiries

Main weekly problems

- No clean, structured data
 - Decisions based on feeling
 - Hard to know which channel performs best
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3. MONTHLY ACTIVITIES

Finance

- Calculate total revenue
- Calculate OTA commissions
- Review cash flow (sufficient or tight)

Performance evaluation

- Monthly occupancy rate
- Best-performing booking channels
- Comparison with previous month

Operations & Maintenance

- Schedule light maintenance
- Delay repairs if cash flow is tight
- Review staffing needs

Survival strategy

- Lower prices during low demand
- Open long-stay options
- Focus more on direct bookings

Main monthly problems

- No real-time numbers
 - No simple dashboard
 - Decisions are often made too late
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4. UNSCHEDULED BUT FREQUENT TASKS

- Last-minute cancellations
 - Double bookings
 - OTA disputes
 - Guests asking for special prices
 - Owner must step in directly
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5. REAL NEEDS OF A VILLA OWNER (SUMMARY)

Villa owners do not need complex systems, they need:

- One place to:
 - Check bookings
 - Check income
 - Respond to guests
 - Notifications, not long reports
 - Simple chat automation
 - Easy price & calendar synchronization
 - Mobile-friendly (usable on phone)
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6. CLEAR DIRECTION FOR MyHost BizMate AI

AI that truly helps owners should:

- Remind, not instruct
- Summarize, not add more work
- Make simple decisions:
 - “Low occupancy today → suggest promotion”
 - “Booking conflict → alert owner”
 - “OTA dependency too high → push direct booking”

B. Challenges Faced by Small Hotels & Villas Regarding PMS Costs & Agent Commissions

1. PMS Costs Are Relatively Expensive for Small-Scale Properties

- Fixed monthly fees, even when occupancy is low
- Many unused features that still must be paid for
- PMS pricing is designed for large hotels, not villas with 3–5 units

2. OTA Commissions Are Too High

- 15–25% commission per booking
- Owner margins become very thin, especially for long stays or promotions
- Difficult to raise prices due to intense market competition

3. Heavy Dependence on OTAs

- Low volume of direct bookings
- Guest data is controlled by OTAs, not the owners
- Hard to build customer loyalty

4. Cash Flow Pressure

- OTA payouts are often not real-time
- Owners still need to pay electricity, maintenance, and PMS fees

5. Systems Feel Too Complex

- Small property owners often don't fully understand PMS systems
- Limited People → frequent manual input
- PMS feels "too complicated" compared to actual needs

B. Common Behaviors of Villa Owners During Low Booking Periods

1. Aggressively Lowering Prices

- Last-minute deals
- Long-stay discounts
- Weekly / monthly rates

2. Increased Dependence on OTAs

- Joining all OTA promotions
- Willing to accept high commissions just to maintain cash flow

3. Relying on WhatsApp & Instagram

- Accepting manual bookings
- Personal follow-ups with past guests
- Broadcasting offers to repeat guests

4. Delaying Expenses

- Postponing maintenance
- Reducing staff or shifting schedules
- Delaying system and technology upgrades

5. Focusing on Repeat Guests

- Direct offers to returning guests
- Discounts without going through OTAs
- More flexible check-in / check-out arrangements

6. Operations Become Highly Manual

- Recording bookings in Excel / Google Sheets
- Manual calendar synchronization
- Increased risk of double bookings

Key Insights for Product Validation (MYHOST BizMate)

Small property owners are not anti-technology, but they want:

- Affordable solutions
- Simple systems
- Immediate impact on bookings & cash flow

Their ideal version of a PMS:

- Easy to use
- Mobile-friendly
- Helps generate direct bookings
- Reduces dependency on OTAs

1. How Villa Owners Map Their Villas to the Target Market

Field reality:

Most villa owners **do not create formal market segmentation**.

They map their market based on **daily observations and experience**.

How owners actually think:

- “Who books my villa most often?”
- “Who complains the least?”
- “Who stays the longest?”

Common market mapping:

- **Couples**
 - 1-bedroom villas
 - Private pool
 - Focus on privacy & aesthetics
- **Families**
 - 2–3 bedrooms
 - Kitchen, living area
 - Close to minimarkets / hospitals
- **Groups / Friends**
 - Multiple bedrooms
 - Large communal spaces
 - Shared cost per person
- **Long stay / Remote workers**
 - Monthly rates
 - Stable internet
 - Large discounts

Main issue:

- Market mapping lives in the owner’s head, **not in data**
- Hard to measure which market is truly profitable

2. How Owners Reach Their Market (Pricing & Competitors)

A. How Owners Set Prices (Real Facts)

- Check nearby villas on OTA

- Compare:
 - Number of rooms
 - Facilities
 - Ratings & reviews
- Pricing logic:
 - “Slightly cheaper”
 - “Same price but add discount”
- Prices are changed manually and frequently

During low demand:

- Quickly lower prices
- Activate OTA promotions
- Accept negotiated prices via WhatsApp

Main issue:

- Owners are **reactive**, not strategic
 - They don't know the real impact of pricing changes on occupancy and revenue
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B. How Owners Reach Their Market

Channels commonly used:

- OTA (main source)
- WhatsApp (direct booking)
- Instagram (organic)
- Repeat guests

Market-specific approach:

- Couples → aesthetic photos, short stays
- Families → value & facilities
- Long stay → big discounts, flexibility

Main issue:

- Owners don't know which channel works best
 - Owners don't know which market is most price-sensitive
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3. The Role of MyHost BizMate

MyHost BizMate is **not just a PMS**, but a **daily decision partner for villa owners**.

A. Helping Market Mapping (Without Complexity)

MyHost BizMate can:

- Group bookings by:
 - Number of guests
 - Length of stay
 - Unit type
- Show:
 - Most frequent market
 - Longest-stay market
 - Most profitable market

Owner takeaway:

“My villa is better suited for long-stay couples than families.”

B. Helping with Realistic Pricing

MyHost BizMate can:

- Show nearby competitor prices
- Give simple recommendations:
 - Increase / decrease rates
 - Activate promotions during low demand
- Show impact:
 - Price vs occupancy
 - Price vs revenue

Owner takeaway:

“Lower weekday prices by 10% this week.”

C. Helping Reach the Right Market

MyHost BizMate can:

- Show the most effective channels per market
- Support direct bookings:

- Repeat guest reminders
- WhatsApp auto-replies
- Reduce OTA dependency

Owner takeaway:

“Repeat guests perform better than OTA promotions.”

D. Speaking the Owner’s Language (Not System Language)

- Short notifications
 - Daily insights
 - No technical terms
 - Mobile-friendly
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MEETING SUMMARY

Owner problems:

- Unclear target market
- Reactive pricing
- Heavy OTA dependency

MyHost BizMate’s role:

- Turn intuition into data
- Turn data into decisions
- Turn decisions into real results

AI-Based Content Creation – Villa Owner Perspective

Problem View (Field Reality)

Reality for small villas:

- Limited budget
- Inconsistent use of photographers or content creators
- Content is often:
 - Irregular
 - Inconsistent
 - Unclear in direction

Key conclusion:

Villa owners **do want content**, but they:

- Don't want complexity
- Don't want high cost
- Don't want time-consuming processes

Core Principles of AI Content Creation (MyHost BizMate)

AI is **not replacing creators**, it is:

- Replacing complicated processes
- Reducing costs
- Increasing consistency

The goal:

“Owners can create content themselves without feeling like they are creating content.”

ACTION PLAN: AI-BASED CONTENT CREATION

1. Owner Input (As Simple As Possible)

What the owner does:

- Record videos using a smartphone
- Short clips (5–10 seconds per clip)
- No editing
- No technical thinking required

Recommended footage (5–10 clips only):

- Villa entrance
- Swimming pool
- Bedroom
- Bathroom / bathtub
- Morning or sunset view
- Small details (coffee, towels, curtains moving in the wind)
- Quiet, relaxing atmosphere

Important note:

- It doesn't need to be perfect
 - *Real* is more important than cinematic
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2. AI as an Automatic Editor

MyHost BizMate AI will:

- Select the best clips
- Arrange video sequence
- Cut clips to match music beats
- Adjust duration for Reels / TikTok / Stories

The owner does **not** need to:

- Edit manually
 - Think about transitions
 - Manage timing
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3. Prompt-Based Mood & Music Selection

Owners simply choose or type short prompts, for example:

Mood prompts:

- “Calm morning villa”
- “Romantic couple stay”
- “Tropical slow living”
- “Minimal luxury”
- “Rainy day mood”

Music prompts:

- “Soft piano”
- “Chill lo-fi”
- “Tropical acoustic”
- “Luxury ambient”

AI will automatically:

- Adjust color tones
 - Adjust tempo
 - Adjust editing rhythm
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4. Instant Output, Ready to Post

AI output:

- Fully edited video
- Auto-formatted for:
 - Instagram Reels
 - TikTok
 - Stories
- Basic caption and hashtags (optional)

Owner only needs to:

- Preview
 - Approve
 - Post
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5. Content Consistency (The Biggest Problem AI Solves)

Without AI:

- Content once a month
- Inconsistent posting
- Dependent on external creators

With AI:

- One recording session = 1–2 weeks of content
- Regular posting
- Fully owner-controlled

6. Strategic Role of MyHost BizMate (Beyond Editing)

MyHost BizMate **connects content to business performance**, not just visuals.

AI content suggestions can be data-driven:

- Low occupancy → suggest promotional content
- High couple bookings → suggest romantic content
- Many long stays → suggest “living experience” content

Example insight:

“Weekday occupancy is low → post calm weekday stay content.”

7. Why This Fits Small Villas Perfectly

- Affordable
 - No special skills required
 - Time-efficient
 - No special equipment
 - Can be done by the owner
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MEETING SUMMARY

Problem:

- Small villas cannot afford expensive content creators

MyHost BizMate AI solution:

- Owner records simple footage
- AI edits automatically
- Mood & music controlled by prompts
- Consistent, ready-to-post content