

## **Survey Summary**

Interest of Small Villa Owners in AI PMS

(Based on a qualitative survey of 5 small villa owners in Ubud)

### **Methodology**

The survey was conducted through informal qualitative interviews with 5 small villa owners in the Ubud area, with the following characteristics:

- Number of units: 1–5 villas
- Owners are directly involved in daily operations
- Bookings mainly come from OTAs and direct WhatsApp inquiries
- Most respondents are not yet using AI-based PMS (still manual or semi-manual)

This qualitative approach focused on daily operational experience, pain points, and perceptions toward AI PMS solutions.

## **Key Survey Findings**

### **1. Level of Interest in AI PMS**

4 out of 5 owners expressed interest in using an AI PMS,

while 1 owner remained hesitant, mainly due to concerns about cost and system complexity.

- Overall, respondents are open to technology, but highly selective about its practical value.

### **2. Reasons for Interest**

Based on respondents' feedback, interest in AI PMS is driven by:

Reducing daily manual work

- Guest follow-ups
- Repetitive chat responses
- Payment reminders

Minimizing human error

- Incorrect booking dates
- Double bookings
- Inconsistent check-in information

Improving professional image

- Faster response time
- More structured and consistent guest communication

One respondent mentioned:

"Even with only a few units, the workload is still heavy because everything is handled personally."

### 3. Concerns and Barriers to Purchase

Common concerns identified among respondents include:

Pricing perceived as too high for small-scale operations

- Most PMS solutions are designed for hotels or large villas

Fear of overly complex systems

- Long setup process
- Many unused features

Limited time to learn new systems

- Small villa owners tend to avoid systems that feel overly “corporate.”

### 4. Key Decision Factors

The survey indicates that purchasing decisions are not driven by advanced features, but rather by:

- Ease of use
- Clear time-saving benefits
- Pricing that aligns with business scale

One respondent stated:

“If the system can replace admin work and is not complicated, I’m willing to pay monthly.”

### **Price Perception (Pricing Sensitivity)**

From open discussions with respondents:

Acceptable monthly price range:

- IDR 300,000 – 900,000

Owners compare the cost of AI PMS with:

- Personal time spent on operations
- Hiring additional staff
- Daily operational stress

Prices above this range raise value concerns for most respondents.

### **Implications for AI PMS Pricing Strategy**

Based on the survey results:

AI PMS for small villas should be positioned as an operational support tool, not an enterprise-level system

Pricing models should be flexible

- Per unit or small bundle pricing

Value communication should focus on:

- Time efficiency
- Operational organization
- Improved guest experience

#### Survey Conclusion

Based on interviews with 5 small villa owners in Ubud, the survey concludes that:

**Small villa owners show strong interest in AI PMS solutions, provided the system is simple, relevant to daily operational needs, and priced proportionally to their business scale.**

AI PMS is perceived not as a technology investment,

but as a replacement for manual work and a solution to operational fatigue.

## **OTA Listing Management by Villa Owners**

Data-Based Findings to Support AI PMS Direct Booking Strategy

### **1. OTA Usage Pattern Among Small Villa Owners**

Based on observations and client-side data from small villa operators:

- Booking.com and Airbnb are primarily used as exposure channels
- OTA platforms function as the main source for:
  - First-time guest acquisition
  - International market reach
- Despite high commission fees (approx. 15–18%), OTAs remain essential due to:
  - High traffic volume
  - Strong consumer trust

Conclusion:

OTAs are treated as acquisition platforms rather than long-term booking channels.

### **2. Common OTA Listing Management Practices**

Data indicates that villa owners apply the following operational strategies:

OTA pricing is maintained at a slightly higher or equal level compared to direct booking

Booking flexibility differs by channel

- OTA: stricter minimum stay or cancellation terms
- Direct booking: more flexible arrangements
- Value-added benefits are reserved for direct bookings, such as:
  - Early check-in or late check-out
  - Welcome amenities
  - Repeat guest incentives

These practices are implemented while remaining compliant with OTA policies.

### **3. Structural Limitations of OTA Platforms**

From an operational standpoint, OTA platforms limit villa owners' ability to:

- Communicate direct booking channels openly
- Build long-term guest relationships
- Retain guest data after check-out

As a result:

- Guest relationships are transaction-based
- Repeat booking potential is underutilized

#### **4. Identified Operational Gap**

Data shows a consistent gap across villa operators:

- Guest communication ends after check-out
- Guest data is not systematically stored
- No structured follow-up or remarketing process exists

Insight:

Each OTA booking represents a potential direct booking opportunity that is currently unmanaged.

#### **5. Role of AI PMS in Closing the Gap**

AI PMS is positioned to operate within the existing OTA ecosystem, without replacing OTA platforms.

Its function is to centralize guest interaction and data once a booking is confirmed.

##### **A. Pre-Arrival Phase**

AI PMS enables:

- Standardized pre-arrival communication
- Consistent branding and tone
- Professional guest onboarding

Result:

Guest perception shifts from platform-based to property-based experience.

##### **B. In-Stay Phase**

AI PMS supports:

- Centralized guest communication
- Automated information delivery
- Consistent service standards

Result:

Improved guest engagement and operational efficiency.

##### **C. Post-Stay Phase**

AI PMS facilitates:

- Guest data retention
- Automated thank-you messaging
- Controlled introduction of direct booking channels

All communications are conducted in compliance with OTA guidelines.

## **6. Direct Booking Growth Strategy Enabled by AI PMS**

Data-supported outcomes include:

### **Guest data ownership**

- Creation of an internal guest database

### **Controlled price parity**

- Competitive pricing with added value

### **Automated repeat booking workflow**

- Systematic post-stay follow-up

### **Reduced dependency on OTAs**

- Increased lifetime guest value

## **7. Strategic Conclusion for Clients**

Based on operational data:

- OTAs remain necessary for guest acquisition
- Long-term profitability depends on post-booking guest management

AI PMS functions as a system that:

- Converts OTA guests into repeat direct guests
- Reduces commission dependency over time
- Improves operational consistency

Key takeaway:

OTA platforms generate the first booking.

AI PMS enables control, retention, and direct booking growth thereafter.

## **Direct Booking Payment Methods & Booking Security**

### **Operational Data Findings and AI PMS Enablement**

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#### **1. Direct Booking Payment Methods Used by Villa Owners**

Based on operational data and common practices among small to mid-scale villa owners, the following payment methods are most frequently used for direct bookings:

##### **A. Bank Transfer (Primary Method)**

- Domestic bank transfer (BCA, Mandiri, BNI, etc.)
- International transfer (SWIFT / Wise)

##### **Reasons for use:**

- Low transaction cost
- Familiar and widely accepted
- No dependency on third-party platforms

##### **Operational limitations:**

- Manual payment verification
  - Delayed confirmation
  - High risk of miscommunication (amount, dates, booking reference)
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##### **B. Digital Wallets (Selective Usage)**

- GoPay, OVO, ShopeePay (mainly domestic guests)

##### **Typical usage:**

- Short stays
- Last-minute bookings

##### **Operational limitations:**

- Manual reconciliation
  - Limited use for international guests
  - No automatic date blocking
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##### **C. Online Payment Gateway / Payment Links (Limited Adoption)**

- Credit card payments via payment gateways
- Payment links (e.g., Stripe, Midtrans, Xendit)

**Usage pattern:**

- Adopted by more tech-oriented owners
- Not yet standardized across properties

**Limitations without PMS integration:**

- Payment not directly linked to availability calendar
  - Manual payment confirmation
  - No automated invoice or receipt
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## **2. How Villa Owners Secure Direct Bookings (Current Practice)**

Operational data shows that booking security is handled manually through a combination of the following methods:

### **A. Deposit-Based Confirmation**

- 30–50% deposit required to secure dates
- Remaining balance paid before or upon check-in

**Risk:**

- Dates not automatically locked
  - Overlapping inquiries may occur
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### **B. Manual Calendar Blocking**

- Availability manually updated on:
  - OTA extranets
  - Google Calendar
  - Excel or internal tracking sheets

**Risk:**

- High potential for human error
  - Delayed updates can lead to double bookings
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### **C. Informal Confirmation Process**

- Booking confirmation via WhatsApp or email
- Screenshots used as proof of payment

**Risk:**

- No standardized confirmation documentation
  - Difficult to track booking history and disputes
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### **3. Identified Operational Risks**

Across multiple villa operators, recurring operational risks have been identified:

- Double bookings caused by delayed calendar updates
- Payments received without clear booking references
- Dates held without payment commitment
- Cancellations without structured enforcement of policies

**Key insight:**

Direct booking offers higher margins but carries higher operational risk without a structured system.

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### **4. How AI PMS Facilitates Secure Payments and Booking Protection**

AI PMS addresses these gaps by **standardizing and automating the entire direct booking workflow**.

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#### **A. Integrated Payment Process**

AI PMS enables:

- Secure payment links tied to specific booking dates
- Multiple payment options:
  - Bank transfer
  - Credit card
  - Digital wallets
- Automatic payment status updates

**Outcome:**

Payment confirmation becomes system-driven rather than manual.

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#### **B. Automated Booking Lock Mechanism**

Once payment or deposit is received:

- Dates are automatically blocked across all channels
- Availability updates in real time

**Outcome:**

Elimination of double booking risk.

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### **C. Structured Confirmation and Documentation**

AI PMS automatically generates:

- Booking confirmation
- Payment receipt
- Clear payment, cancellation, and check-in policies

**Outcome:**

Higher professionalism and reduced dispute risk.

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### **D. Payment Policy Enforcement**

AI PMS supports:

- Deposit requirements
- Payment deadlines
- Automated reminders for outstanding balances

**Outcome:**

Bookings are secured with financial commitment.

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## **5. Guest Experience Benefits**

From a guest perspective, AI PMS provides:

- Clear and transparent payment instructions
- Secure and trusted payment channels
- Immediate booking confirmation
- Reduced uncertainty during the booking process

**Result:**

Higher guest confidence and increased direct booking conversion.

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## **6. Strategic Impact for Villa Owners**

Based on operational data, AI PMS delivers:

- Reduced booking errors
- Faster confirmation cycles
- Improved booking security
- Increased trust in direct booking channels

- Reduced reliance on OTAs for transaction security
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## 7. Strategic Conclusion

Direct booking is financially attractive but operationally vulnerable when managed manually.

AI PMS functions as:

- A secure payment facilitator
- A booking confirmation authority
- A risk-reduction system for villa owners

### **Key takeaway:**

AI PMS transforms direct booking from a manual, trust-based process into a structured, secure, and scalable operation.

## **Language Strategy for AI Voice Assistant in Villa Booking**

### **Operational Data Findings & Recommendation Framework**

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#### **1. Primary Objective of the Voice Assistant**

The AI voice assistant is designed to:

- Support guest inquiries during the booking process
- Reduce manual staff involvement
- Improve booking conversion through faster response
- Serve international and domestic guests consistently

Language selection directly impacts **accessibility, booking efficiency, and guest confidence.**

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#### **2. Core Languages Required (Minimum Viable Setup)**

Based on guest origin patterns and booking behavior in Bali (particularly Ubud), the following languages are considered essential:

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##### **A. English (Mandatory)**

###### **Coverage:**

- International travelers
- Primary language on OTAs (Booking.com, Airbnb)
- Default language for most villa websites

###### **Operational Value:**

- Serves as the universal fallback language
- Enables communication with guests from Europe, Australia, the US, and other international markets
- Supports professional brand perception

###### **Status:**

Non-negotiable core language.

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##### **B. Indonesian (Mandatory)**

###### **Coverage:**

- Domestic travelers
- Local guests booking via WhatsApp or website

- Local agents and partners

**Operational Value:**

- Increases trust for domestic bookings
- Reduces friction for local guests
- Supports local compliance and operational communication

**Status:**

Mandatory for properties operating in Indonesia.

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**C. Chinese (Mandarin) (High Priority)**

**Coverage:**

- Chinese-speaking markets (Mainland China, Taiwan, Singapore, Hong Kong)
- Group and family travelers
- Longer-stay bookings

**Operational Value:**

- Addresses language barriers that often block conversion
- Reduces dependency on manual Chinese-speaking staff
- Increases booking confidence among high-value guests

**Status:**

Strongly recommended for conversion optimization.

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**3. Secondary Languages (Optional / Phase 2)**

Based on demand concentration and ROI considerations:

**A. Japanese**

- Relevant for repeat, long-stay, and culturally sensitive guests
- High service expectation but lower volume than Chinese

**B. Korean**

- Growing inbound market
- High engagement with voice and mobile-based services

These languages are typically added once booking volume justifies expansion.

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**4. Language Prioritization Framework**

## **Priority Level Language Rationale**

Core	English	Global coverage
Core	Indonesian	Domestic market
High	Chinese	High-value segment
Expansion	Japanese	Niche repeat market
Expansion	Korean	Emerging market

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## **5. Voice Assistant Design Considerations**

To ensure smooth booking interaction:

- Automatic language detection based on:
    - User device settings
    - Website language selection
  - Manual language selection option
  - Seamless fallback to English if language confidence is low
  - Consistent tone and terminology across languages
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## **6. Strategic Impact for AI PMS**

Multilingual voice support enables:

- Higher booking conversion rates
  - Reduced reliance on human staff
  - Improved guest experience consistency
  - Broader market reach without increasing operational cost
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## **7. Strategic Conclusion**

For an AI voice assistant supporting villa bookings in Bali:

- **English and Indonesian are mandatory**
- **Chinese (Mandarin) provides significant conversion uplift**
- Additional languages should be introduced based on booking volume and ROI
- **Key takeaway:**  
A focused multilingual strategy delivers higher operational efficiency and stronger booking performance than broad, unfocused language coverage.