

## **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.**

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### **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

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## **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

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### **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
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## 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**.

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### **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.”

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### **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.”

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### **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.”

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**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
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### 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.”

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### 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

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## 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.”

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## 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