

NISMARA UMA VILLA

Business Performance Analysis | September 2025 - September 2026

TOTAL BOOKINGS

41

26 (2025) | 15 (2026)

TOTAL REVENUE

**IDR
139.9M**

~\$8744 USD

Avg Booking Value

IDR 3.4M

~\$213 USD

Avg Length of Stay

3.5

nights

Revenue Trend (IDR Millions)



Occupancy Rate (%)



Performance Summary

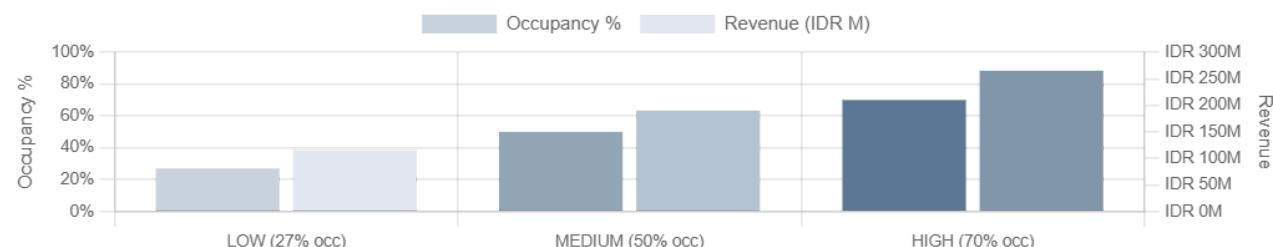
| Period | Status | Bookings | Revenue | Occupancy | ADR |
|---------------------|-------------------|----------|-----------|-----------|-----------------|
| 2025 (Sept-Dec) | Completed | 26 | IDR 82.1M | 65% | IDR 1040K/night |
| 2026 (Jan-Sept YTD) | Confirmed to date | 15 | IDR 57.8M | 27% | IDR 889K/night |

* 2026 data reflects bookings confirmed as of January 2026. Additional bookings expected throughout the year.

2026 Full-Year Scenarios

| Scenario | Occupancy | Est. Bookings | Est. Revenue | Context |
|----------|-----------|---------------|--------------|--|
| LOW | 27% | ~30-35 | IDR 110-120M | Current trajectory, no additional action |
| MEDIUM | 50% | ~55-60 | IDR 180-200M | With AUTOPILOT + Landing Page |
| HIGH | 70% | ~75-80 | IDR 250-280M | Full implementation (all 4 phases) |

2026 Occupancy & Revenue Scenarios



Key Observations

Strong 2025 Performance

2025 achieved 65% occupancy (Sept-Dec) with IDR 82.1M total revenue.

Nismara Uma Villa - Confidential Business Analysis Guest Database Potential

41 bookings represent untapped database for direct marketing and repeat bookings.

2026 Opportunity

Current 27% occupancy in 2026 shows significant growth potential with proper marketing.

OTA Dependency

93% of bookings through OTAs. 15% commission = IDR 18.7M annually. Direct bookings would increase profit margin.

Data Capture Gap

Booking records lack complete guest contact information limiting direct communication and remarketing capabilities.

Manual Operations

All booking management and guest communication handled manually via WhatsApp and spreadsheets.

Areas of Attention

Distribution Channel Dependency

Current reliance on OTA platforms results in commission expenses of approximately **IDR 18.7M annually (~\$1169 USD)**. Direct booking capability would reduce acquisition costs by 15%.

Guest Database Development

41 bookings without captured contact details. Industry benchmark shows **15-20% repeat booking rate** when proper CRM is implemented.

Operational Efficiency

Manual processes for booking management, calendar updates, and guest communication create time overhead and potential for scheduling conflicts. Automation would save 2-3 hours daily.

RECOMMENDED APPROACH

Phase 1: AUTOPILOT Implementation Plan

Strategic Objectives

**INCREASE
Direct Bookings**

Reduce OTA dependency

**OPTIMIZE
Operations**

Automate workflows

**BUILD
Guest Database & Communication**

Customer communication, social media & remarketing

Implementation Roadmap

1

AUTOPILOT Dashboard

Centralized management platform for property operations, booking tracking, guest database, and payment monitoring.

Deliverables:

- Property management module
- Booking tracking system
- Guest CRM database
- Payment & maintenance tracking

2

Landing Page

Direct booking website with real-time calendar synchronization, online payment integration, and automated confirmations.

Deliverables:

- Public booking website
- Calendar sync (Airbnb/Booking)
- Payment gateway integration
- Automated email confirmations

3

Customer Communication

Automated WhatsApp and email communication system for booking confirmations, pre-arrival instructions, and post-stay follow-ups.

Deliverables:

- WhatsApp Business API integration
- Email automation workflows
- Guest communication templates
- Review request automation

Technical Requirements: WhatsApp Business API setup requires a new dedicated phone number. Email campaigns powered by Resend (included in MY HOST BizMate).

4

Content Creation

AI-powered content generation module for social media, marketing materials, and guest communications. Custom developed for Nismara Uma.

Deliverables:

- Content generation module
- Automated social media posts
- Marketing material templates
- Brand consistency tools

Expected Outcomes

| Metric | Current | Target (12 months) | Impact |
|-----------------|------------|--------------------|------------------------------|
| Direct Bookings | ~5-10% | 25-30% | Reduced OTA commissions |
| Guest Database | Incomplete | 100% capture rate | Enable remarketing campaigns |

| Metric | Current | Target (12 months) | Impact |
|-------------------------|----------------|------------------------|--------------------------|
| Response Time | 2-12 hours | <2 minutes (automated) | Improved conversion rate |
| Occupancy Rate | 27% (2026 YTD) | 50-60% | Increased revenue |
| Operational Time | 2-3 hours/day | 30-45 minutes/day | Time efficiency |

Recommended Next Steps

- 1. Data Migration:** Import existing 41 bookings into AUTOPILOT system for historical tracking
- 2. Guest Information Capture:** Collect complete contact details for previous guests (via booking channels)
- 3. Landing Page Deployment:** Activate direct booking website with calendar synchronization
- 4. Process Training:** Team onboarding for AUTOPILOT dashboard and workflow management
- 5. Communication Setup:** Configure automated WhatsApp and email templates