

June 8, 2023

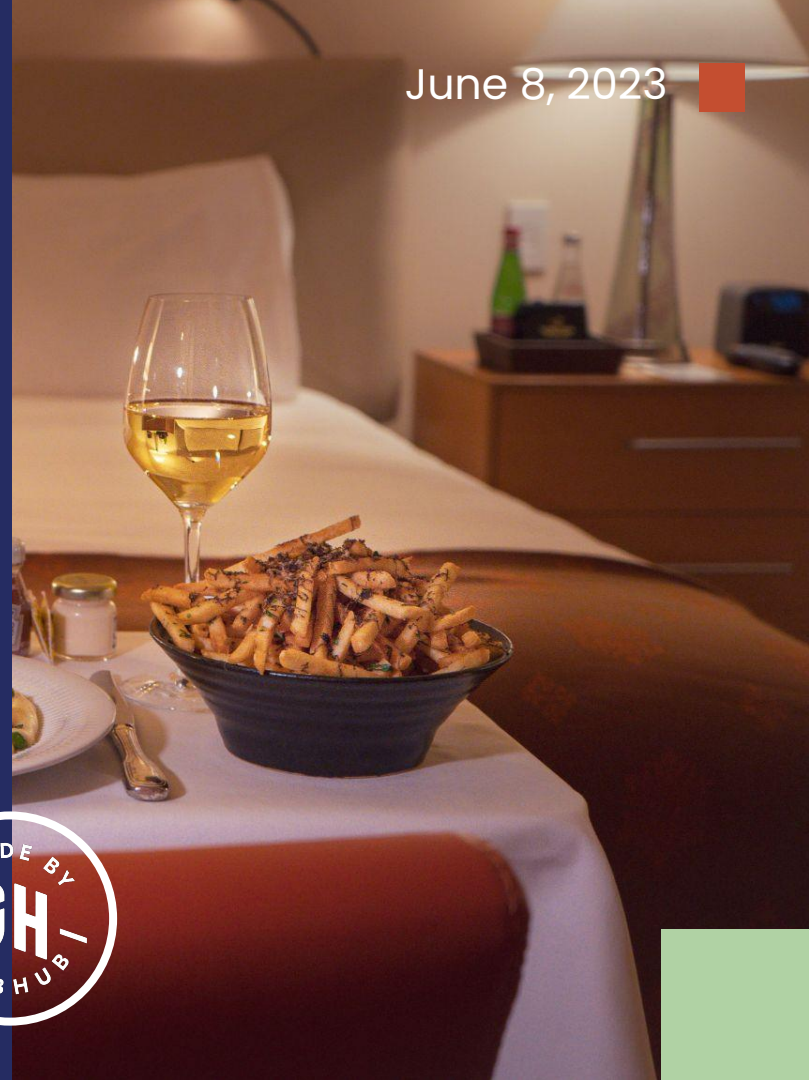
# Hospitality Limited Services Management

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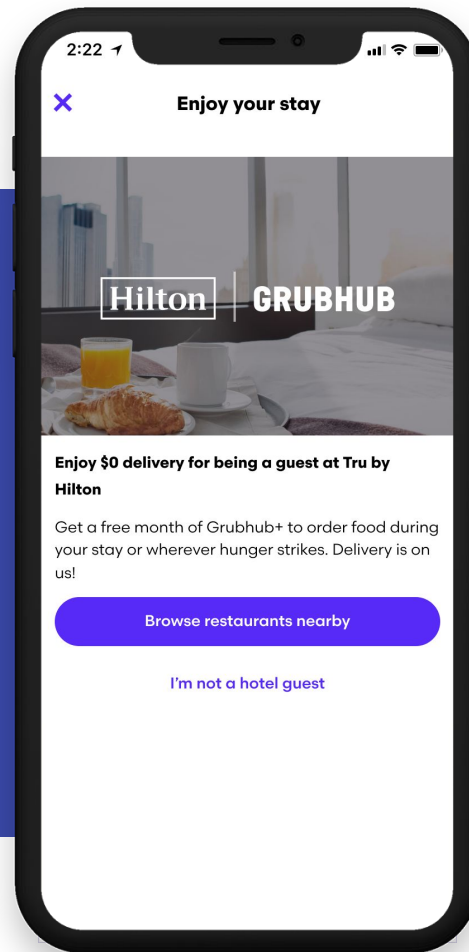
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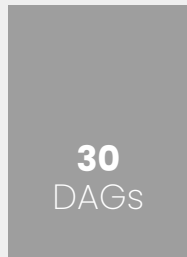
# Experience overview

**The Hospitality Limited Service solution** allows participating hotels to offer their guests a hotel-branded GH experience and \$0 delivery via 1-month free GH+

LS diner experience



# Limited services **success**



Doubled DAGs at pilot properties

**50%**

Diners are new  
or reactivated

**15%**

Diners ordered  
again post stay

**+500**

Homewood  
hotels launched

**~\$4.5**

*GH avg is ~\$3  
Campus avg is ~\$1*

Avg CPPO

**25%**

Ordered more than  
once during stay

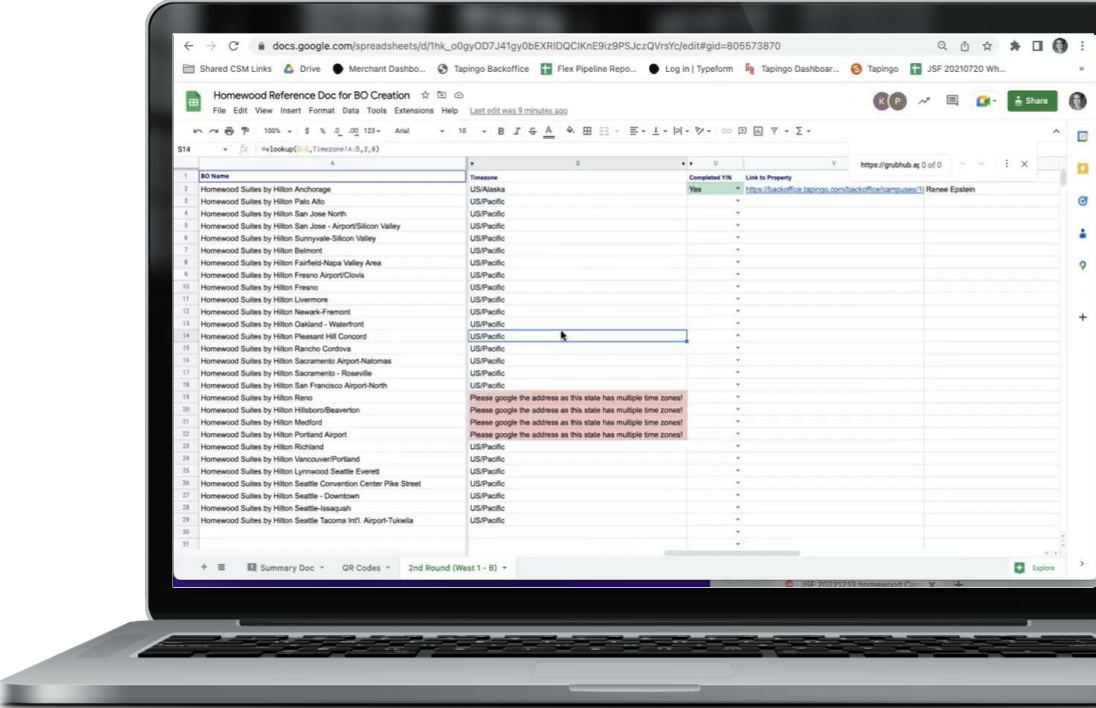
**11K**

Pipeline  
properties

# Challenge

The campus tech stack and backoffice tool has been used to set up and maintain hotel properties.

**It does not allow our team to scale to the projected amount of hotels or manage properties efficiently.**



# Key objectives

Given the product-market fit for Limited Service, our main 2023 focus is to scale this business to 2500 properties. Moving forward we need to migrate to the marketplace stack in order to scale to the amount of hotels in the pipeline beyond 2023.

1.

## Scale

Support property growth and scale to tens of thousands of properties.

2.

## Opportunity

Maintain funnel conversion rates through transition

**25K** DAGS  
**\$20M** annual revenue

3.

## Automation

Automation for manual property management processes to support scale

# Product and design objectives



# User types



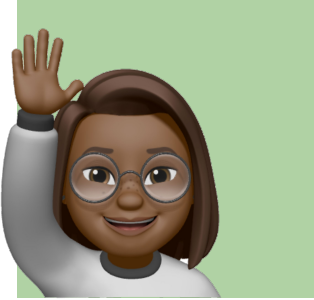
## **GH Internal admin**

Sets up entire group in bulk and wants more efficient workflows



## **Group manager**

May need to edit in-app experience details and view reporting



## **Property manager**

Needs property-level reporting only

# Points of consideration

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## GFR

How might we leverage GFR for this new management tool?

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## Cookbook

How might we leverage Cookbook to build this platform?



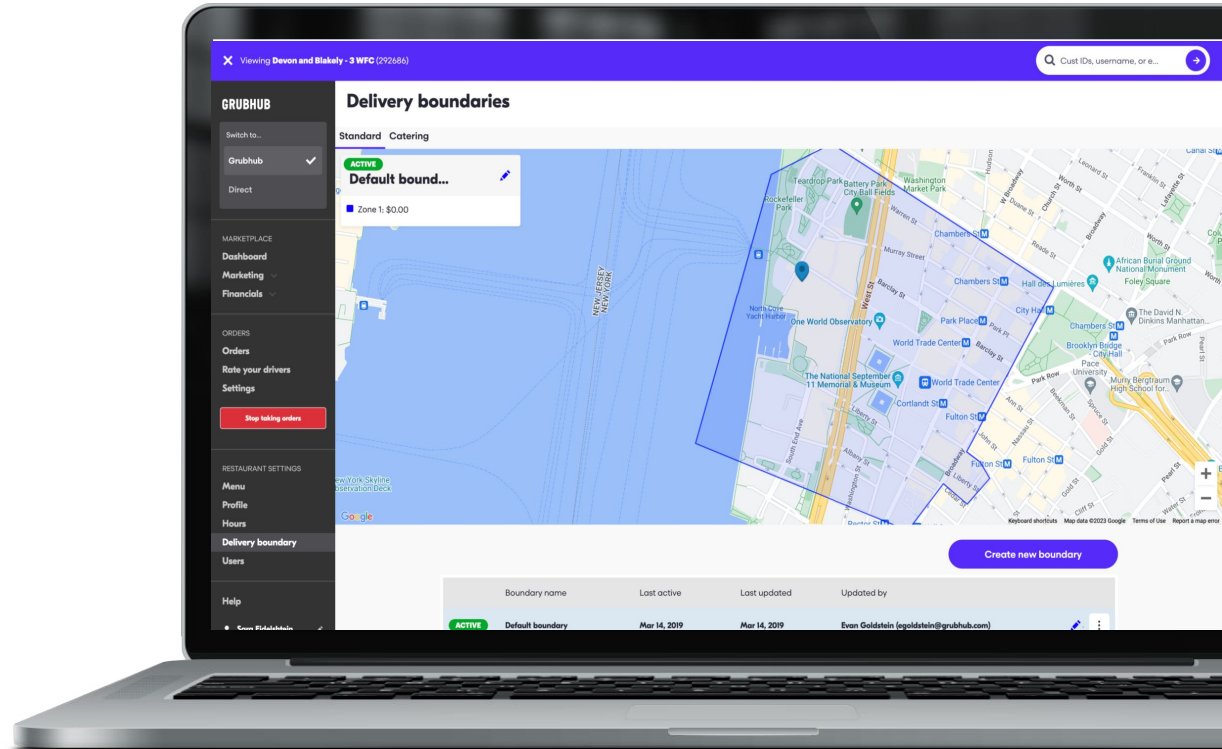


# GFR Subapp

## Why GFR (for Merchants) wasn't a good fit

- Hotel properties have very different and limited needs compared to Merchant setup in GFR
- Limited service hotels have no restaurants on site
- Will leverage existing Users tab and login flows from GFR

GFR delivery boundaries screen



# Design



# Bulk hotel onboarding

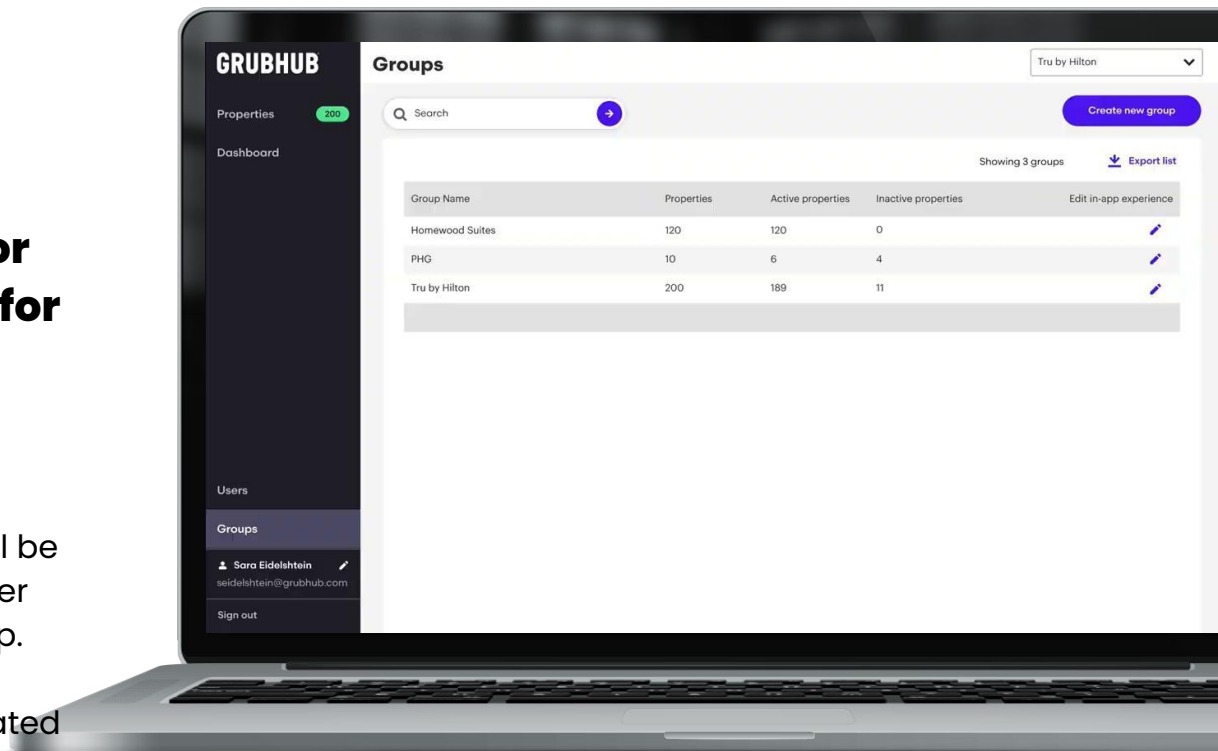
**Platform hierarchy allows for quick and easy onboarding for multiple properties**

All properties on the platform will be organized by group and this will determine the list of properties that will be impacted by any bulk action from either the interface, or API made to that group.

Bulk uploads are based on CSV templated files for v1

[Prototype >](#)

Creating a group and bulk add properties



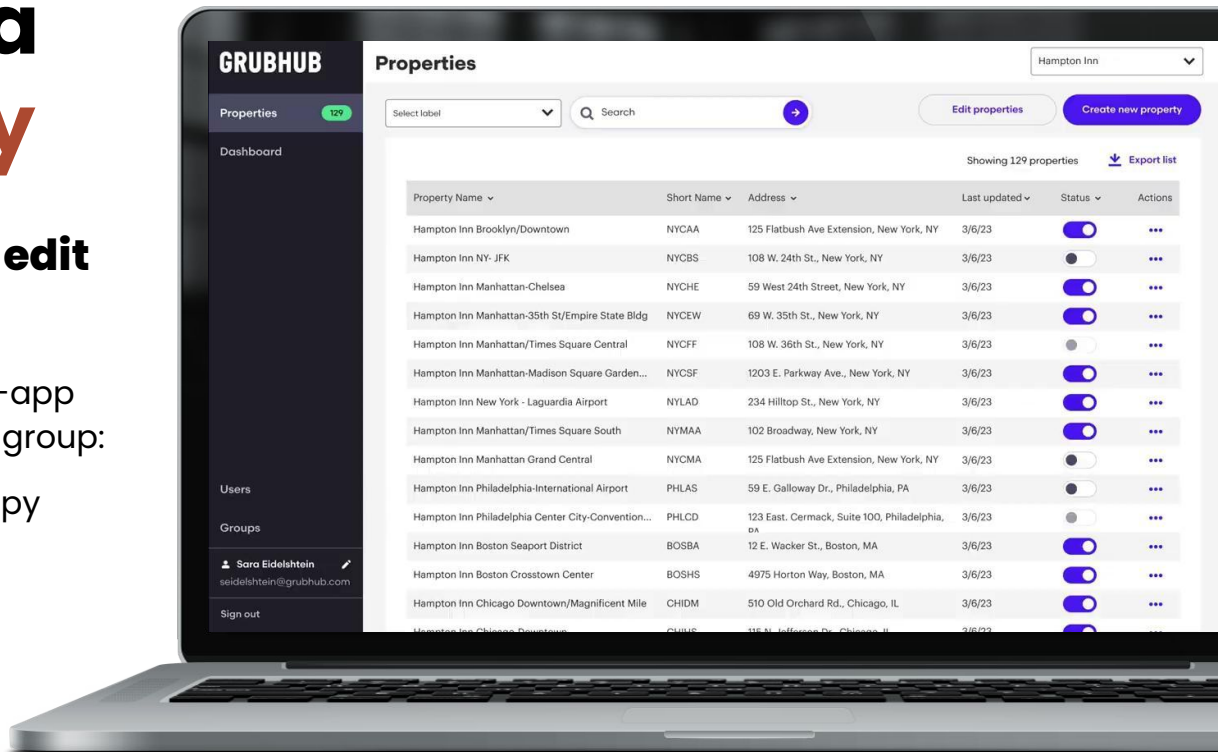
# Create or edit a single property

## Allow for manual setup and edit of individual properties

Can edit or create property specific in-app experience details independent of the group:

- Unique images and welcome copy
- Geozone
- Delivery drop off instructions

Single property edit and creation



# Dashboard

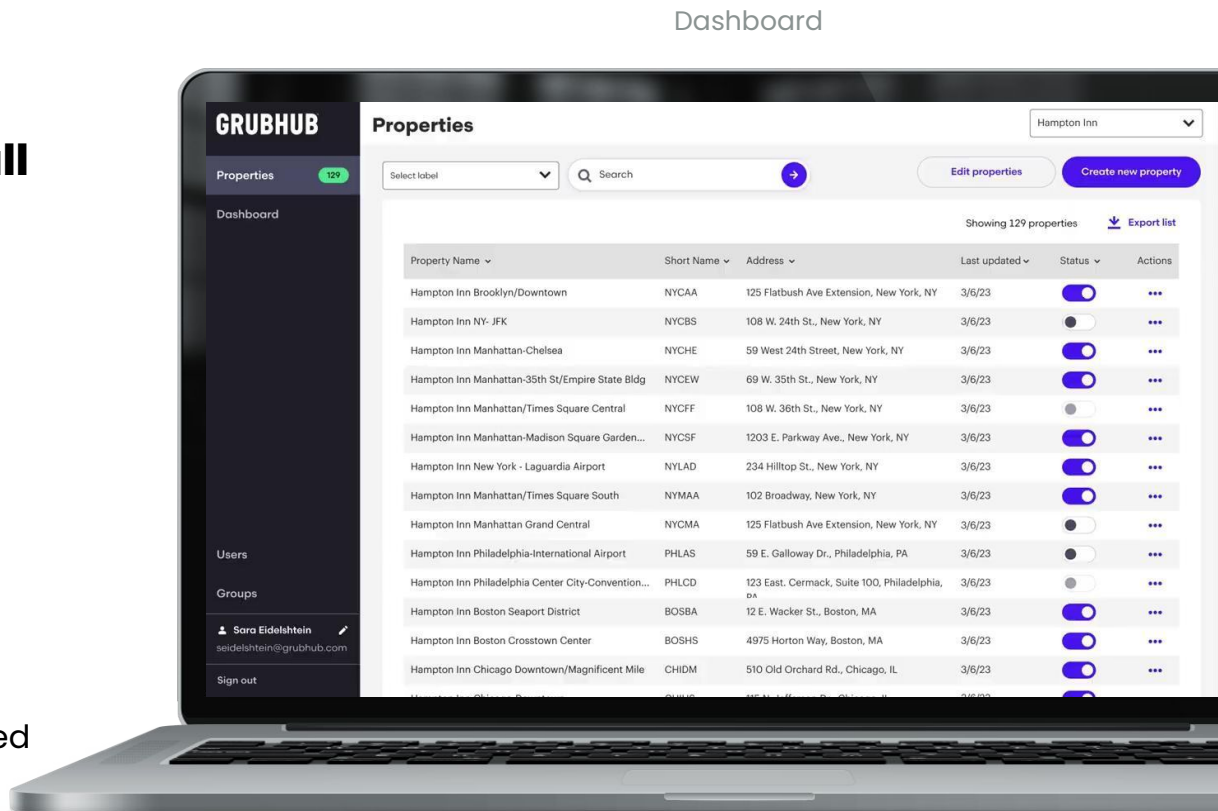
## Reporting and insights for all user types

Property reports will allow users to set custom timeframes and show the following information:

- Order volume
- Total new diners acquired
- Top restaurant types (QSR, Convenience, etc.)

Group managers will be able to filter through the list of properties associated with the group, and view a report for selected groups of properties.

[Prototype >](#)

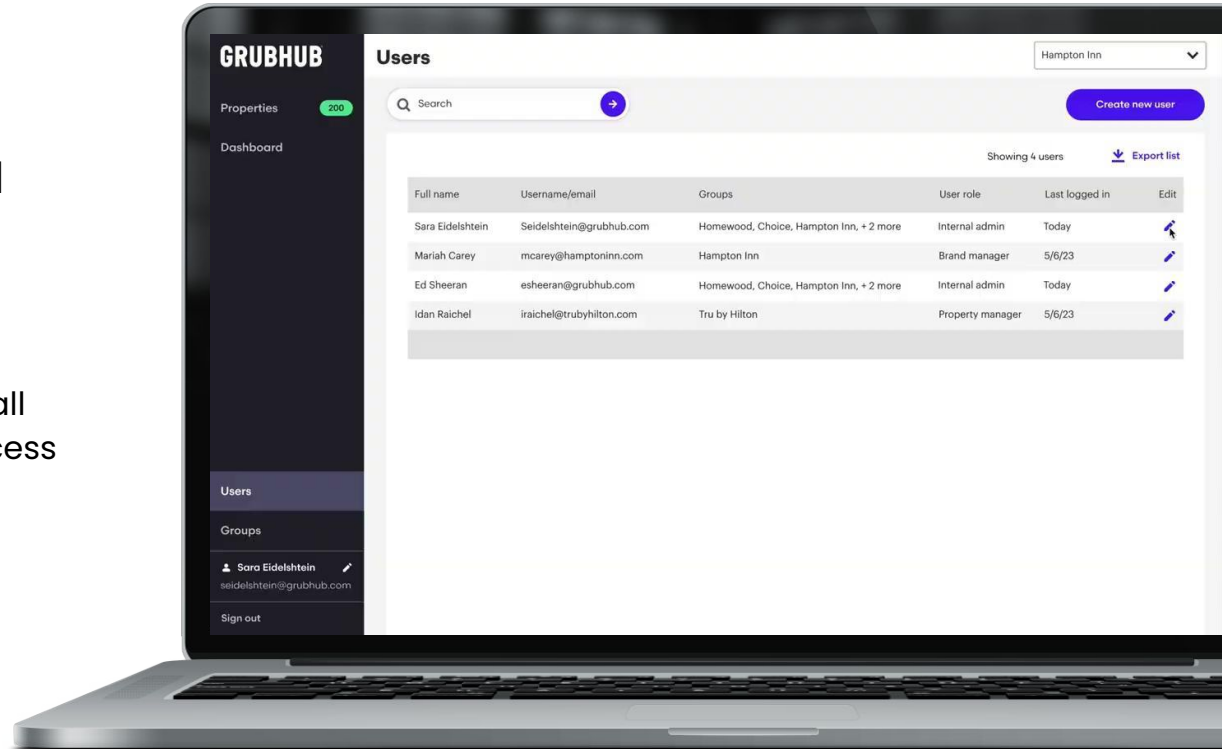


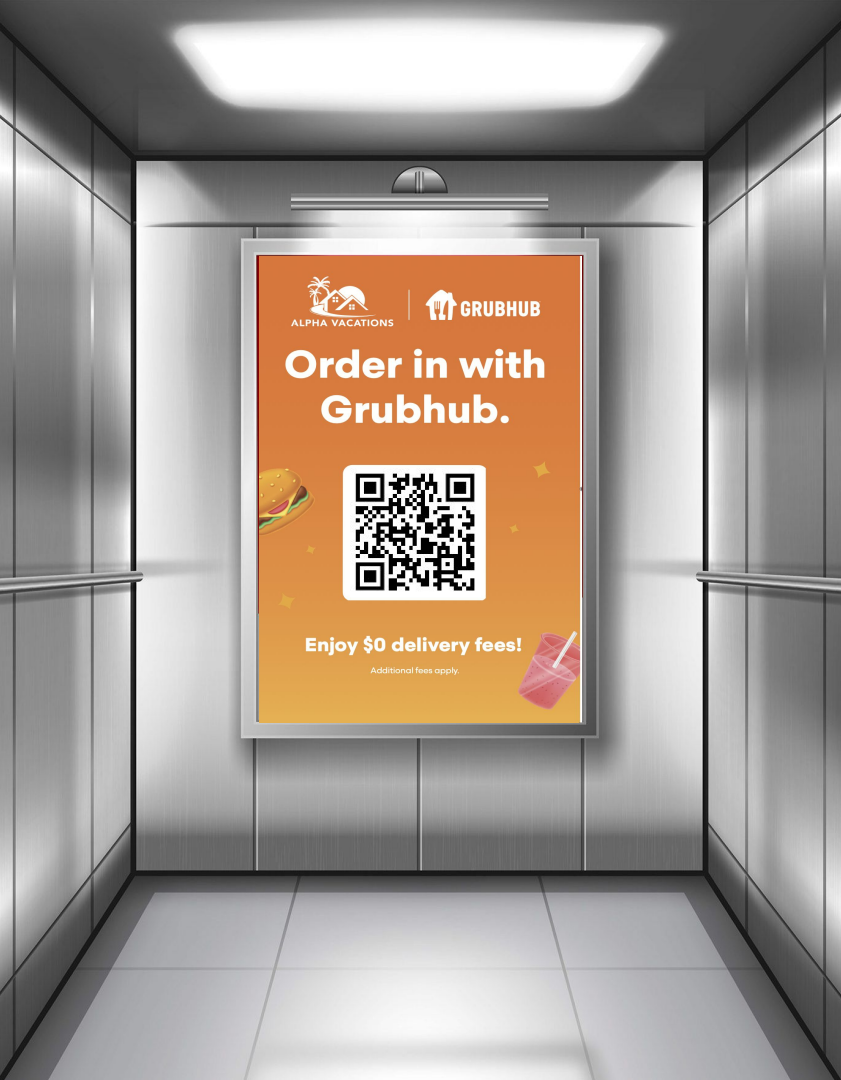
# User management

## Admin access to create and edit users

- Predefined roles have specific access
  - **Internal admin:** Add/edit all
  - **Group manager:** View access all properties of group
  - **Property manager:** View access Dashboard
- V1- no customizations
- V2- Support selection of group/properties

[Prototype >](#)





## What's next?

- Pending design** **Coming soon**  
Marketing links and geozone component.  
Copy updates coming next week!
- New Scalable & Stable BE** **Q3**  
Reconstructing the Hospitality services and management features on GH's Java Stack. Migration of all existing properties.
- Management Platform** **Q3-4**  
Release for LS Management platform



**Questions?**







**Thank  
You.**



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# Opportunity

<b>Per Property</b>	DAG Opportunity	2.3
	Annual Marketplace Orders (during stay)	830
	Annual Post stay DAGs	55
<b>Total Hilton Opportunity</b>	Number of U.S. properties	5,000
	Total New + Reactivated Diner Acquisition Opportunity	1.3M
	Total DAG Opportunity	11,375
	Hilton Profit	\$11 M/y
<b>Total Hilton, Choice, Sonesta, Oyo Opportunity (11k properties)</b>	<b>Total DAG Opportunity</b>	<b>25,025</b>
	<b>Total Profit Opportunity</b>	<b>\$24.3 M/y</b>