ABOUT DIGIESTATE HOSPITALITY

- DigiEstate Hospitality is a full-stack hospitality tech and marketing company.

- We specialize in integrating data-driven revenue strategies, cutting-edge marketing tools, and intelligent digital solutions for hotels.

- Our mission: *Help properties of all sizes grow their revenue, streamline operations, and enhance guest satisfaction*.

- We partner with boutique hotels, resorts, chains, and independent stays to create customized strategies that work.

OUR COMPREHENSIVE SERVICES

Revenue Management
Optimize your pricing and inventory based on real-time demand and data insights.

Digital Marketing
Boost your visibility and direct bookings through SEO, metasearch, Google Ads, and social media.

Custom Digital Solutions
Website development, booking engines, digital concierge systems, and guest tech integrations.

REVENUE MANAGEMENT SOLUTIONS

Dynamic Pricing Engine: Adjust rates automatically based on competitor rates, local events, and booking trends.

Forecasting Tools: Predict demand and occupancy to maximize yield.

Multi-Channel Integration: Unified platform for PMS, CRS, OTAs, and booking channels.

Analytics Dashboards: Real-time insights into revenue performance, pickup trends, and market position.

Rate Parity Monitoring: Avoid undercutting and maintain consistent pricing across channels.

Digital marketing strategy

Direct Booking Optimization:
Reduce OTA dependency with targeted SEO, paid search, and retargeting.

OTA Performance Management:
Boost your visibility and ranking on platforms like Booking.com, Expedia, and Airbnb.

Branded Website Development:
Fast, mobile-friendly, conversion-focused websites with secure booking integration.

Campaign Strategy:
Design high-converting seasonal and event-based campaigns.

Social Media & Influencer Marketing:
Engage your audience and grow brand affinity organically.

Custom digital solutions

Tailored Website Design: User-friendly, responsive, and designed to convert.

Smart Booking Engine: Supports upsells, special offers, multilingual features, and mobile optimization.

Digital Concierge Tools: Enhance pre-arrival and in-house guest experience through chatbots and automation.

Room Automation & IoT Integration: Improve operational efficiency and guest satisfaction.

Data Collection & CRM Tools: Capture guest data for personalized marketing and loyalty programs.

Seamless integrations

Compatible with top systems: **PMS, CRS, CRM, Revenue Management Tools, and Channel Managers**.

Real-Time Data Sync: Avoid double bookings, rate conflicts, and manual updates.

Centralized **Admin Dashboard**: One panel to manage rates, availability, and analytics.

Open API Architecture: Flexibility to integrate with new or existing systems.

Built for **scalability**: Ideal for boutique hotels to large multi-location chains.

CASE STUDY -

1. Jusgar Resort *(Kotdwar)*
Challenge: Low online visibility and no digital marketing presence.

Solution: Created SEO-optimized website, launched local awareness Google Ads, managed OTA listings.

Result: 55% increase in weekend bookings, improved search ranking for "resorts in Kotdwar".

2. Hridyesh Resort *(Nainital)*
Challenge: High OTA dependency and lack of rate parity.

Solution: Implemented revenue manager with automated pricing and parity monitoring.

Result: ADR increased by 20%, 40% of bookings now through direct channels.

CASE STUDY -

3. Charaktal Homestay *(Lansdowne)*
Challenge: Difficulty targeting eco-travelers and minimal brand awareness.

Solution: Rebranded identity, eco-tourism blog series, influencer collaborations.

Result: 3x web traffic increase, ranked among top 3 homestays in Lansdowne.

4. The Belvedere *(Kasauli)*
Challenge: No central dashboard to manage bookings, pricing, and inventory.

Solution: Integrated PMS, revenue manager, and OTA platforms into one system.

Result: 15% fewer booking errors, 25% more efficient rate management.

CASE STUDY -

5. Punarvawellness *(Dehradun)*
Challenge: Wellness packages lacked exposure and online discoverability.

Solution: Digital campaigns on Facebook & Google, keyword-rich landing pages.

Result: 30% more bookings on Ayurvedic retreats and therapies.
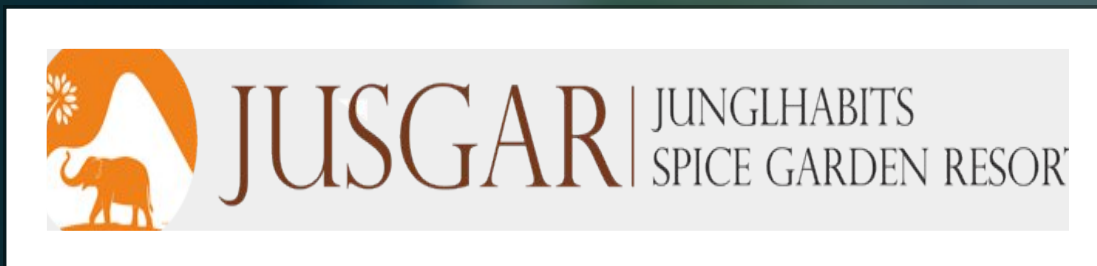
6. Padhampuri Resort *(Nainital)*
Challenge: Seasonal occupancy dips and low visibility among family travelers.

Solution: Family package campaigns, direct booking microsite, loyalty emailers.

Result: 2x growth in bookings during off-season, 50% repeat visitor rate.

Clients -

Results & Impact

Performance Highlights:

1. **+25% increase in direct bookings** within the first 3 months of onboarding.

2. **-30% reduction in OTA commissions** through better direct visibility and upsell tactics.

3. **+18% RevPAR growth** driven by optimized pricing and demand forecasting.

4. **Client Feedback:** "The smartest investment we made was switching to DigiEstate."
Metrics-driven decision-making for long-term profitability.

THANK YOU!

Step 1: Book a FREE Revenue & Marketing Audit for your property.

Step 2: Receive a tailored proposal with strategic growth suggestions.

Step 3: Launch within days with full onboarding and training support.

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WEBSITE - hospitality