

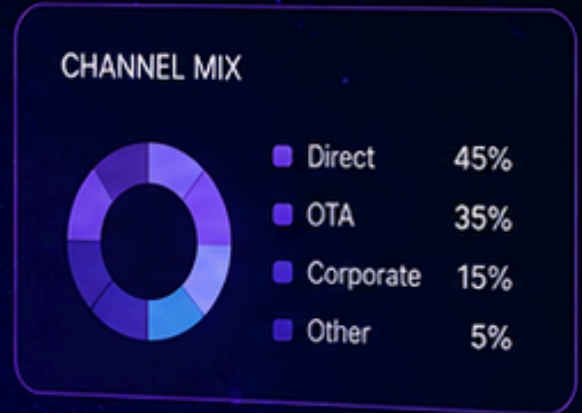
Tech-Powered Hotel Revenue Management

ask  
**upscale.**

# The Revenue Engine for Independent Hotels.

8 touchpoints orchestrated into one system — built by hotel owners & property investors, for hotel owners.

Platform manajemen revenue berbasis AI — dibangun oleh pemilik hotel dan investor properti untuk pemilik hotel.



THE CHALLENGE · TANTANGAN

# We know this pain. We lived it.

Before we built UPSCALE, we managed hotels ourselves — and faced these exact challenges every day.

Sebelum membangun UPSCALE, kami adalah pengelola & investor hotel yang menghadapi masalah yang sama persis.



## Revenue tidak stabil, balik modal tidak pasti

Occupancy naik-turun tanpa pola.  
Tidak ada strategi demand berbasis data — hanya menebak.

Occupancy fluctuates without pattern. No data-driven demand strategy — just hope.



## Pricing manual, selalu ketinggalan pasar

Rate update seminggu sekali.  
Kompetitor bergerak setiap jam.  
Anda satu langkah di belakang.

Rate adjustments happen weekly.  
Competitors move hourly. You're behind.



## Semua touchpoint berjalan sendiri-sendiri

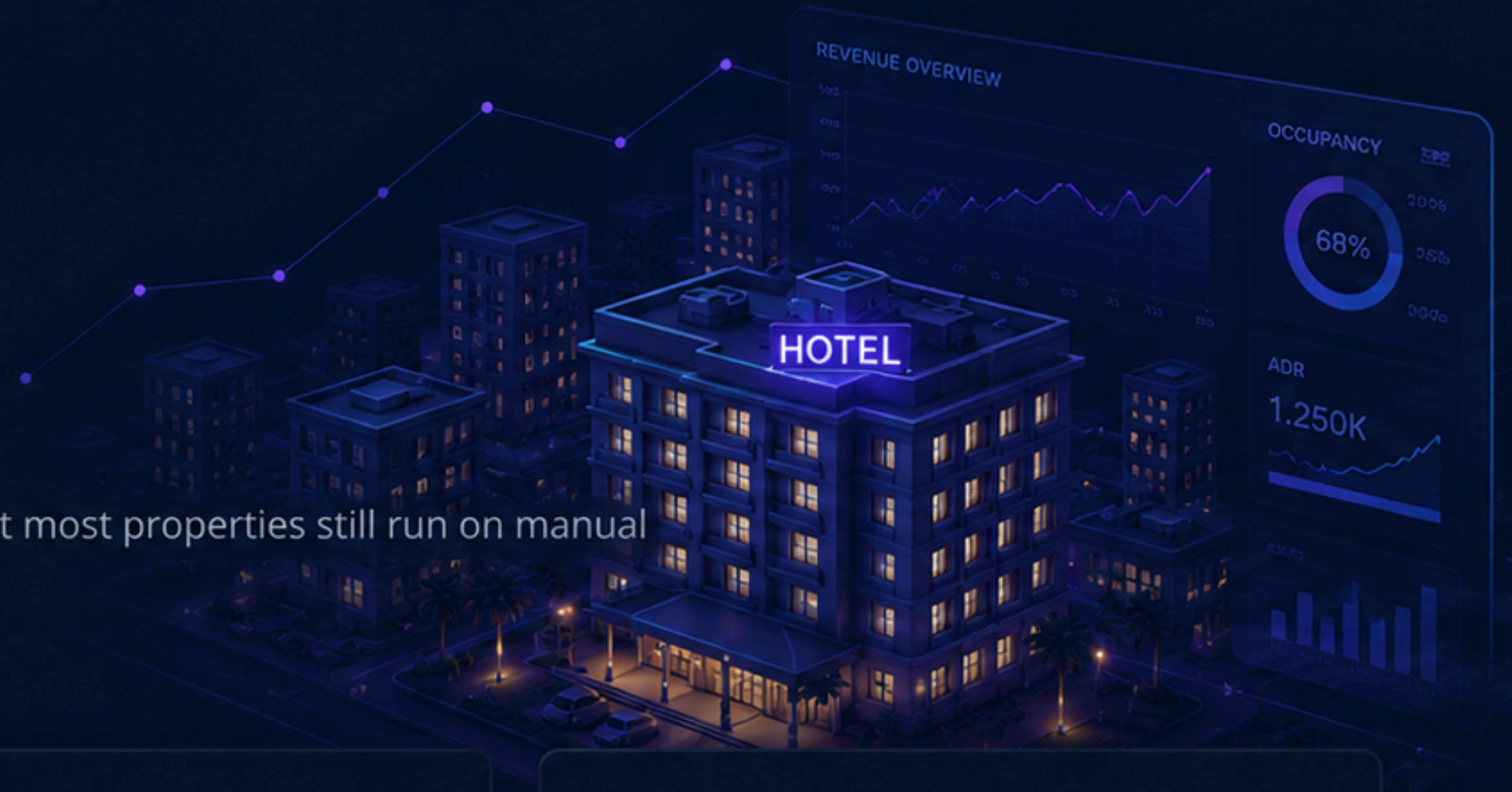
OTA, pricing, inventory, direct booking — semua terpisah. Tidak ada mesin yang bekerja bersama.

Every channel managed in isolation. No visibility, no coordination, no engine.

MARKET OPPORTUNITY • PELUANG PASAR

# A massive market, barely touched.

Indonesia's hospitality sector is one of Southeast Asia's largest — yet most properties still run on manual systems with no revenue science behind them.



**28K+**

**Classified hotels**

Hotel berbintang di seluruh Indonesia

**\$16B+**

**Annual tourism revenue**

Pendapatan sektor pariwisata per tahun

**<15%**



**Use revenue management**

Hotel yang sudah pakai manajemen pendapatan berbasis data

THE SOLUTION · SOLUSI KAMI

# 8 touchpoints. One revenue engine.

Kebanyakan hotel mengelola setiap touchpoint secara terpisah. Kami mengorkestrasikannya ke dalam satu sistem revenue yang saling terhubung satu-sama lain.

 **REVENUE LOOP** — semua touchpoint saling mengisi 



# From audit to optimized operation.

Every engagement starts with a free audit — then we architect and activate the engine for your specific property.

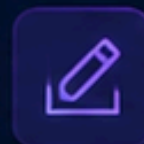
Setiap partnership dimulai dengan audit gratis — lalu kami bangun sistem yang bekerja untuk properti Anda.



## Discovery

We audit your channels, systems, and revenue performance to map every gap — at no cost.

Audit properti, sistem, dan performa revenue — gratis, tanpa komitmen.



## Architecture

We design your tech stack, pricing strategy, and distribution map — tailored to your market position.

Desain tech stack, strategi pricing, dan peta distribusi khusus properti Anda.



## Activation

All systems connected. Algorithms calibrated. Your team trained. Everything live as one coordinated engine.

Koneksi semua sistem, kalibrasi algoritma, training tim Anda.



## Optimization

We monitor, adjust, and refine — with monthly reports and continuous performance iteration.

Monitor dan tingkatkan terus — laporan bulanan disertai rekomendasi aksi konkret.

PROVEN RESULTS · HASIL TERBUKTI

# Numbers from our own hotels first.

We deployed UPSCALE on our own properties before offering it to anyone else. These results come from real hotels, not projections.



**+23%**

**Revenue Increase**

Rata-rata kenaikan pendapatan di properti kami.

**+18%**

**RevPAR Improvement**

Peningkatan pendapatan per available room.

**+31%**

**Direct Booking Growth**

Lebih banyak tamu memesan langsung lewat kanal sendiri.

**-25%**

**Manual Work Reduction**

Lebih sedikit waktu untuk tugas operasional manual.

# Two models. One outcome: higher revenue.

Pilih model partnership yang sesuai — kami fleksibel, karena kami memahami setiap properti berbeda.

## 01 · DISTRIBUTION MANAGEMENT

### For owners with an ops team in place

Untuk pemilik yang sudah punya tim dan ingin mengoptimalkan distribusi & revenue.

- Multi-channel OTA setup & optimization
- AI-assisted dynamic pricing & rate strategy
- PMS & channel manager integration
- Competitor rate monitoring & alerts
- Monthly distribution performance report

Commercial model

**% share of revenue — we earn when you earn**

## 02 · FULL HOTEL MANAGEMENT

### For owners wanting full partnership

Untuk pemilik yang ingin menyerahkan kompleksitas operasional sepenuhnya kepada mitra yang memahami properti Anda.

- Full revenue management & dynamic pricing
- Day-to-day operations & staff training
- Guest experience & review strategy
- SOP development & full system orchestration
- Monthly report + competitor benchmarking

Commercial model

**Custom — % revenue, % GOP, fixed lease, or hybrid**

# Not all operators are the same.

Banyak yang menawarkan jasa manajemen hotel — tapi sedikit yang benar-benar bekerja untuk kepentingan Anda sebagai pemilik.



	OYO / RedDoorz Franchise aggregator	Local Operator Traditional management	Other Operators Local operator (mixed model)	<b>upscale.</b> Revenue Management Partner
Owner retains brand & identity	✗	✓	✓	✓
AI-driven dynamic pricing	Partial	✗	✓	✓
Revenue focus (not just occupancy)	✗	✗	✓	✓
Transparent reporting & data access	✗	Varies	✓	✓
Built by actual hotel operators	✗	Sometimes	✓	✓
Commercial model aligned with owner	✗ Fixed fee, high take	Varies Often fixed regardless of results	Varies Often fixed regardless of results	✓ % of revenue — we earn when you earn

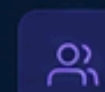
WHY TRUST US · MENGAPA PERCAYA KAMI

# We didn't build this from a boardroom.

We are hotel owners and property investors. We managed properties with the same tools and frustrations you're dealing with now — manual pricing, fragmented channels, unpredictable revenue.

Kami adalah pemilik & investor properti. Kami bangun UPSCALE untuk kebutuhan kami sendiri dulu — baru kami tawarkan setelah terbukti berhasil.

*"Sistem yang kami ciptakan telah terbukti meningkatkan revenue hotel kami sendiri hingga **+30%** — baru kemudian kami menawarkannya kepada Anda."*



## Former hotel operators & managers

Kami pernah duduk di posisi yang sama dengan Anda. Merasakan tekanan operasional hotel setiap hari.



## Now active property owners & investors

Kami pakai UPSCALE di properti kami sendiri. Bukan demo — hasil nyata dari investasi kami sendiri.



## Proven on our own hotels first

**+26% RevPAR** · **+32% Direct bookings**  
**- -42% manual work** — angka ini berasal dari properti kami sendiri.

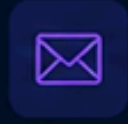
LET'S TALK • HUBUNGI KAMI

# Start with a free audit.

Kami analisa distribusi, pricing, dan performa revenue Anda saat ini — lalu tunjukkan di mana pendapatan Anda bocor.



Website  
[upscale.asia](https://upscale.asia)



Email  
[contact@upscale.asia](mailto:contact@upscale.asia)



Phone / WhatsApp  
[+62 819-0157-5869](https://wa.me/6281901575869)

ask  
**upscale.**

