HotelBuddy | ACCOR

FOR ACCOR HOTELS

The Digital Guest Experience Platform

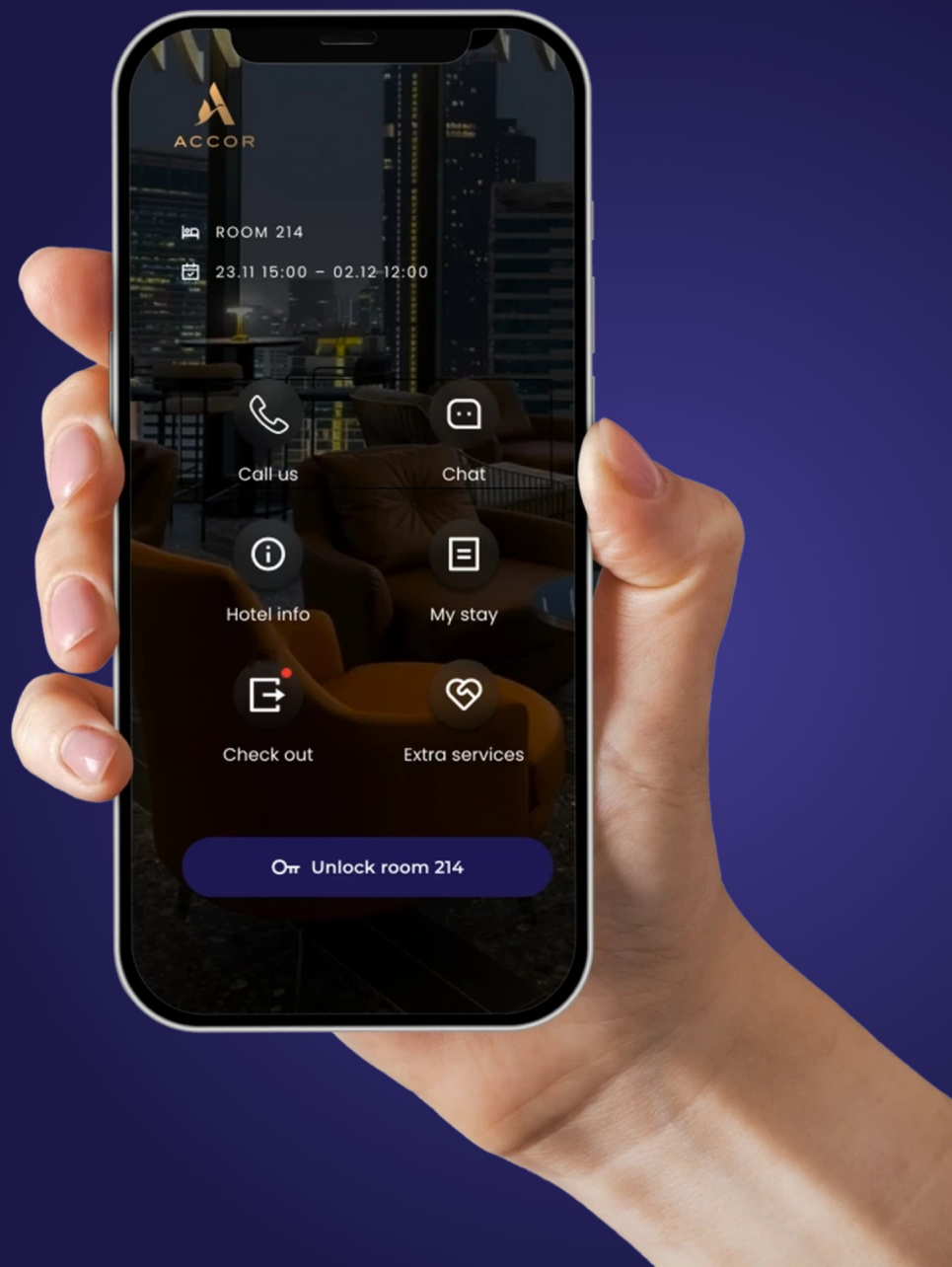
Automate guest journeys, reduce front-desk workload and unlock new revenue, from check-in to check-out, on the guest's phone and in your hotel's brand.

100% web-based*

Accor-approved partner

*no app download needed

hotelbuddy.eu



THE PROBLEM

HotelBuddy

Hotels run lean. Guests are mobile-first. Check-in hasn't caught up.

Staffing is harder than ever

Finding and keeping front-desk staff is hard and costly; service slips at peak times.

Guests have gone mobile

By 2030, 70% of guests will be digital natives. 73% already prefer self-service tech.*

Check-in is still manual

Queues at reception, paper registration cards, staff stuck on admin instead of guests.

Ancillary revenue is missed

Upsells depend on a busy front desk, so most guests never see what's on offer.



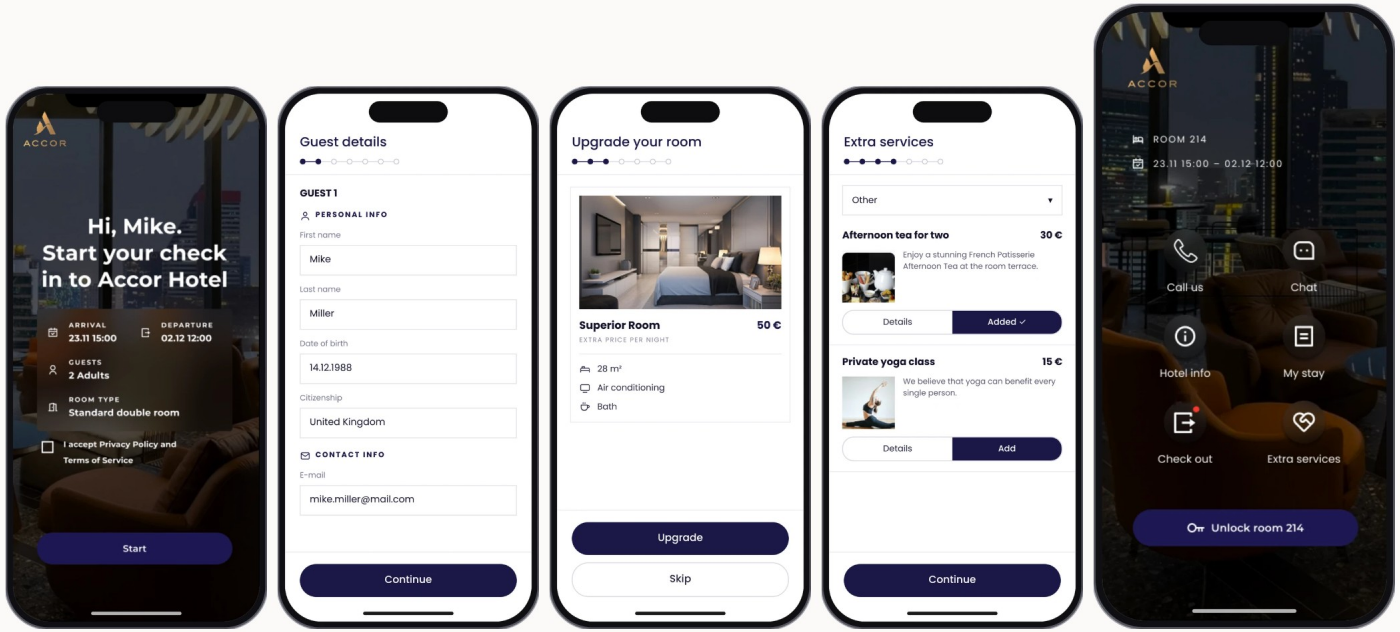
*Skift & Oracle Hospitality, Hospitality Industry Trends 2025

THE SOLUTION

HotelBuddy

The entire hotel experience. In the guest's phone.

Check in · Upgrade room · Book services · Pay online · Chat with staff · Open doors · Check out



Fully white-label
In the hotel's own brand, to Accor brand standards.

2-way Opera Cloud
Every step synced with the PMS.

No app, no download
An e-mail or SMS link that works in any browser and language.

One platform. One integration. One contract. Online check-in, payments, upselling, chat, hotel directory, guest messaging and mobile keys.

HOW IT WORKS

HotelBuddy

Automated guest journey, synced with Opera Cloud at every step

PRE-STAY

Before arrival

- E-mail and SMS invitation to check in online
- Registration card, upgrade, extras, payment
- Reservation and profile updated in the PMS
- "Room ready" message on arrival day

STAY

During the stay

- Mobile key opens the door from the browser
- Chat with reception and order services
- Hotel info and folio balance
- Every action logged and posted to the PMS

POST-STAY

Departure

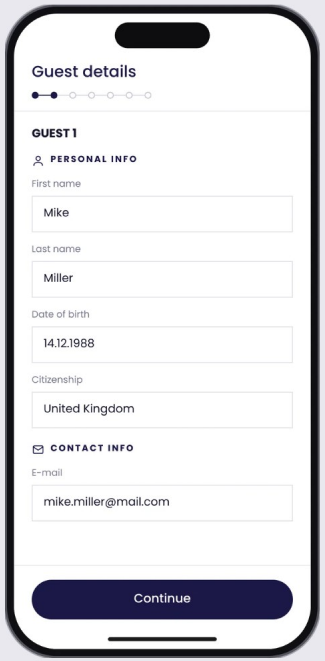
- "Check-out open" message, minibar, pay online
- Invoice generated by the PMS and sent automatically
- Farewell e-mail with a direct-booking code
- Feedback survey, then TripAdvisor and Google reviews

GUEST JOURNEY · 1 / 3 · BEFORE ARRIVAL

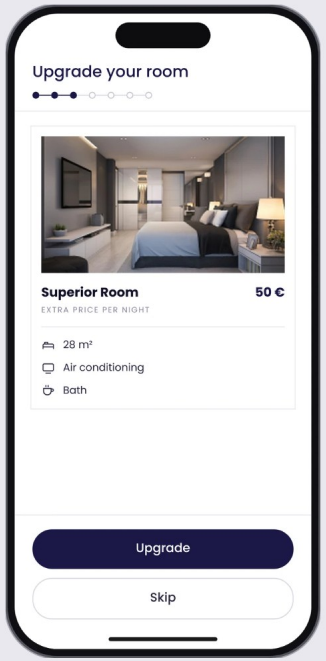
HotelBuddy

Before arrival, guests receive an automated e-mail and SMS invitation to:

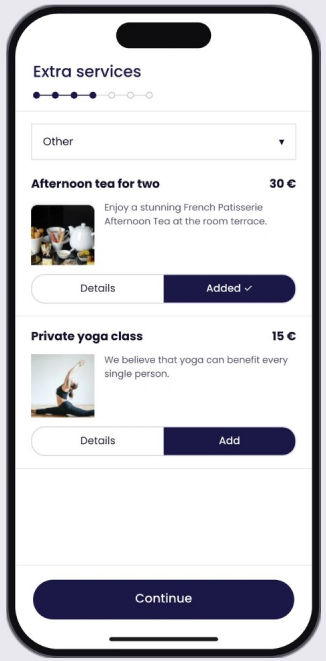
Fill in reg. card



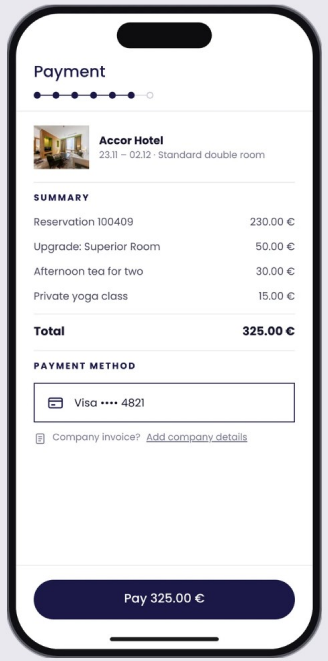
Upgrade room

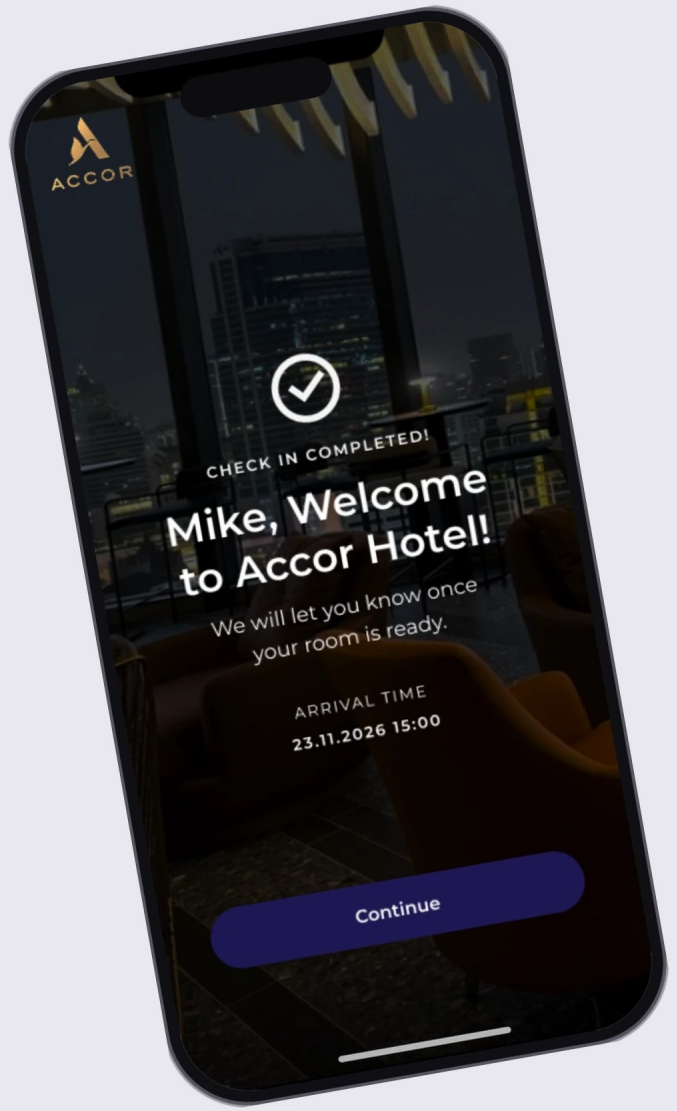


Book extra services



Pay online





GUEST JOURNEY · 2 / 3 · DURING THE STAY

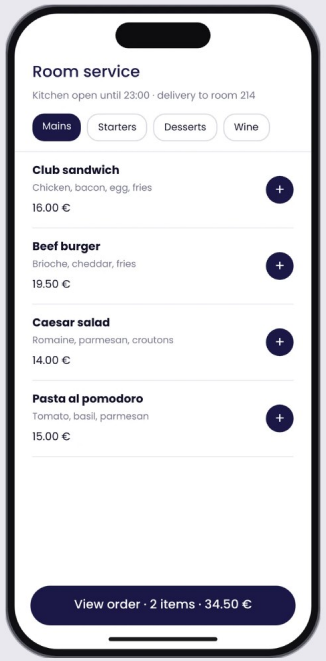
HotelBuddy

From their personal web-based guest dashboard, guests can:

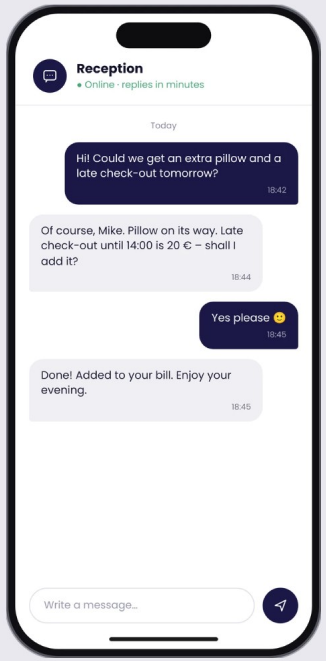
Open doors



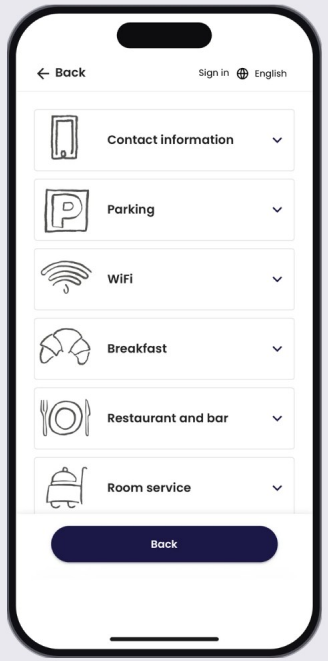
Order room service*



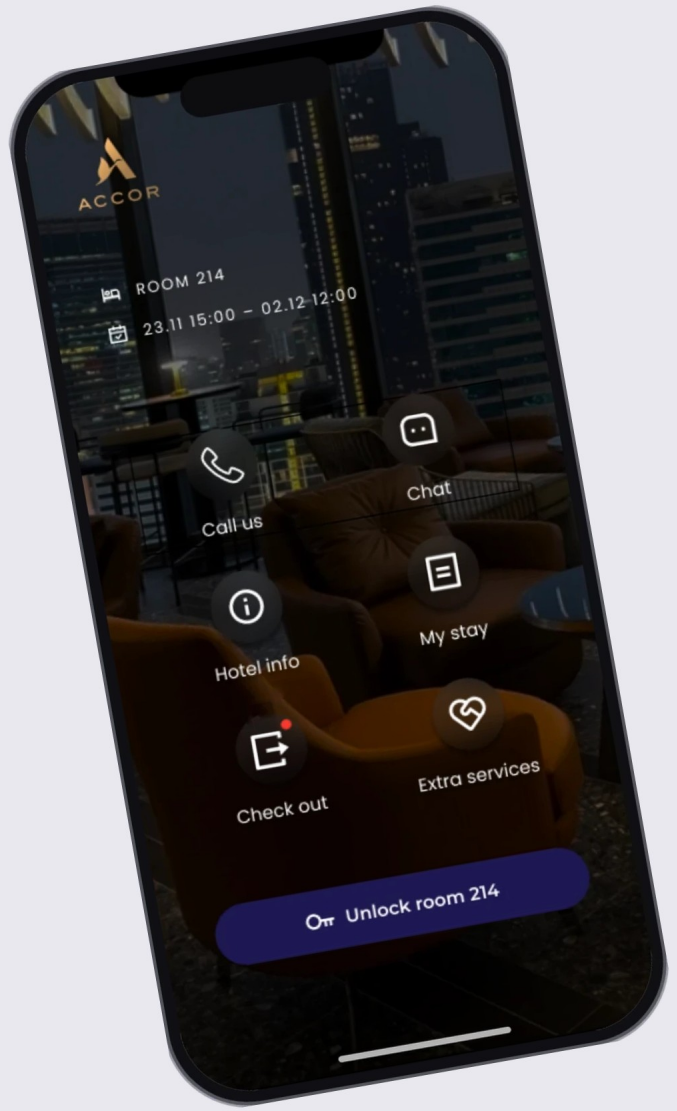
Chat with hotel staff



Read hotel info



*Available from 2027

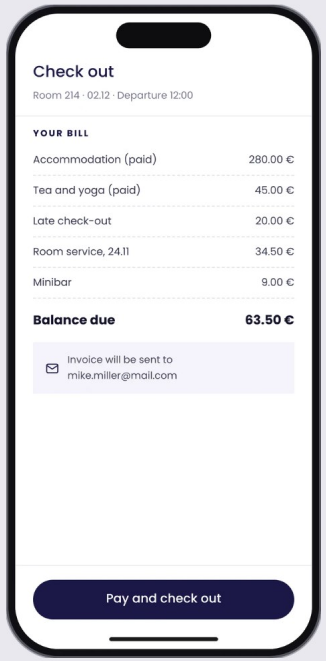


GUEST JOURNEY · 3 / 3 · END OF STAY

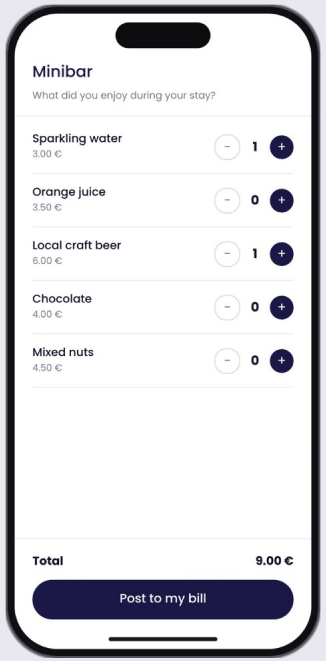
HotelBuddy

On departure day guests check out on their phone. Invoices come straight from the PMS:

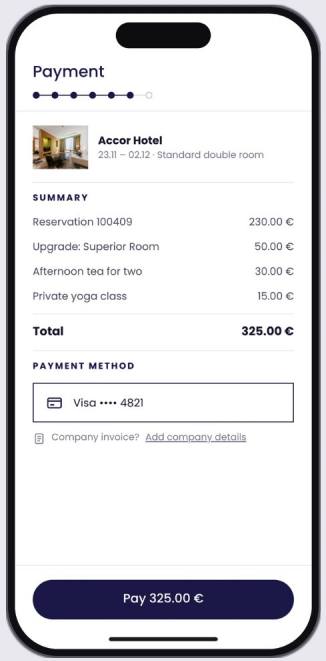
Check out



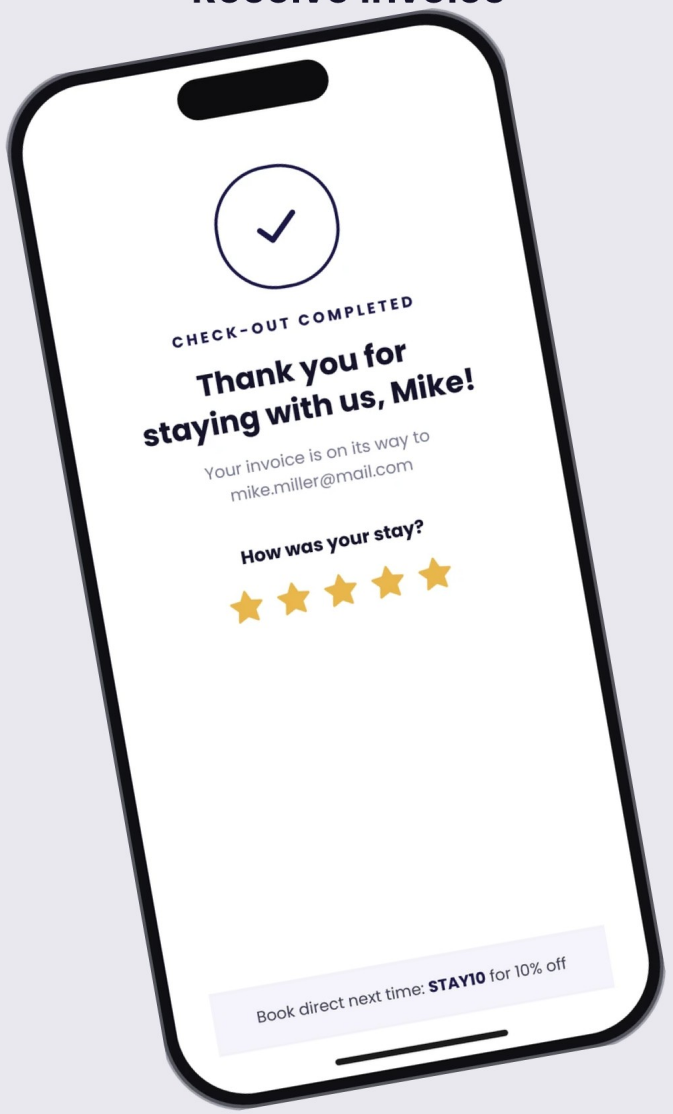
Post minibar



Pay the balance



Receive invoice



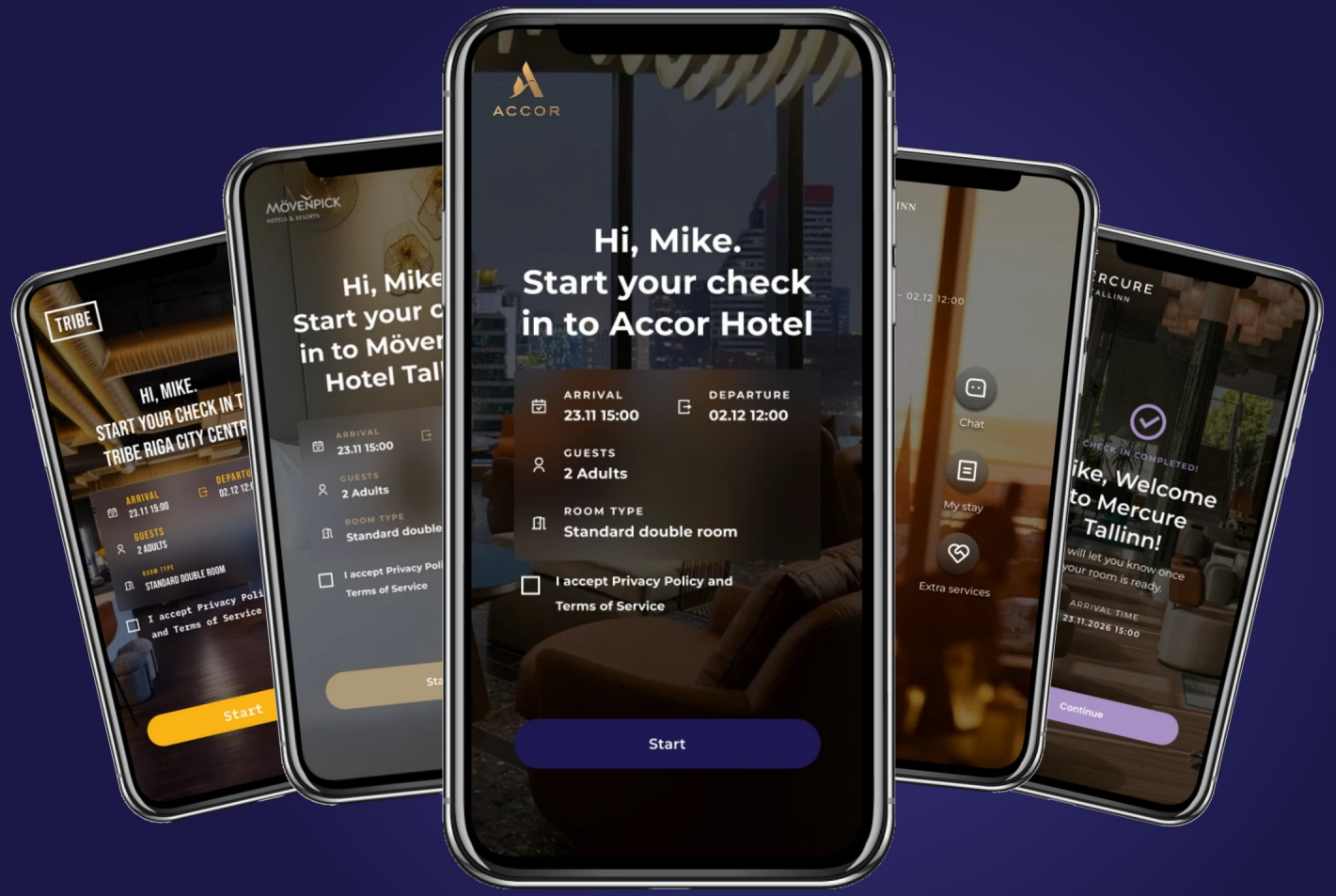
HotelBuddy

WHITE LABEL

Your brand. Any Accor brand. From day one.

Every screen takes the hotel's own look, set once per property or for a whole cluster. No development, no app store.

- Logo
- Colours
- Aa Typeface
- Photos & languages

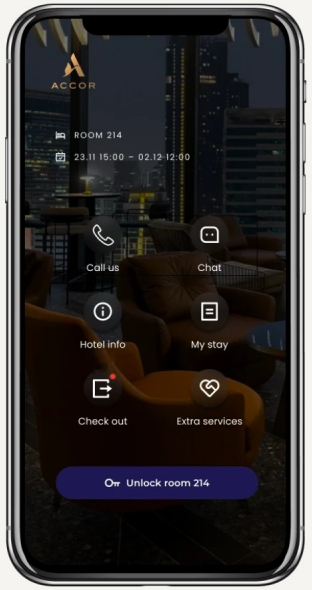


Examples: TRIBE · Mövenpick · Accor · Swissôtel · Mercure

INTEGRATION

HotelBuddy

Plugs into the hotel's existing tech stack



Guest, any browser

HotelBuddy platform

- Online check-in
- Mobile keys
- Upselling
- Payments
- Guest chat
- Messaging
- Room service
- Check-out

One admin dashboard for staff

Oracle Opera Cloud
Two-way: reservations, profiles, folios

Door locks
Mobile keys (Web based and wallet keys supported)

Stripe
Online payments, PCI DSS Level 1

Wi-Fi & TV
Personal Wi-Fi code, cast to TV supported via Ruckus DPSK

Works alongside ALL Accor: a browser link per stay, no second app to install. (Also live with Mews, HotelTime, Hotsoft and Infor HMS.)

SECURITY & GDPR

HotelBuddy

Approved by Accor. Built for GDPR.

ACCOR-APPROVED PARTNER

Officially passed Accor's security assessment

ACCOR

GDPR

EU company in Tallinn, Estonia. Data processing agreement with every hotel.

Hosted in Estonia

Guest data stays on our servers in Tallinn, Estonia.

Secure payments

Card data handled by Stripe, PCI DSS Level 1.

Full audit trail

Every guest action, from check-in to door opening, is logged.

Opera Cloud via OHIP

Connected through Oracle Hospitality Integration Platform, Oracle's official API gateway.

Digital registration cards

Stored with the reservation in Opera Cloud, not on paper.

HotelBuddy

RESULTS FOR HOTELS

One operational change. Results within 30 days.

Average KPIs for a 100-room hotel using HotelBuddy.

60%
guest adoption rate

50%
shorter check-in queues

+25%
upsell revenue

1,200+
front-desk hours saved a year

OUR HOTELS

HotelBuddy

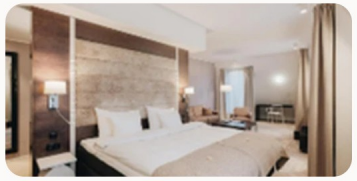
Market leader in Estonia

From luxury boutiques to 100+ room upscale business hotels and spa resorts, in one of the most technologically advanced nations in the world.



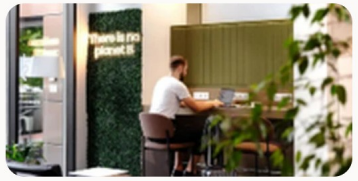
Hotel Jūrmala Spa

Case study →



Lydia Hotel

Case study →



Centennial Nexus

Case study →



Georg Ots Spa

Case study →



Metropol Spa Hotel

Case study →



Grand Poet Hotel

Case study →

LIVE AT ACCOR

ACCOR

"Time is our most valuable resource, and we value our guests' time as much as our own. That's why we chose HotelBuddy as our guest technology partner: it automates the admin and gives our team time back for what matters most."



Harles Tammeleht
General Manager, Mercure Tallinn

"To the hoteliers who fear losing the personal touch, I can assure you we've experienced the opposite. HotelBuddy simply gives guests more choice. It shows that the hotel is innovative and keeps up with the times."



Diana Timberg
General Manager, Lydia Hotel

4.9/5

☆ ☆ ☆ ☆ ☆

average rating on HotelTechReport

HotelBuddy

NEW · COMMUNICATION SUITE

Automated guest messaging, plus an AI receptionist

Commercially available from Q4 2026

Automated campaigns

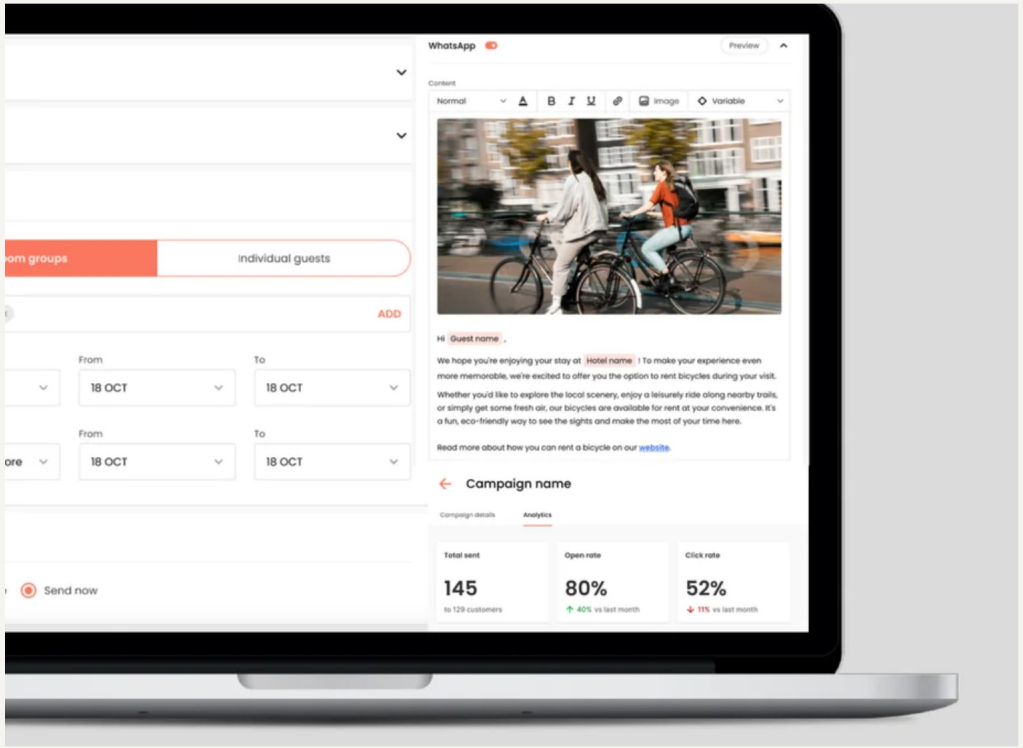
Triggered by booking, check-in and check-out. Segmented by VIP status, room type, rate code or stay dates.

E-mail, SMS and WhatsApp

Branded templates, plus one-off campaigns for alerts, promotions and loyalty perks.

AI receptionist

Trained on the hotel's own information. 24/7 and multilingual, it cuts repetitive desk questions.



HotelBuddy

NEW FOR UPSCALE HOTELS

Room service ordering, charged to the room

From the guest app or a QR code in the room. The kitchen sees live tickets; charges post to Opera Cloud.

Scan, order, pay
Room bill, card or on delivery

Full dining menu
Categories, hours, time slots

Live kitchen screen
Guests see status live

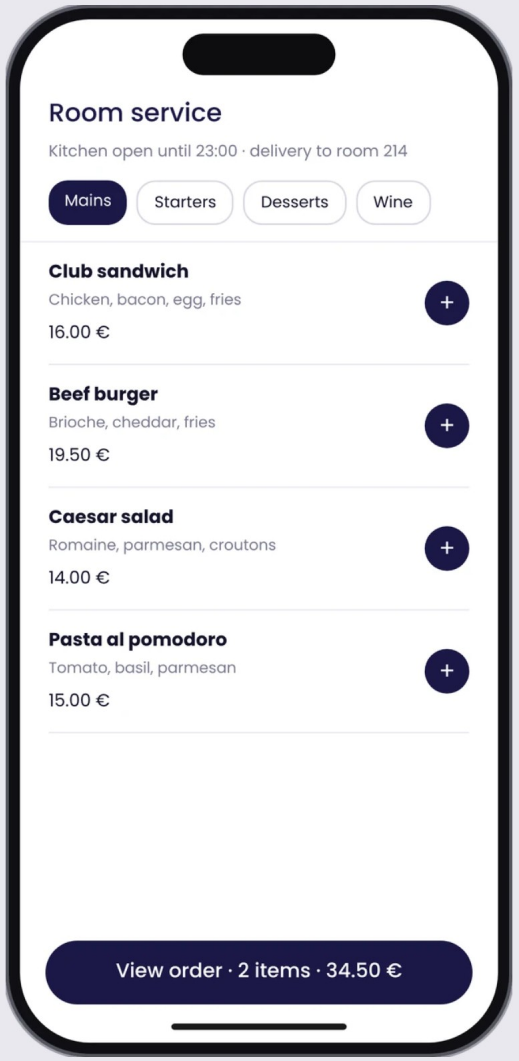
Extras and upselling
Add-ons and drink pairings

ROADMAP

Q4 2026 · live
Communication Suite with WhatsApp

Q1 2027
Room service with QR ordering

Q3 2027
Key pickup kiosk



HotelBuddy

LET'S TALK

See HotelBuddy in your hotel's brand



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CEO & Co-founder, HotelBuddy
kadi@hotelbuddy.eu · +372 5665 2404

Book a 30-min discovery call

▶ Watch our video

