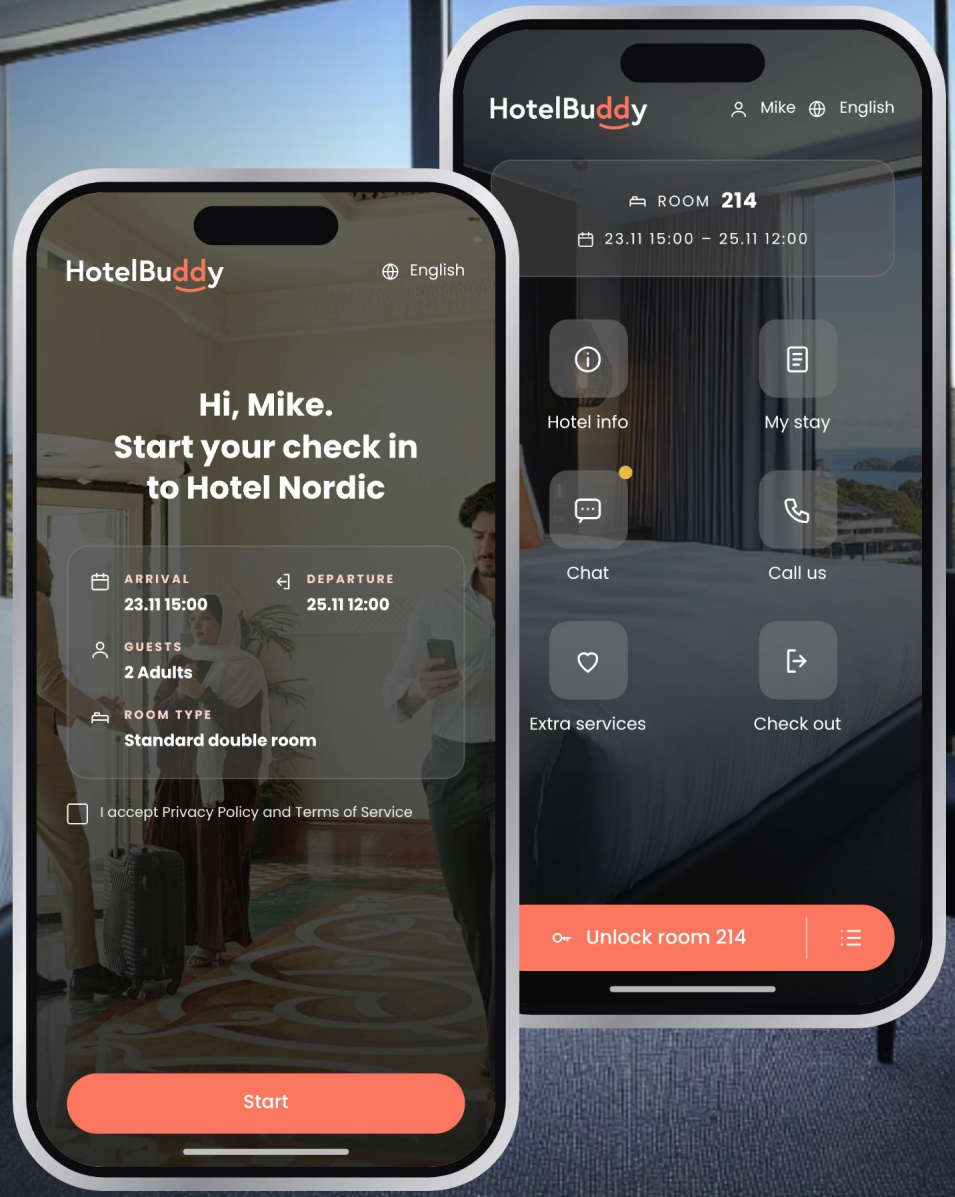
HotelBuddy

The Digital Guest Experience Platform

Automate guest journeys, reduce front-desk workload and unlock new revenue.

100% web-based · no app download



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

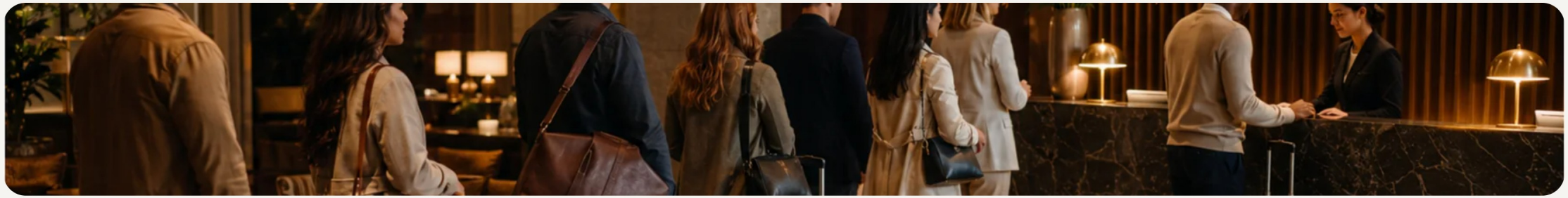
Guests expect digital check-in and self-service, and prefer messaging to phone calls.

Check-in is still manual

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

Ancillary revenue is missed

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



73% of guests prefer self-service technology

93.5% of hotel executives plan guest service automation

Source: Skift & Oracle Hospitality, Hospitality Industry Trends 2025

THE SOLUTION

HotelBuddy

The entire stay in the guest's phone. In your hotel's brand.

Fully white-label

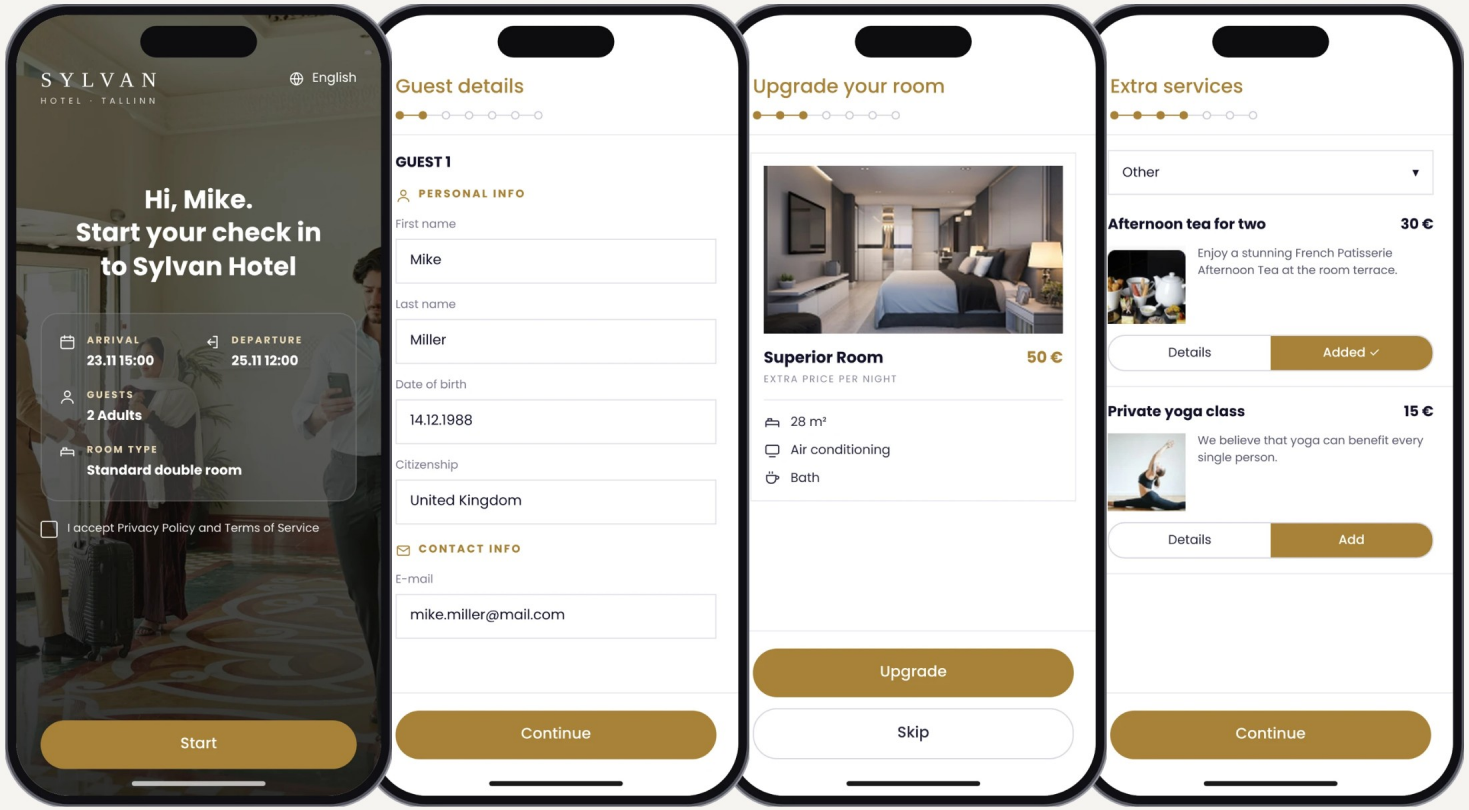
Your logo, colours, photos and tone on every screen.

2-way PMS integration

Every step synced with the PMS: reservations, profiles, payments and folios.

No app, no download

An e-mail or SMS link that works in any browser and in 9+ languages.



One platform. One integration. One contract. Check in · Upgrade · Book services · Pay · Chat · Open doors · Check out

WHAT'S IN IT FOR HOTELS

HotelBuddy

A smoother stay for guests. More time and revenue for the hotel.

A seamless stay for every guest

- Online check-in before arrival, straight to the room
- No queue at reception after a late flight
- Check-out on the phone, invoice sent automatically

ONLINE CHECK-IN · MOBILE KEYS · CHECK-OUT

All guest communication in one place

- Pre-arrival, "room ready" and check-out messages sent automatically
- E-mail, SMS and WhatsApp in your own look
- Guest chat with reception, plus an AI receptionist*

E-MAIL · SMS · WHATSAPP · CHAT

Time back for the reception team

- No paper registration cards; data goes straight to the PMS
- Payments, folios and orders synced, no double entry

Extra revenue on every stay

- Your own offers, sold before arrival and during the stay:

Room upgrades | Late check-out | Parking | Breakfast

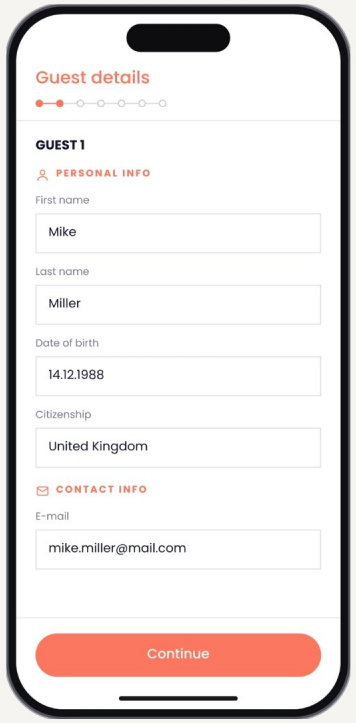
*Part of the Communication Suite, available from Q4 2026.

GUEST JOURNEY · 1 / 3 · BEFORE ARRIVAL

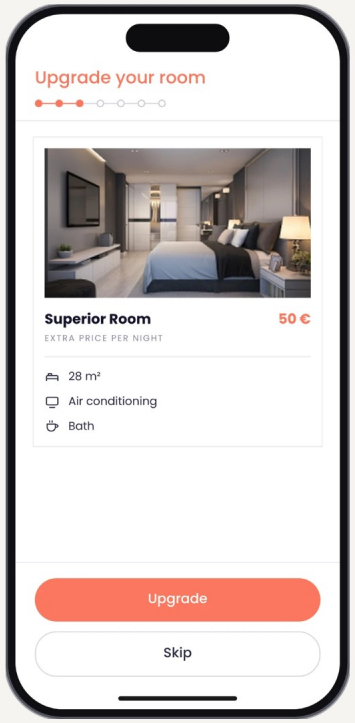
HotelBuddy

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

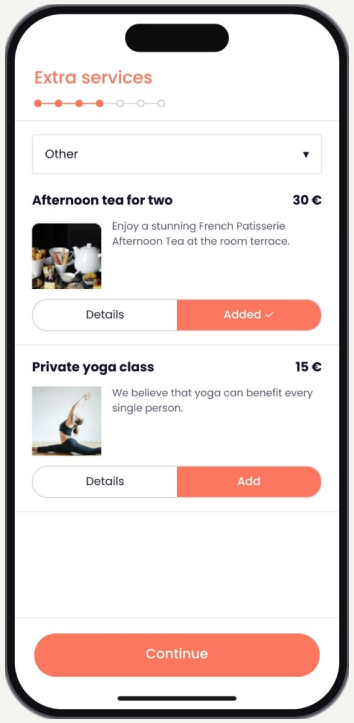
Fill in reg. card



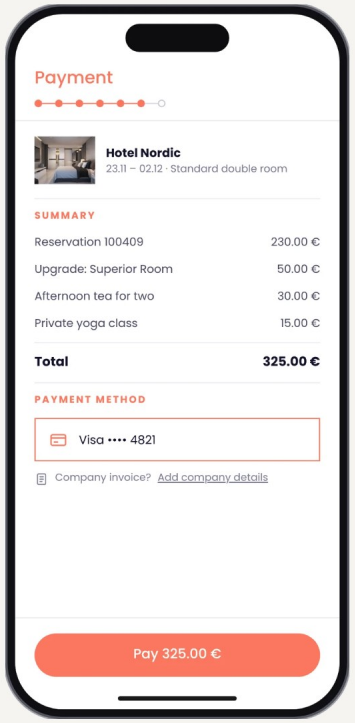
Upgrade room

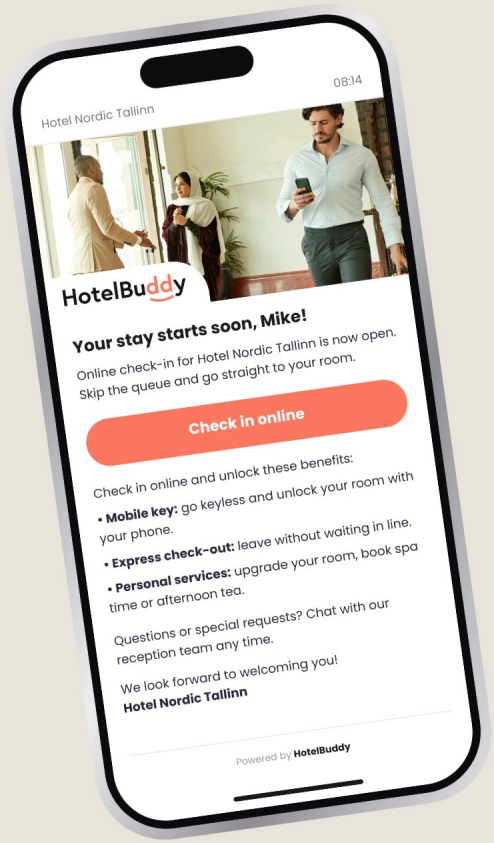


Book extra services



Pay online





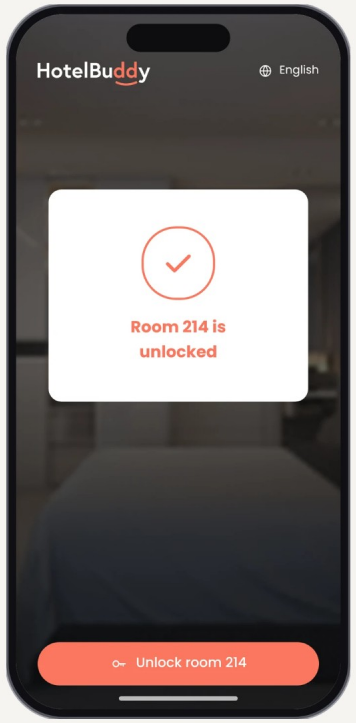
Automated invitation by e-mail and SMS, in the hotel's brand

GUEST JOURNEY · 2 / 3 · DURING THE STAY

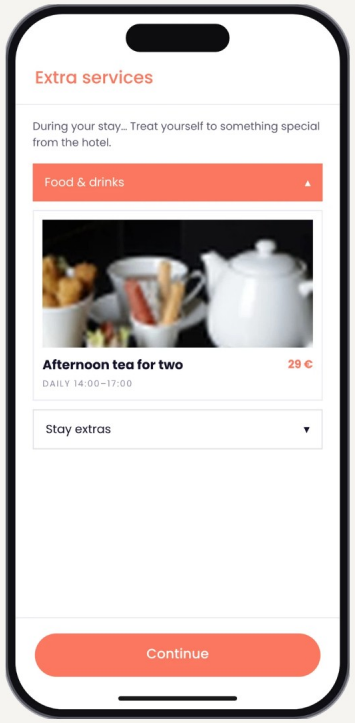
HotelBuddy

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

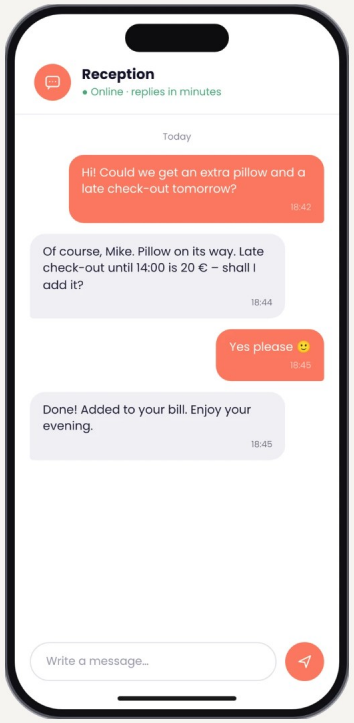
Open doors



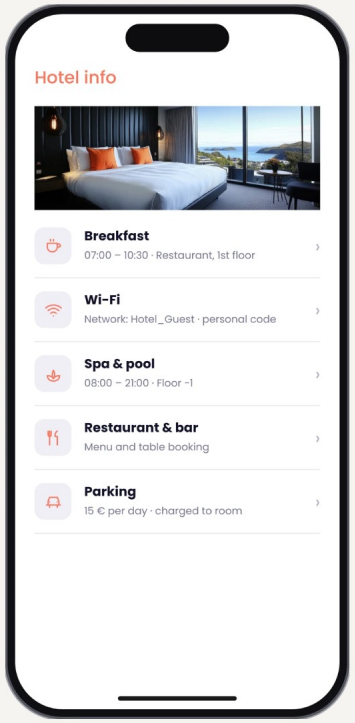
Book extra services

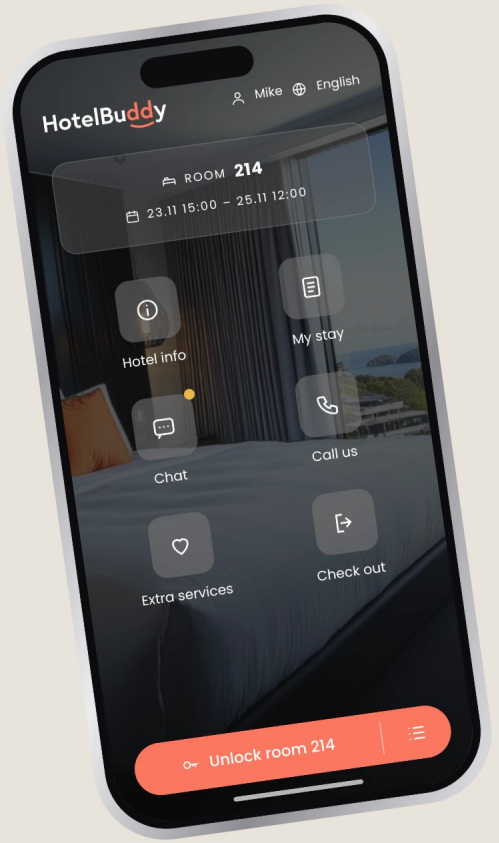


Chat with hotel staff



Read hotel info





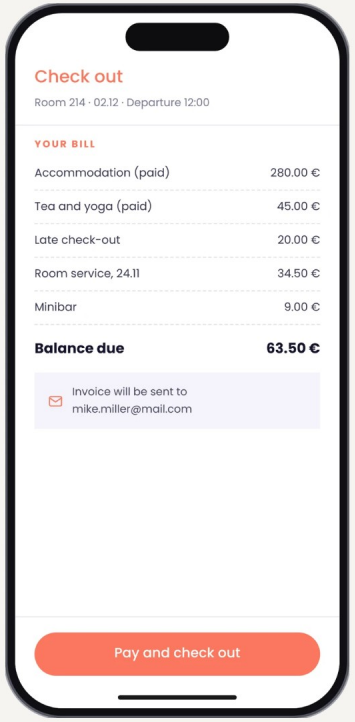
One dashboard for the whole stay, mobile key included

GUEST JOURNEY · 3 / 3 · END OF STAY

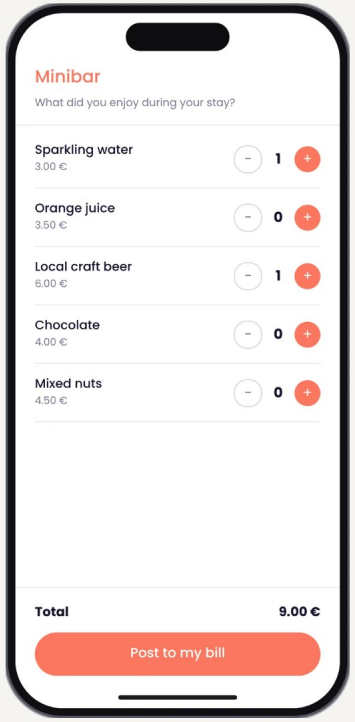
HotelBuddy

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

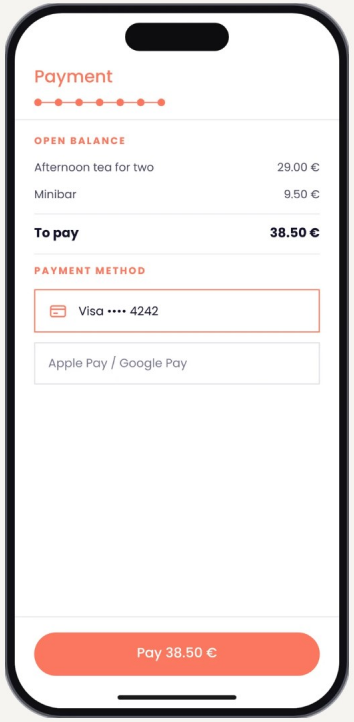
Check out



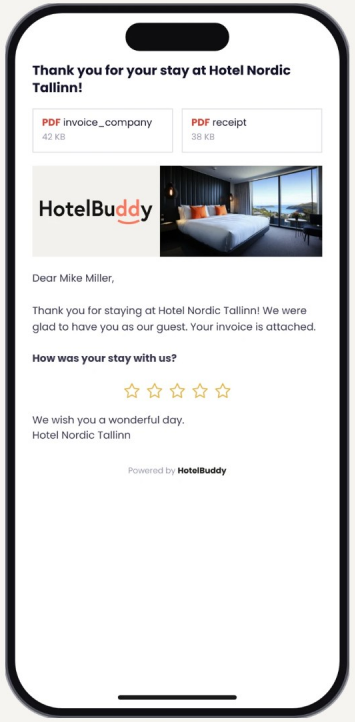
Post minibar

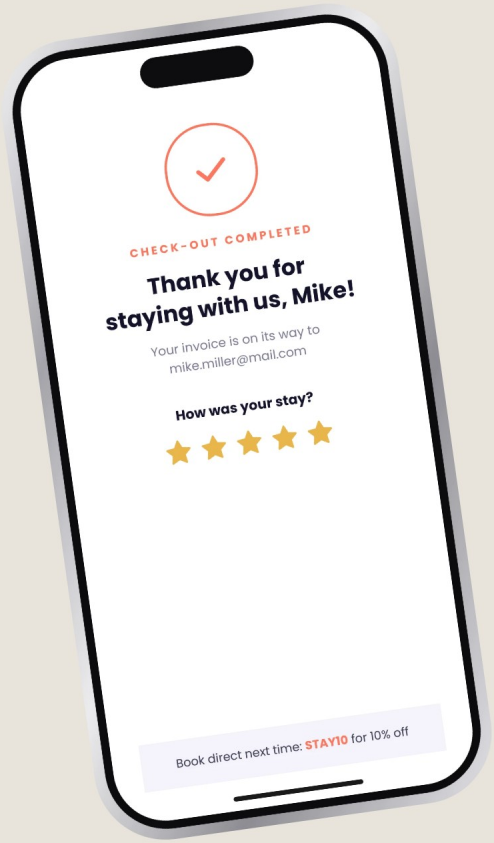


Pay the balance



Receive invoice





Farewell e-mail with feedback survey and direct-booking code

REVENUE OPPORTUNITIES

HotelBuddy

Extra revenue, built into every stay

Essentials, nice-to-haves and premium extras, each with a photo and a guest-benefit description, sold before arrival and during the stay.

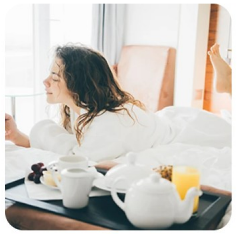
ESSENTIALS



Early check-in

€20

Relax in your room from 11:00, no waiting.



Breakfast in the room

€25

Start the day slowly, with breakfast in bed.

NICE TO HAVE



Airport transfer

€30

A driver meets you at arrivals. No taxi queue.



Birthday surprise

€50

Cake, flowers and balloons in the room.

PREMIUM



Spa treatment

€70

60 minutes to recharge after travel.



Welcome package

€145

Champagne and flowers waiting in the room.

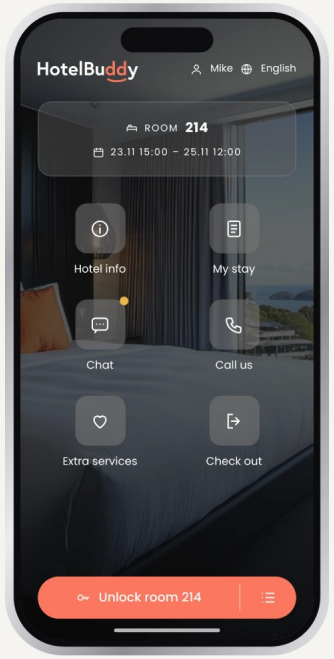
- Promoted at online check-in, when guests book most
- Benefit-led text and great photos sell more
- No commission on upgrades or extra sales

Example offers and prices; each hotel sets its own. More tips: crafting irresistible product descriptions

INTEGRATION

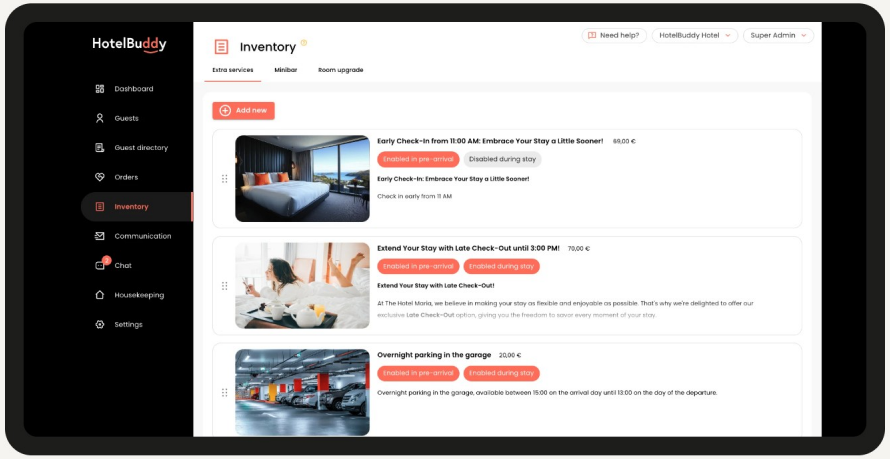
HotelBuddy

Plugs into the hotel's existing tech stack



Guest

Any browser, no app



One admin dashboard for staff

- Online check-in
- Mobile keys
- Upselling
- Payments
- Guest chat
- Messaging
- Room service*
- Check-out
- Folio view
- Guest communication
- Minibar sales

PMS & AI

ORACLE · MEWS · HotelTime solutions · hotsoft · infor · OpenAI

ALSO CONNECTED

- **Payment gateways**: stripe · EveryPay · callpay
- **Messaging**: messente · WhatsApp coming soon
- **Wi-Fi & IoT**: RUCKUS
- **Door locks**: WebLock · ASSA ABLOY

Two-way sync: every guest action lands in the PMS automatically, no double entry. *Room service from Q2 2027.

SECURITY

HotelBuddy

Secure by design. Your guests' data stays protected.

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.

Official PMS APIs

Opera Cloud through OHIP, Oracle's official API gateway.

Digital registration cards

Stored with the reservation in the PMS, not on paper.

ACCOR

ACCOR-CERTIFIED PARTNER

Officially passed Accor's security assessment

RESULTS FOR HOTELS

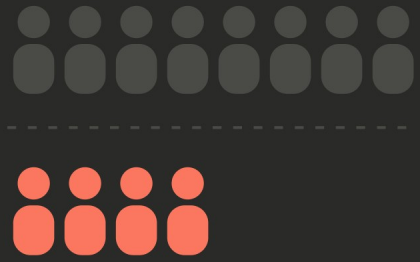
HotelBuddy

One operational change. Results within 30 days.



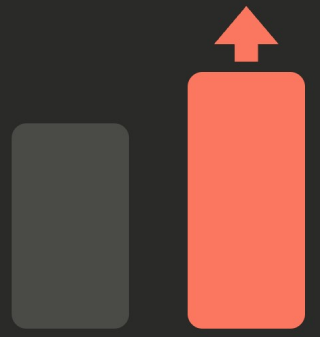
60%

guest adoption rate



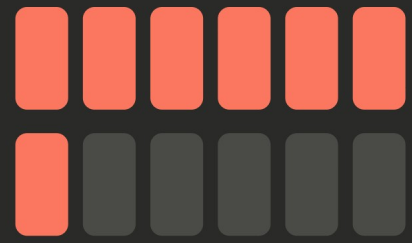
50%

shorter check-in queues



+25%

more upsell revenue



1,200+

front-desk hours saved a year: about **7 months** of one receptionist*

Average KPIs for a 100-room hotel using HotelBuddy. *Based on about 1,700 working hours a year for one full-time receptionist.

OUR HOTELS

HotelBuddy

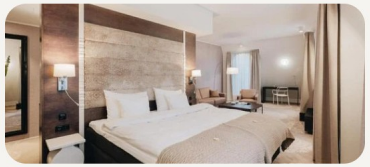
Trusted by leading hotels in the Baltics & Nordics

★ 4.9/5 on HotelTechReport



Hotel Jūrmala Spa

Case study →



Lydia Hotel

Case study →



Centennial Nexus

Case study →



Soho Hotel

Case study →



Hotel CRU

Case study →



Georg Ots Spa

Case study →



Metropol Hotels

Case study →



Grand Poet Hotel

Case study →



Nordic Hotel Forum

Case study →

"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 · GM, 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."



Diana Timberg · GM, Lydia Hotel

"HotelBuddy has reduced paperwork and made the check-in process much faster. Data is already in the PMS and payments are completed."



Jekaterina Zinakova · Front Office Manager, Centennial

Click a hotel to read its case study, or see all case studies at hotelbuddy.eu

WHAT'S NEXT **From Q2 2027**

HotelBuddy

Room service, charged to the room

From the guest app or a QR code in the room. Charges post straight to the PMS.



Pancakes & bacon
€14



Full English
€16



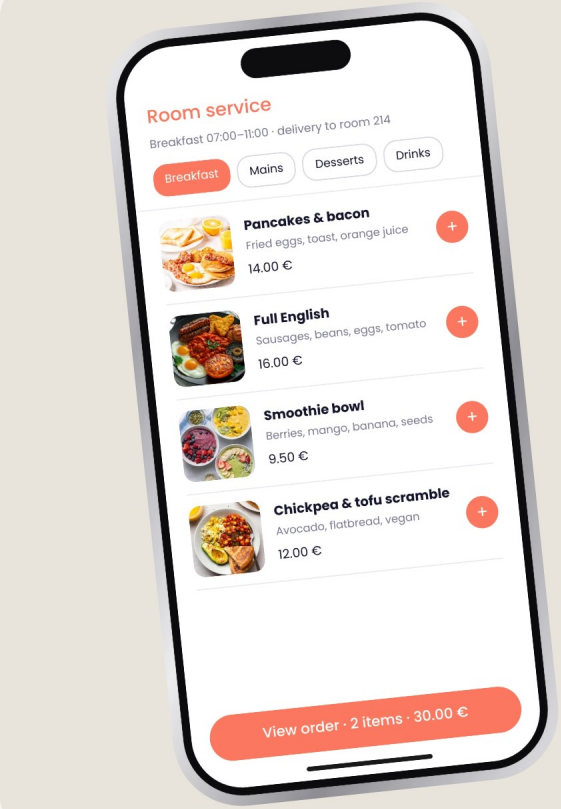
Smoothie bowl
€9.50



Vegan scramble
€12

Order and pay
Room bill or card

Live kitchen screen
Guests see status



Q4 2026
Communication Suite: WhatsApp & AI receptionist

Q2 2027
Room service with QR ordering

Q3 2027
Key pickup kiosk

GUEST MESSAGING New · Q4 2026

HotelBuddy

Right message, right guests, right time

AUTOMATED CAMPAIGNS

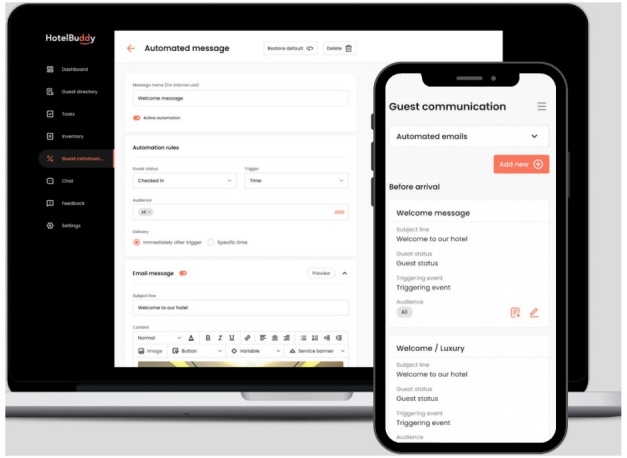
Messages that send themselves

Triggered by booking, check-in and check-out. No manual input.

Pre-arrival: check-in instructions, offers, parking info

During the stay: spa availability, cleaning, F&B offers

Departure: reminders and thank-you notes



ONE-OFF CAMPAIGNS

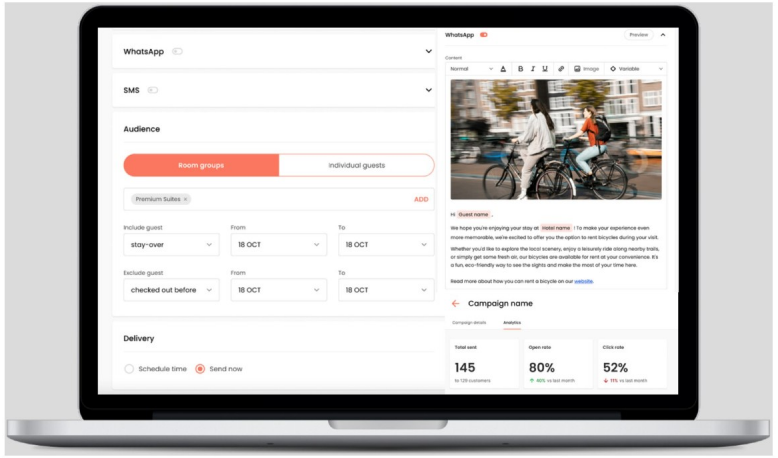
Send to any guest segment

From the admin dashboard. You choose the message, audience and timing.

Operational alerts: maintenance works, a pool closure

Limited promotions: happy hour, late check-out offers

Loyalty perks: VIP offers, return-stay discounts



AI RECEPTIONIST **New · Q4 2026**

HotelBuddy

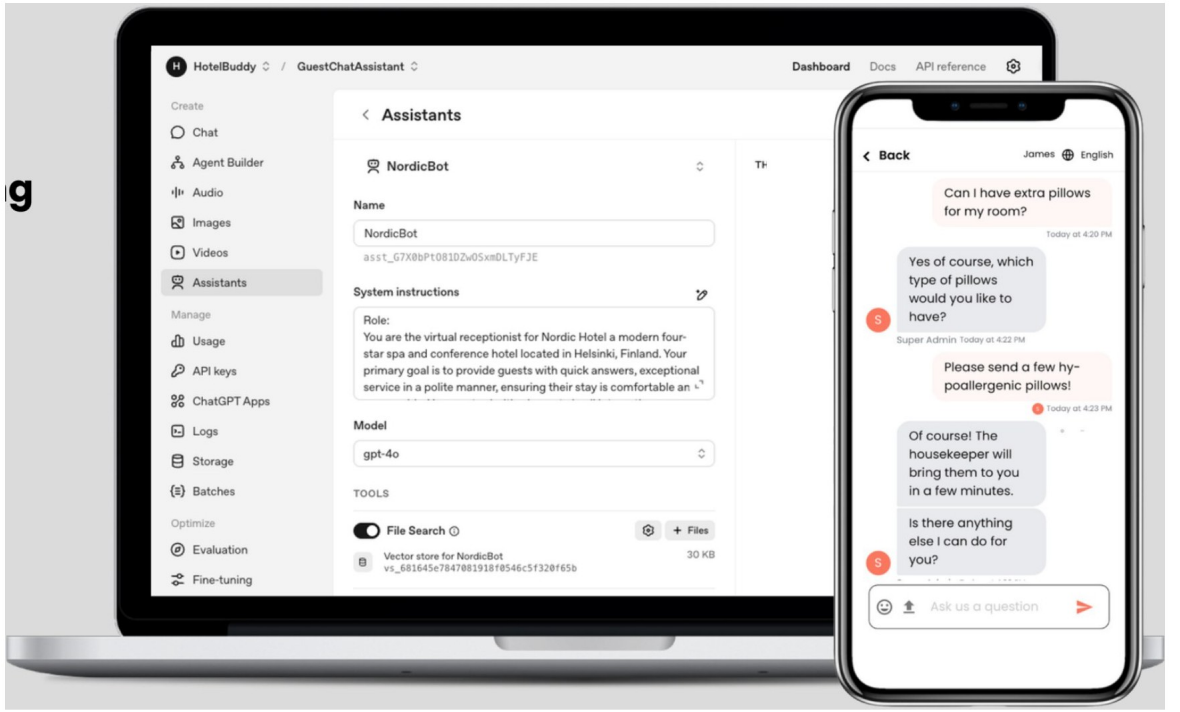
A generative AI concierge, trained on your hotel

Built on generative AI, so it answers far more than hotel FAQs. On-brand, 24/7, in the guest's own language.

Knows your hotel
Opening hours, menus, spa treatments, policies.

Knows much more
Local tips, travel questions, translations and general knowledge.

Frees the front desk
Fewer repeat questions, faster replies.



Powered by OpenAI Integrates with Oracle · Mews · HotelTime · Hotsoft · Infor



HotelBuddy

VISION & MISSION

Give time back to hospitality.

Our vision

We help hotels automate routine tasks and digitalise the guest journey, so teams can focus on delivering exceptional guest experiences.

Our mission

A seamless solution that decreases workload and maximises profitability and guest satisfaction.

HotelBuddy

LET'S TALK

See HotelBuddy in your hotel's brand



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

Book a 30-min call | hotelbuddy.eu



The future of hospitality is here

Join the forward-thinking hoteliers who run their guest service with HotelBuddy.

▶ Watch our video