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enterstay

GREEK HOSPITALITY AWARDS · BEST GREEK TRAVEL INNOVATION

Every stay makes the *next one* better.

One data system behind 1,287 holiday properties in Greece, and a rental platform where guests book them directly, without commissions.

1,287

properties

+67%

avg revenue per property

0%

commission on Enterstay

A guest books once. Then they *disappear*.

Most holiday rentals in Greece are sold through international platforms. The booking works. Everything after it is lost.

Fees on both sides

Commissions cut the owner's income.
Service fees raise the guest's price.

A borrowed relationship

The platform keeps the guest. The
owner rarely hears from them again.

Scattered data

Channels, calendars, messages and
reviews all live in different places.

No tools for small owners

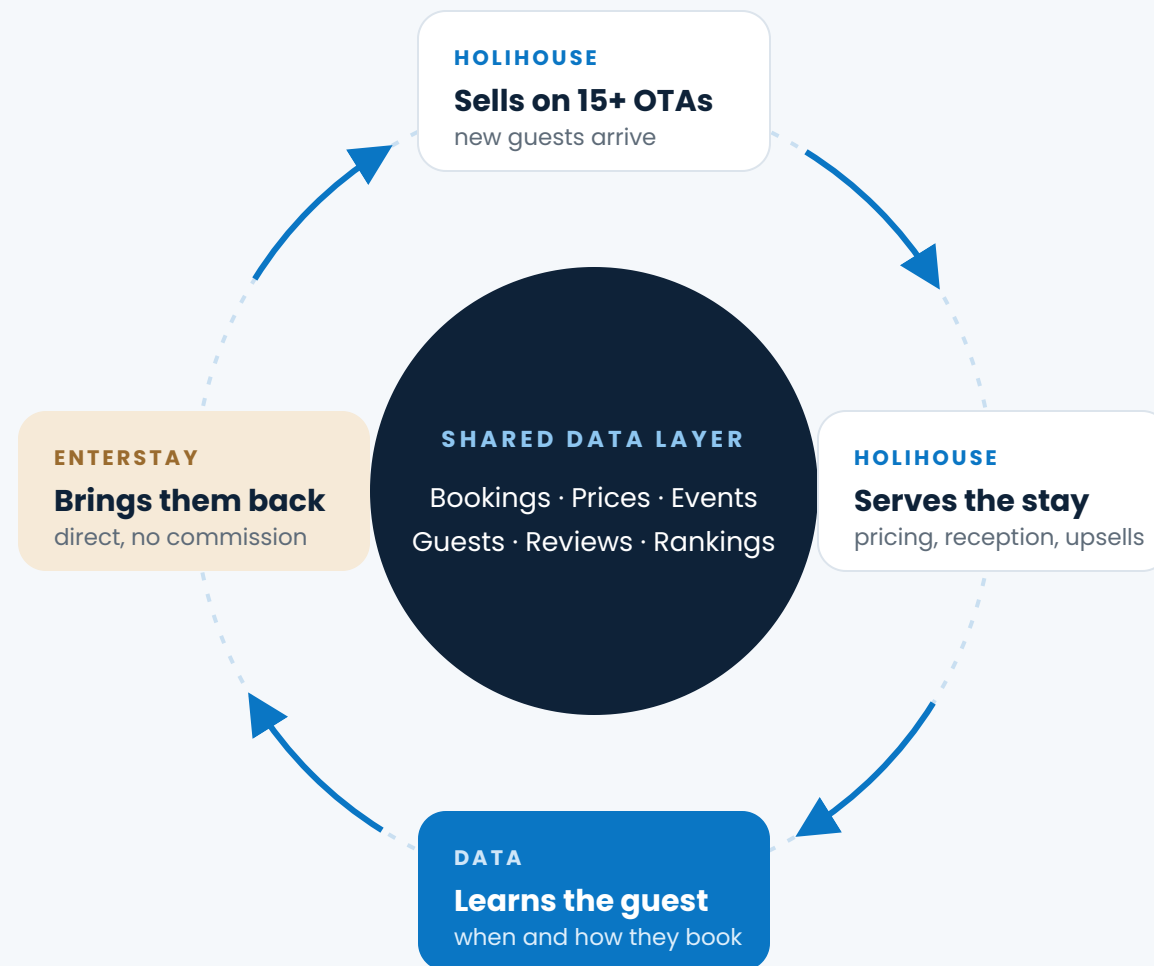
Hotel chains price with data. A villa
owner prices with a guess.

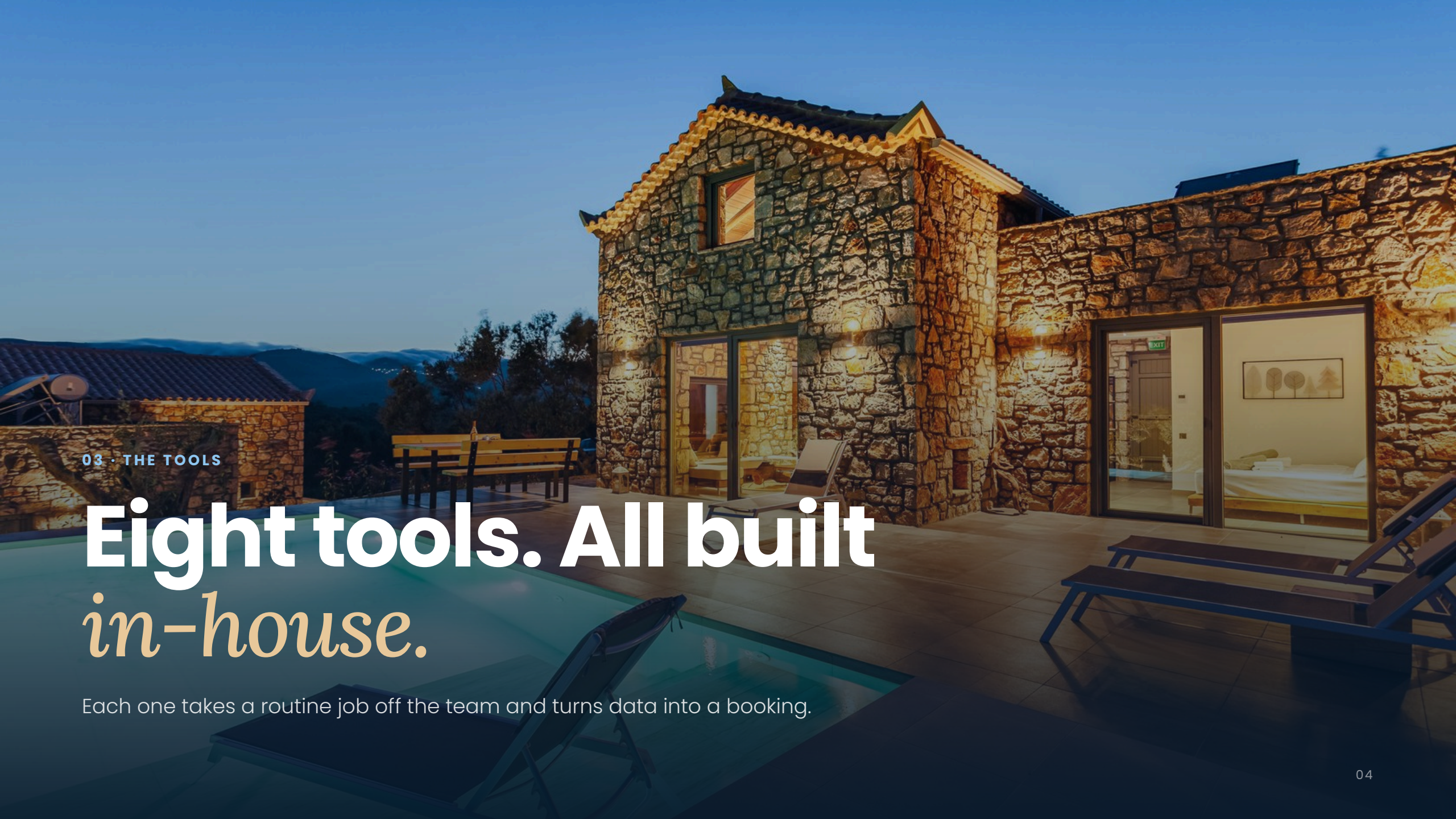


Two platforms. *One* memory.

Holihouse runs the properties and sells them on 15+ channels. Enterstay is our own rental platform, where guests book the same properties directly with no commissions.

Both run on one data layer. Every booking, on any channel, improves the next price, the next message and the next recommendation.



A photograph of a stone building at night, illuminated by warm lights. The building has a gabled roof and large glass doors that reveal the interior. In the foreground, there is a swimming pool with a lounge chair. To the left, another stone building is visible. The background shows a dark landscape with mountains under a twilight sky.

03 · THE TOOLS

Eight tools. All built *in-house.*

Each one takes a routine job off the team and turns data into a booking.



H

E

Dynamic pricing

Demand, events, flights and competition set the rate. Each change comes with a plain reason and respects the owner's minimum.



H

Listing analysis engine

Tracks ranking, conversion and reviews of every listing on every OTA, and shows what to fix.



H

E

Returning guests

Learns when each guest usually books and invites them back at that moment, to book direct.



H

E

Calendar gap filling

A reinforcement learning model spots 2–3 night gaps and tests the offer most likely to fill them.



H

Virtual reception

Replies in 25+ languages, knows the booking, and hands anything unclear to a person on our team.



H

E

Context-based upselling

Transfers, tours and dining, suggested when they are actually useful to the guest.



E

H

Portfolio routing

If the chosen villa is booked, similar available properties nearby appear instantly.



H

Owner reporting & compliance

Live revenue and KPIs, automatic invoicing, and a TAKK and tourist-tax calculator.

Prices that *explain* themselves.

The engine combines booking history, OTA and competitor rates, local events, flights and live demand. An LLM layer then writes the reason for every change, the way a revenue manager would.

Owners understand the price, so they trust it. And the same rate logic applies on the OTAs and on Enterstay.

EXAMPLE · OWNER NOTIFICATION

12–14 June

+8%

We raised your rate for these three nights. A festival nearby was announced last week, searches for your dates have doubled and most similar villas in the area are already booked.

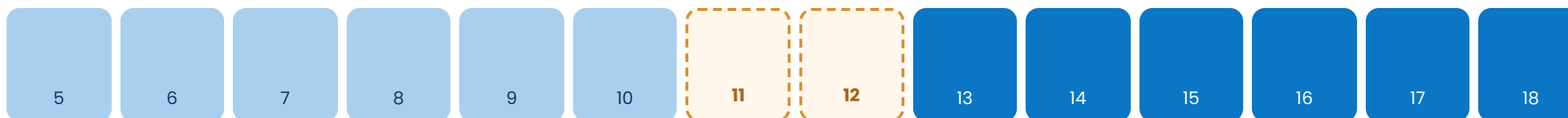
Your June minimum:
unchanged

Applied on all channels +
Enterstay

Two empty nights become *revenue*.

EXAMPLE · VILLA CALENDAR, JULY

■ Guest A ■ Guest B ■ Gap



Extend the stay

Guest A is offered two more nights at a better rate.

Arrive earlier

Guest B is offered an early start to the holiday.

Short-stay offer

A two-night deal goes live, including on Enterstay.

+34%

average occupancy, together with dynamic pricing

Any language. Any hour. *A person* when it matters.

It knows each booking and each property. When it is not sure, it does not guess: the conversation goes to our reception team, and the system learns from their answer.

25+

languages

24/7

human back-up

EXAMPLE CONVERSATION

Hallo! Wir landen um 23:40 in Chania. Ist ein später Check-in möglich?

Guest · 21:12

Guten Abend! Ja, Check-in ist rund um die Uhr möglich. Den Türcode schicken wir am Anreisetag. Sollen wir einen Privattransfer vom Flughafen organisieren?

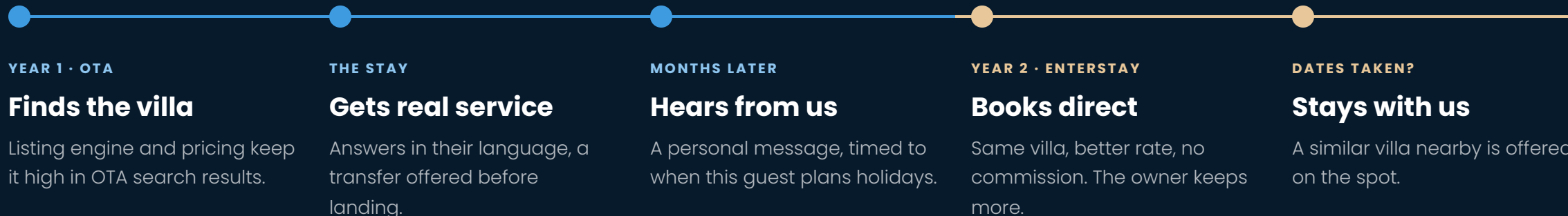
Holihouse reception · 21:12

Ja, gerne! Und könnten wir ein Babybett bekommen?

Guest · 21:14

Transfer booked with local partner · Baby cot passed to reception team to confirm with owner

From a one-off OTA booking to a *direct, returning* guest.



+22%

repeat bookings from returning-guest messages. Every one that lands on Enterstay is a booking with no OTA commission.

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Same spots. *Better rates.*

The Holihouse rental platform. Guests book our properties directly, with no commissions, and speak with the team that actually looks after the villa.

FOR GUESTS

A better price and a direct line to the host.

FOR OWNERS

More of every booking stays with them.



ILLUSTRATION · BOOKING ON ENTERSTAY

Cycladic villa with private pool

4 bedrooms · 8 guests · Syros

CHECK-IN
12 Jun

CHECK-OUT
19 Jun

Book direct

✓ No commission ✓ Live availability ✓ Direct contact

What the data *changed*.

+67%

average revenue per property, against its own previous year

+34%

average occupancy

+22%

repeat bookings

€5.2M → €7.9M

total booking revenue, 2023 to 2024 (+52%)

30%+

of searches through direct channels

1,287

properties feeding one data system



More of every booking *stays* in Greece.

Owners

Hotel-grade data tools, without hotel-size costs, and a bigger share of every booking.

Local businesses

New customers through transfers, tours and dining suggested to our guests.

Guests

Lower prices, answers in their language, people who know the place.

The destination

A direct relationship with its visitors, instead of one rented from foreign platforms.

People stay in charge. Owners set the limits, every rate change is explained, and anything unclear goes to a person.

Already *recognised.*

GOLD · 2026**Tourism Awards**

AI & Tech Solutions in Hospitality

PLATINUM · 2024**GreeceStay Awards**

Property Manager of the Year

PLATINUM · 2024**GreeceStay Awards**

Top Seafront Villa, Ravdoucha Epavlis

WINNER · 2023**Travel & Hospitality Awards**Holihouse Villas & Hospitality
Management

Exclusive partner of Marriott Homes & Villas.

WHAT COMES NEXT

2,500

properties under management by 2028

A bigger portfolio means more data behind every price and recommendation, and more guests moving from OTAs to direct bookings on Enterstay.



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**Better prices for guests. Better returns for
owners. *A direct line to Greece.***

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