



# HOLIHOUSE

ADVANCED HOSPITALITY

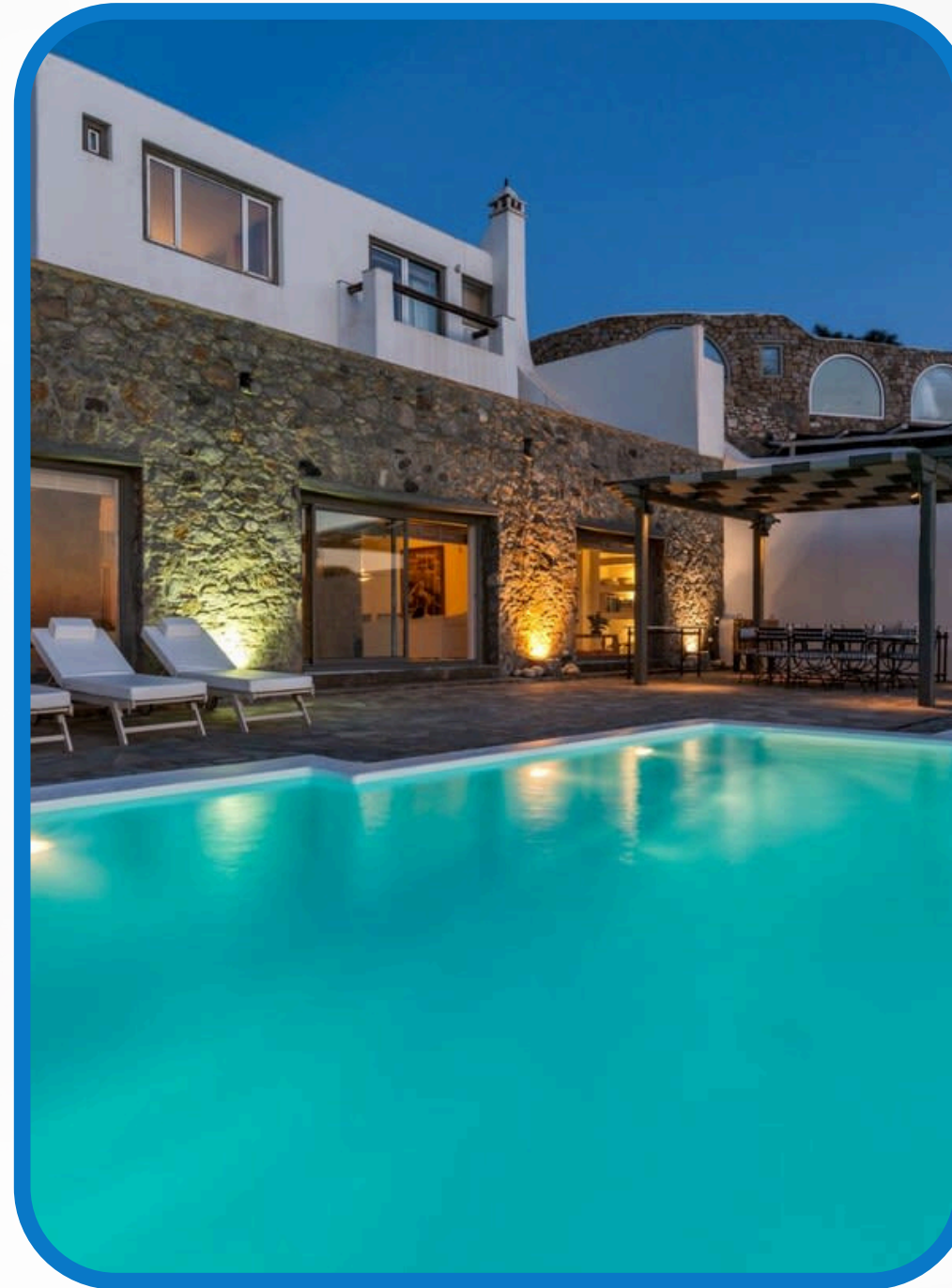
Integrated Digital Management & Innovation in Hospitality

# ABOUT OUR COMPANY

Holihouse, Villas & Hospitality Management is a leading property management and promotion company based in Greece. Our company specializes in innovative digital marketing tactics, automation, and AI-driven solutions within the hospitality industry. We maximize visibility, occupancy, and revenue for the accommodations with partner with. Since its founding in 2015, Holihouse has demonstrated rapid growth and one of the highest retention rates in the industry, solidifying its position as a trusted partner in the field.



**HOLIHUSE**  
ADVANCED HOSPITALITY





Revenue Management System with specialized consultants for dynamic pricing, tailored to the specific needs of each property.

Channel Management System that provides full control of bookings, revenue streams, and performance indicators.

Every guest receives prompt, personalized, and high-quality support at any time of day, enhancing the overall experience and reinforcing trust in the accommodation.

## WHAT WE OFFER

1

A dedicated Revenue Manager who advises on dynamic pricing strategies tailored to their properties.

2

Full control over reservations, financial data, and progress indicators through an integrated platform.

3

24/7 remote reception, client support & concierge services, ensuring seamless communication and guest management.



# DIGITAL MARKETING & PROMOTION

Our company applies cutting-edge digital marketing strategies and advanced SEO tools to maximize visibility and bookings. We leverage the latest technology and a specialized team to ensure that our partner properties reach the largest audience of potential guests.

**+30%**

Direct Bookings.  
Percentage of searches from  
direct channels thanks to  
specialized SEO strategies

**+50%**

Annual Growth.  
A steady rate of increase in  
the accommodation portfolio

**+67%**

Average revenue growth.  
Achieved through strategic  
pricing, digital optimization,  
and efficient property  
management solutions.



# DIGITAL INNOVATION

Developed a proprietary digital analysis engine to monitor and optimize online listings, improving ranking and visibility.

Integrated AI tools to enhance guest communication, automate responses, and reduce screen time for property managers.





# DIGITAL INNOVATION

- Hybrid Virtual Reception: 25+ languages, human-in-the-loop, context-based upselling
- AI Guest Re-Engagement: Predicts booking windows, sends personalized messages at the right time → +22% repeat bookings.
- Gap-Filling Intelligence: RL agent fills short calendar gaps with micro-campaigns → +34% occupancy
- Dynamic AI Pricing: Fuses booking data, market scraping & events with LLM explanations → smarter, transparent pricing.
- Multi-Property Routing: Real-time availability suggestions across portfolio → zero lost inquiries.





# DIGITAL INNOVATION

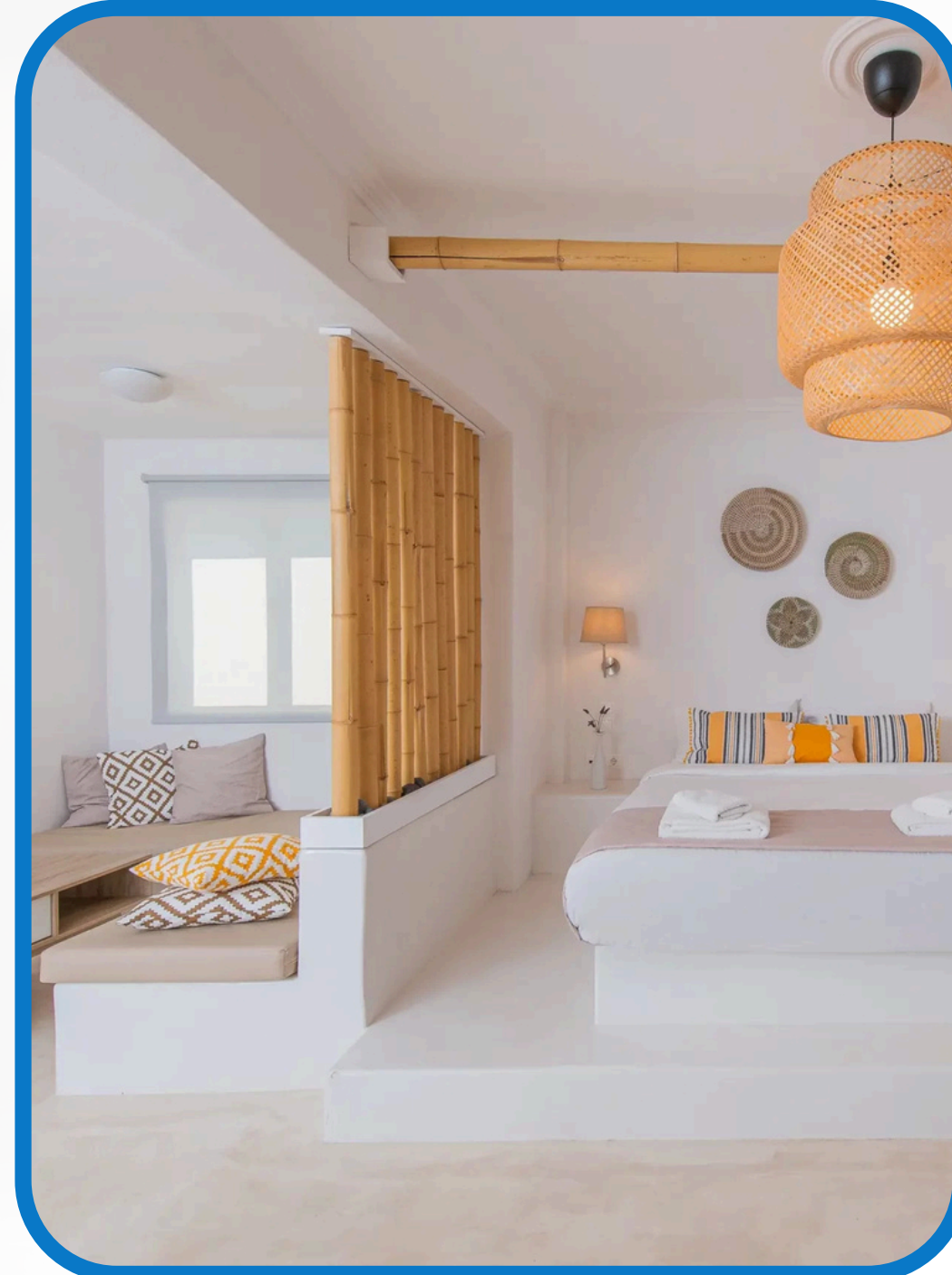
Impact:

+34% Occupancy: Through gap-filling campaigns and dynamic pricing.

+22% Repeat Bookings: Driven by proactive guest re-engagement.

New Revenue Streams: Context-based cross-selling and upselling.

Human-Centric AI: Beyond simple chatbots, acting as a true virtual hospitality manager.





# SUSTAINABILITY & ESG

Holihouse is committed to sustainability and ESG principles, ensuring our operations respect environmental, social, and governance standards. Our efforts include:



1

Offering fully digital services to reduce resource consumption.

2

Advising property owners on adopting sustainable practices in luxury villa management.

3

Supporting green initiatives and eco-friendly operations across our partner properties.

REVENUE GROWTH

1

OCCUPANCY

2

ACCOMMODATIONS

3

# STATISTICS 2024

The impact of our digital innovation, dynamic marketing strategies, and operational automation is evident in the high returns for our partner properties.



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# REVENUE GROWTH

Consistent year-over-year increases in revenue, reflecting the success of our innovative solutions. The contribution and importance of Digital Innovation, the innovative digital marketing tactics and automations that we have gradually developed, is demonstrated by the high returns of our partner accommodations (They are reflected in the charts "Revenue Chart by Guesty" and "Active Listings since 2022").

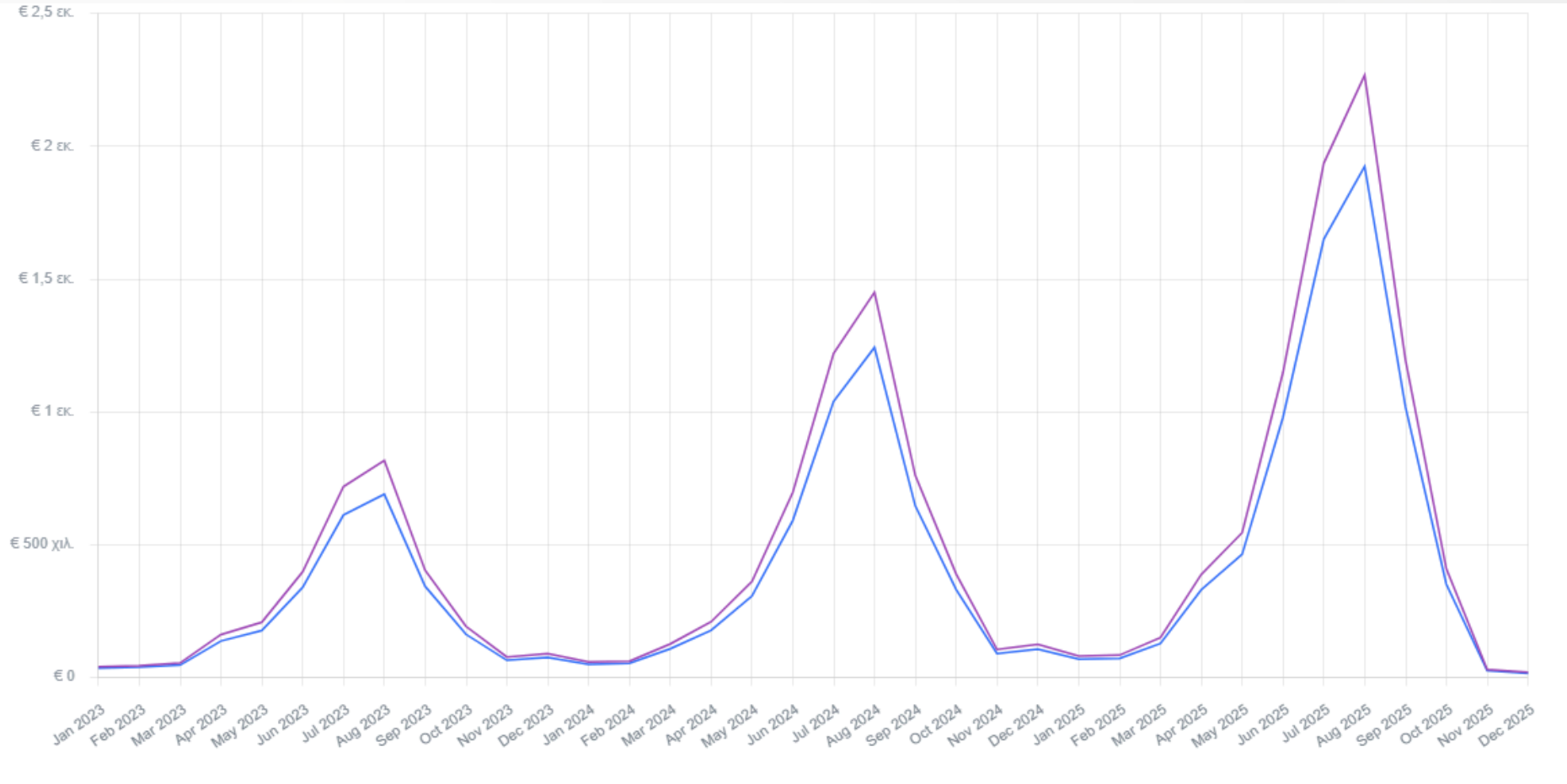


Chart 1, Revenue Chart

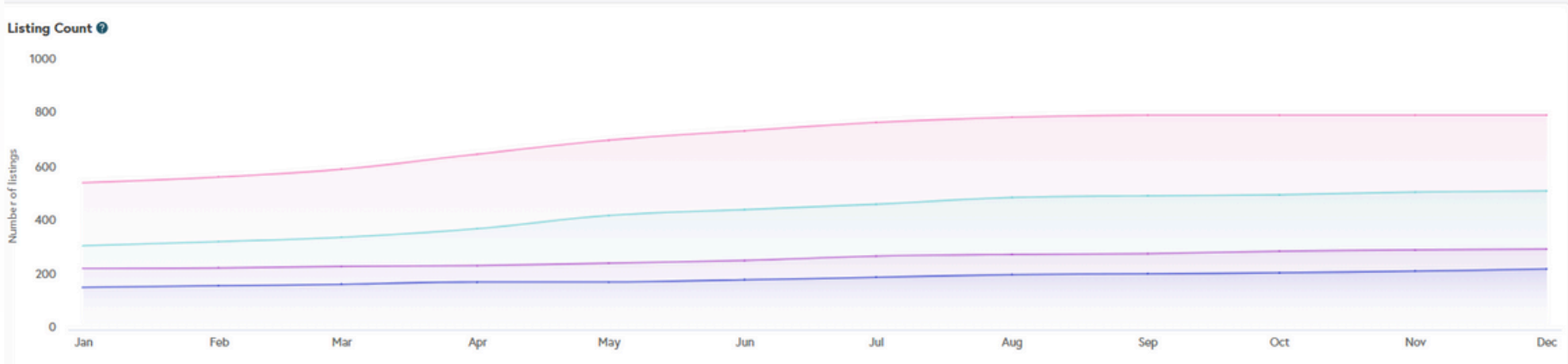


Chart 2 Active Listings since 2022



# COMPANY'S SIZE

The company's size has grown exponentially in recent years, confirming the success of Innovative Tourism Solutions. (Illustrated in Chart 3 "Revenue by Booking Date, & Number of Reservations by Booking Date").

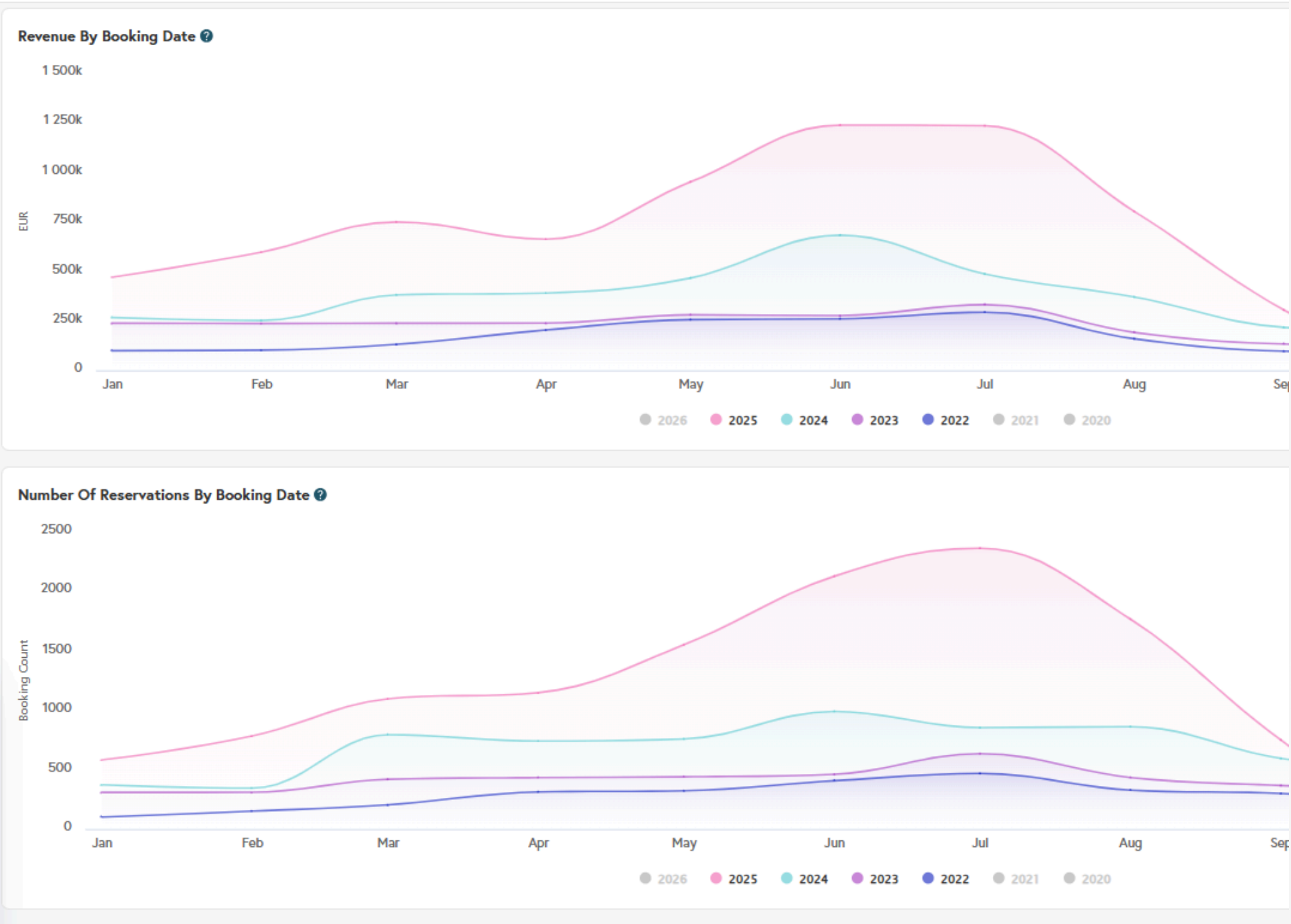


Chart 3 "Revenue by Booking Date, & Number of Reservations by Booking Date,"

# FORECAST

Strategic goal of surpassing 1,000 properties under management by 2025.

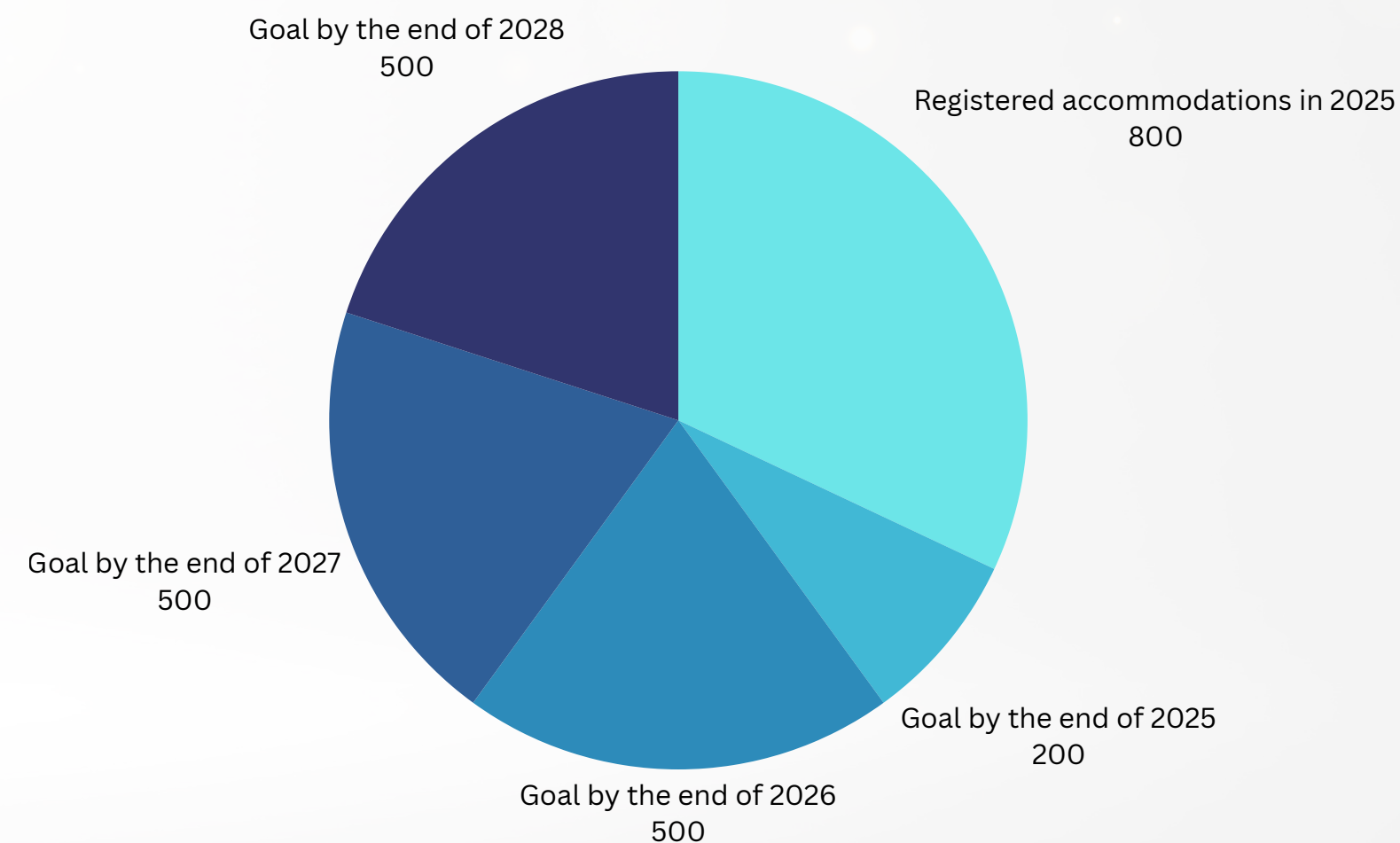


A strong portfolio of 800 properties currently under management.

Surpass 1,000 properties under management by 2025, 1500 by 2026.



Expand our portfolio by adding 500 properties each year until 2030, targeting a 50% annual growth rate of 2025.



Projected to reach 2,500 accommodations under management by 2028.

# OUR COMPANY'S **PERFORMANCE**

Revenue Growth: Total revenues grew from €5.2M (2023) to €7.9M (2024), representing a 54% increase.

**5.2M  
IN  
2023**

Stability: Growth has been consistent across both high and low seasons, indicating resilience and reduced dependence on peak demand.

Scalability: The increase showcases the scalability of the model, paving the way toward surpassing the 2025 portfolio and revenue targets.

**7.9M  
IN  
2024**

Momentum: The strong growth reflects the success of HoliHouse's digital tools, dynamic pricing, and portfolio expansion strategy.





With innovation embedded in its DNA, Holihouse is not just a property management company but a strategic partner for property owners, setting new operational standards for Greek hospitality. With rapid growth, international ambitions, and continuous investment in technology, we keep raising the industry benchmark while strengthening Greece's image as both a leading hospitality destination and an innovation powerhouse in hospitality management.

**VISIT US**

**holihouse.gr**



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