



Value Proposition

White Label Value Proposition

- Maintain Hotel Branding & Identity
- Hotel monetizes pool chairs in its discretion

* Best fit for properties that want to offer free reservable and contactless pool/beach/area seating, and improved cabana reservations, through their own app or website, and want to have control over whether and how much guests pay.

Solay Label Value Proposition

- Use Solay branding to avoid appearance of hotel charges to guests
- Monetize seating and create new revenue stream

* Best fit for a property that wants a new stream of revenue, doesn't mind guests paying for chair reservations, and may not want to make the whole pool deck/beach/area reservable or reservations required.

Shared Value Proposition

- Deploy contactless solution to improve guest experience
- Improve cabana reservation and check-in process
- Minimize need to reduce seating capacity at pool and beach for social distancing
- Minimal involvement required from hotel team
- Hotel chooses which areas and chairs to “turn on” for reservations
- Software integration optional, not required
- Easily forecast pool and beach occupancies to understand demand and revenue opportunities
- Monthly marketing & promotion by Solay
- Revinate and Mews integrations - no added cost