

What it looks like when AI runs the front of house.

Three illustrative deployments spanning the demand and supply sides of the Lycia network — a boutique hotel running our agent, a restaurant joining the partnership network, and a bar using the full revenue engine. Outcomes measured in the first 90 days.

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Coverage period: Jan – Apr 2026

Geography: San Diego, CA

The Beau Hotel — Gaslamp Quarter

87 rooms · boutique independent · deployed Q4 2025

The situation

The Beau is an 87-room independent boutique in San Diego's Gaslamp Quarter. Pre-Lycia, the front desk team of 4.5 FTEs was carrying the full guest-communication load: roughly 320 inbound messages a week across phone, email, OTA messages, and the hotel's website chat — plus walk-in inquiries. After-hours coverage was a single auditor at a \$54K/year fully-loaded cost. Direct bookings sat at 23%; the remainder bled 18–22% commission to OTAs.

BEFORE LYCIA

23% direct bookings · **4.1** Google rating ·
27% after-hours phone calls missed · **~6**
minutes average response time

AFTER 90 DAYS

34% direct bookings · **4.5** Google rating ·
0.4% calls missed · **<30s** first response (AI),
4 min (escalated)

What we deployed

- **Emma agent on WhatsApp + SMS + web chat** — autonomous for routine queries, with on-duty front-desk handoff for escalations
- **Pre-arrival sequence** — 36 hours before check-in: confirm details, offer room upgrade, suggest spa or dinner
- **After-hours phone AI** — covers 11pm–7am, takes reservations, dispatches maintenance
- **Multilingual support** — Spanish/English critical given Mexico-border traffic

Outcomes (first 90 days)

+27%
UPSELL REVENUE

+11pt
DIRECT BOOKING %

+0.4★
GOOGLE RATING

-31%
FRONT-DESK CALL
VOLUME

LEVER	PRE-LYCIA (ANNUALIZED)	POST-LYCIA (90-DAY ANNUALIZED)	DELTA
Pre-arrival upsell revenue	\$31,000	\$70,200	+\$39,200
OTA commission spend	\$248,000	\$185,000	-\$63,000
After-hours staffing cost	\$54,000	\$18,000 (on-call only)	-\$36,000
Review-driven booking lift (est.)	baseline	+\$28,000	+\$28,000
Total annualized impact (90-day projection)			+\$166,200

"The honest truth is I was skeptical. A bot to talk to my guests? But the moment I watched a guest book a spa appointment in Spanish at 11pm without my night auditor lifting a finger, I stopped worrying about the technology and started worrying about how I'd ever go back."

— Maria Delgado, GM, The Beau Hotel

Why this case matters. The Beau is the canonical mid-size independent. Owner-operator decision, sub-100 rooms, OTA-heavy distribution, multilingual market — and the bundle paid for itself in week six.

CASE 02 · RESTAURANT · SUPPLY SIDE (NETWORK)

Coastline Kitchen — La Jolla

Seafood-focused · 110 covers · joined Lycia partnership Q4 2025

The situation

Coastline Kitchen is a beachside seafood restaurant in La Jolla. Their problem wasn't the food — they had a 4.4 Google rating and a loyal local following. Their problem was Tuesday and Wednesday nights running at 35% capacity. They'd tried Instagram ads (\$1,800/month) and Yelp promos (\$600/month) with marginal lift. They didn't have an AI tool of their own; they joined the Lycia *network* to receive inbound from hotel guests.

What we deployed

- **Network membership** — Coastline appears in Lycia AI's restaurant recommendations to hotel guests in San Diego
- **Hotel-guest perk** — complimentary appetizer + 10% off, configurable
- **Slow-night promotion engine** — bigger perks pushed to hotel guests on Mon/Tue/Wed
- **Allergy + dietary handoff** — kitchen automatically notified of GF/nut/shellfish constraints

Outcomes (first 90 days)

178/mo

HOTEL-GUEST
RESERVATIONS

+\$42K/mo

NETWORK-DRIVEN
REVENUE

+31%

SLOW-NIGHT
ATTENDANCE

+0.2★

GOOGLE RATING

Where the revenue came from

SOURCE	RESERVATIONS / MO	AVG PARTY	AVG CHECK	MONTHLY REVENUE
Hotel-guest referrals (Mon–Thu)	112	3.2	\$72	\$25,805
Hotel-guest referrals (Fri–Sun)	66	2.8	\$87	\$16,084
Total	178			\$41,889

The economics for Coastline

- **Cost:** 7% commission on referred bookings, paid post-stay = ~\$2,930/mo
- **Replaced:** \$2,400/mo Instagram + Yelp ad spend (paused after 60 days)
- **Net new revenue:** +\$41,889/mo at 7% commission cost — 14x ROI on the partnership

"Tuesday and Wednesday used to be the days we considered dropping a service. Now they're booked solid with people on vacation who order wine like it's their job. We canceled our Instagram ads and we're still ahead."

— David Chen, Owner, Coastline Kitchen

CASE 03 · BAR · SUPPLY SIDE (OWN AI + NETWORK)

Rooftop Social — East Village

Cocktail bar with live DJ · ~180 capacity · deployed both AI surfaces Q1 2026

The situation

Rooftop Social runs a high-volume Friday/Saturday cocktail program with capacity for ~180. Their pain wasn't packing weekend nights — those sell out. The pain was (a) missing 60% of inbound reservation calls during their own peak service, (b) leaving bottle service revenue on the table because the bar was too busy to upsell, and (c) Tuesday/Wednesday running at 30% even with weekend overflow.

Unlike Coastline, Rooftop deployed both sides of the bundle: the **partnership** (receive hotel-guest referrals) and the **revenue engine** (own Lycia AI handling reservations, upselling, in-show drink orders, slow-night re-engagement).

What we deployed

- **AI reservations on text + call** — 24/7, including peak service when humans can't pick up
- **Pre-arrival upselling** — bottle service, VIP booth, food platters; offered automatically by occasion (birthday, bachelorette, group)
- **In-show drink ordering** — guests text "another round to booth 5" instead of fighting through the crowd
- **Slow-night re-engagement** — AI texts past customers with personalized Tuesday promos based on their drink history
- **Network membership** — hotel-guest referrals into the same booking flow

Outcomes (first 90 days)

+\$19.2K/mo

TOTAL REVENUE LIFT

+38%

TUESDAY TRAFFIC

\$42

AVG PRE-ARRIVAL
UPSELL

+1.4

DRINKS PER TABLE
PER NIGHT

The 5-lever revenue breakdown

LEVER	MONTHLY IMPACT	NOTES
Missed-call reservation recovery	+\$3,800	~14 extra reservations/wk × \$68 avg tab
Pre-arrival upselling (bottles, VIP, food)	+\$3,400	~32% of bookings upsell at \$42 avg
Slow-night re-engagement (Tue/Wed)	+\$5,800	+38% weeknight attendance × \$52 avg spend
In-show drink ordering	+\$4,500	+1.4 drinks/table × \$13 × 95 tables/wk
Hotel-guest network referrals	+\$1,700	~24 hotel-guest groups/mo × \$71 avg
Total monthly lift	+\$19,200	Annualized: +\$230,400

The cost side

- **Plan chosen:** \$600/month flat (over the commission tier — Rooftop projected \$12K+/mo through AI from the start)
- **Voice add-on:** \$0.60/min, ~340 minutes/mo = \$204
- **Total monthly cost:** \$804
- **ROI:** 24x on the platform fee

"I told the team it'd be neat if it worked. The first weekend, the AI took six reservations between 9pm and 11pm — calls we used to lose. Now it's the most reliable employee we have. It doesn't call out, it doesn't get sick, and it actually upsells the bottle service."

— Marcus Hayes, Owner, Rooftop Social

What these three cases tell us, taken together.

The three deployments cover the three commercial shapes the Lycia network supports — direct deployment (The Beau), supply-side partnership only (Coastline), and full deployment of both (Rooftop). The pattern is consistent across them:

- **The bundle pays for itself in weeks, not quarters.** Beau: week 6. Coastline: month 1 (replaced ad spend). Rooftop: week 2.
- **The biggest revenue lever is different per business.** Hotel: pre-arrival upselling and direct-booking conversion. Restaurant: slow-night network referrals. Bar: in-show drink orders + slow-night re-engagement. The product had to be flexible enough that each customer found their own ROI story.
- **Network effects are real and immediate.** Coastline's 178 monthly hotel-guest reservations didn't exist at month zero. They were generated by hotels deploying Lycia and recommending into the network — every additional hotel deployment compounds Coastline's revenue without their effort.
- **The customer's own description of the product changed.** All three landed on "the most reliable employee we have" or some variant. The framing matters: it's not a tool, it's a hire.

Implications for the next 12 months. Each successful demand-side deployment (hotel) raises the value of a supply-side deployment (restaurant, bar, venue) and vice versa. The right metric to chase isn't customers — it's network density per geography. We hit network-effect take-off in San Diego at roughly 12 hotel + 30 venue partners; that's the playbook to replicate in market #2.

Disclosure on data. These case studies are illustrative composites built from aggregate deployment data and early-customer benchmarks across hotels, restaurants, and venues. Specific names, GM/owner quotes, and per-line metrics are illustrative — they reflect the patterns we're seeing but should not be cited as named-customer endorsements until each individual customer has signed off on attribution. The underlying ROI math draws from Lycia AI's internal deployment data and from the industry benchmarks referenced in the foundational research (Cornell, Oracle, Revinate, PolyAI, AHLA, STR/CoStar).