



**most hotels lose
revenue,
without losing guests.**

reason is your content.
fixing this changes everything.

introducing

the key to smarter hospitality, a white label marketing solution provider for hotels and resorts built for a digitally forward world.



CEDAR
HOTELS & RESORTS

01

digital asset management

02

hotel operations

03

revenue management

04

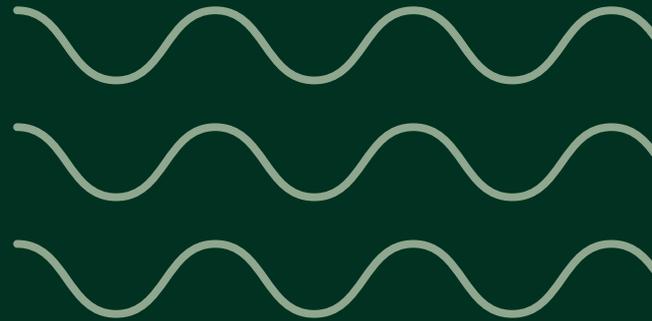
sales and marketing

cedar is a service from the house of voye homes, a full stack hospitality operator with a proven track record of high performance and quality over our portfolio of properties.

100+ Resorts & Holiday Homes
500+ Rooms | 17 Destinations
India & UAE

VOYE
HOMES

**understanding
the trend.**



whether you run a star-rated hotel or a boutique property
there are two non-negotiables in your marketing stack.

01

+90% guests decide online

digital footprint of traveller includes everything in the consumer buying journey - discovery, consideration to final booking.

better assets + visibility → higher clicks → higher conversion.

you need professional **digital asset management**

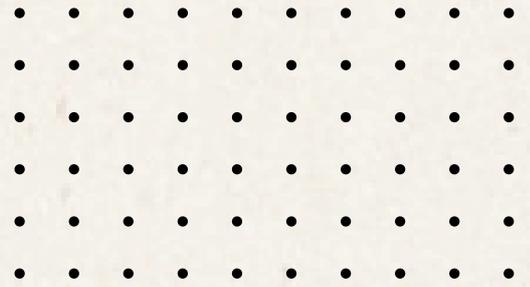
real time market players capture price

02

offer setting in modern hotel distribution has become completely dynamic. a multi channel, multi-rate plan & demand responsive strategy is table stakes.

frictionless dynamic distribution needs a **channel manager**

digital asset management



is the structured creation, organization, and optimization of all digital assets that shape a property's online identity. these are the core pieces -

01 high-quality images & videos

showcase rooms, amenities, experiences, drone shots, walkthroughs.

02 google business profile (gmb)

accurate info, reviews management, ranking optimization.

03 OTA listings & seo

optimized profiles, updated content, property specific keyword-rich descriptions, location based search optimisation



airbnb

Google



YouTube

Meta

Booking.com

make



trip



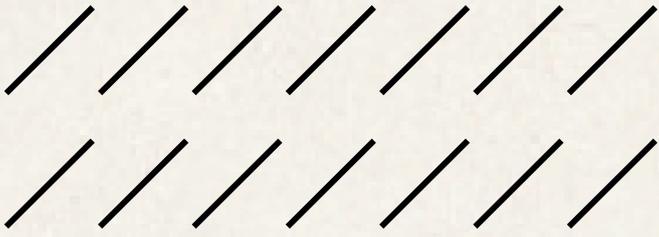
Expedia

04 digital promotions

brand building for online discovery using influencer promotions, seasonal campaigns, consistent updates

05 performance tracking

monitoring visibility, clicks, conversion rates, occupancy impact



channel manager

is the cornerstone of modern hotel distribution seamlessly integrating OTAs, website, GDS and direct engine without manual intervention. It comes with 3 specific advantages -

01

centralised inventory distribution is operationally efficient

Strategic multichannel presence is achieved without overbooking, rate leakage or content mismatch using automated real-time sync across platforms.

02

dynamic price plan to maximise revenue

Ability to configure multiple channel-specific rate plans based on demand, seasonality, occupancy, and promotions. This ensures price parity across OTAs while maintaining strategic rate advantages on the brand website.

03

boost direct sales & loyalty

Drive traffic to your own website through exclusive offers, loyalty discounts, and value-added packages. This can help reduce OTA commission costs and enhance guest retention.

what we do

with channel manager and digital assets as core infrastructure
we layer our expertise to unlock real value for hospitality
players



revenue management

predictable monthly returns
growing strategically

57% avg. occupancy



brand building

consistent online presence
influencer marketing

70% uptick in social bookings



inventory excellence

ota analyst-led promotion for systematic bookings
channel manager integration

strategies on top
5 online portals



operations enablement

tech-enabled hospitality solutions
data driven decisions

15% cost reduction

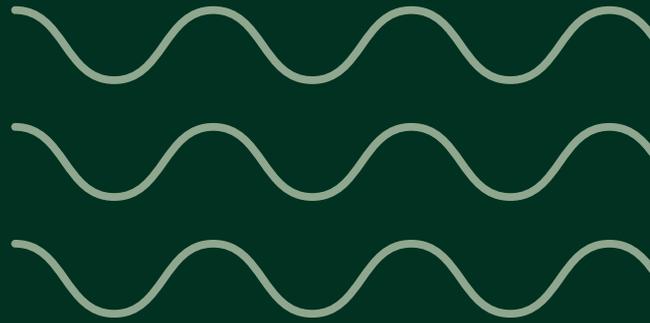


customer love

24 x 7 support for travellers
automated service solutions

~22% referral bookings

case studies



the saray

20 rooms | 4 star resort

munnar | kerala

"boosting brand awareness with social media"

results

+30%

follower growth

70%+

occupancy

+25%

sales conversion

strategy

managed the complete spectrum of digital assets, content management, sales and reservations.

significantly increased resort's online visibility



claridge hotel

72 rooms | business hotel

dubai | UAE

full spectrum management including 14 night clubs

Results

+30%

Follower Growth

64%+

occupancy

+25%

Sales Conversion

Strategy

managed the complete operations including kitchen management, sales and marketing.

significantly increased resort's online visibility



clover resort

20 rooms | premium resort

coorg | karnataka

"boosting brand awareness with social media"

results

+30%

follower growth

63%+

occupancy

+25%

sales conversion

strategy

managed the complete spectrum of digital assets, content management, sales and reservations.

significantly increased resort's online visibility



aj cable clouds

22 rooms | boutique resort

ooty | tamilnadu

full spectrum management of digital assets

Results

+30%

Follower Growth

76%+

occupancy

+25%

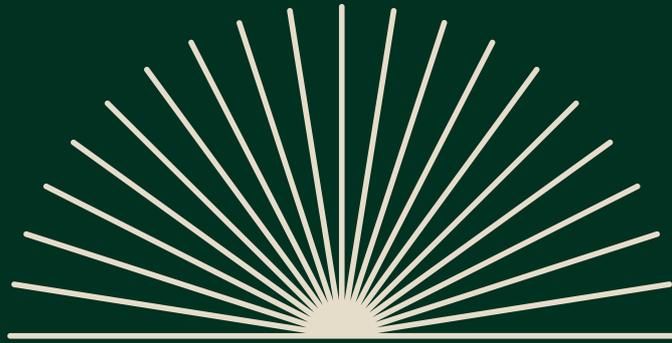
Sales Conversion

Strategy

managed the complete operations including kitchen management, sales and marketing.

significantly increased resort's online visibility





what we offer

depending on engagement depth and level of intervention required we have curated 3 service plans



standard

one-time engagement
with 6 months support



premium

monthly subscription model



advanced

revenue share model



standard plan

One-time engagement with structured setup
and 6 months of support.

- ✓ photo shoot / video shoot 30 images / 2 reels
- ✓ google listing
- ✓ channel manager setup djubo
- ✓ website development
- ✓ ota listing top 5 platforms
- ✓ website booking integration
- ✓ social media setup top 3 platforms
- ✓ training & handover



works well for those who need better
organisation without ongoing
commitment.



premium plan

ongoing monthly subscription for continuous pricing and operational optimisation

- ✓ photo shoot / video shoot **30 images / 2 reels**
- ✓ google listing
- ✓ channel manager setup **djubo**
- ✓ website development
- ✓ ota listing **top 5 platforms**
- ✓ website booking integration
- ✓ social media setup **top 3 platforms**
- ✓ pricing plan setup across multiple ota platforms with price parity optimization



for properties which needs systematic support to get revenue stability while building the brand.



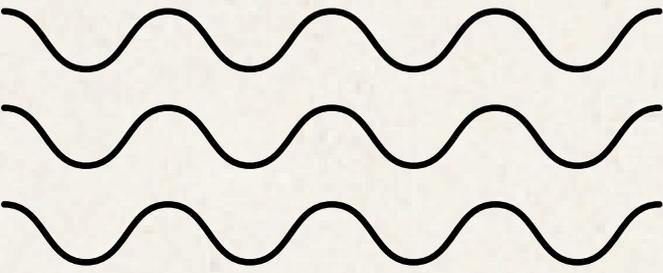
advanced plan

performance-led partnership with a revenue share model

- ✓ photo shoot / video shoot **30 images / 2 reels**
- ✓ google listing
- ✓ channel manager setup **djubo**
- ✓ website development
- ✓ ota listing **top 5 platforms**
- ✓ website booking integration
- ✓ social media setup **top 3 platforms**
- ✓ pricing plan setup across multiple ota platforms with price parity optimization
- ✓ inventory management
- ✓ front office support



works well for hospitality brands who are looking at long term revenue maximisation with a strategic partner.



connect with US

if you are ready organise your content, elevate service, and
unlock new revenue opportunities on your hospitality venture -
let's start the conversation

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