



# Tourism & Hospitality AI Chatbot

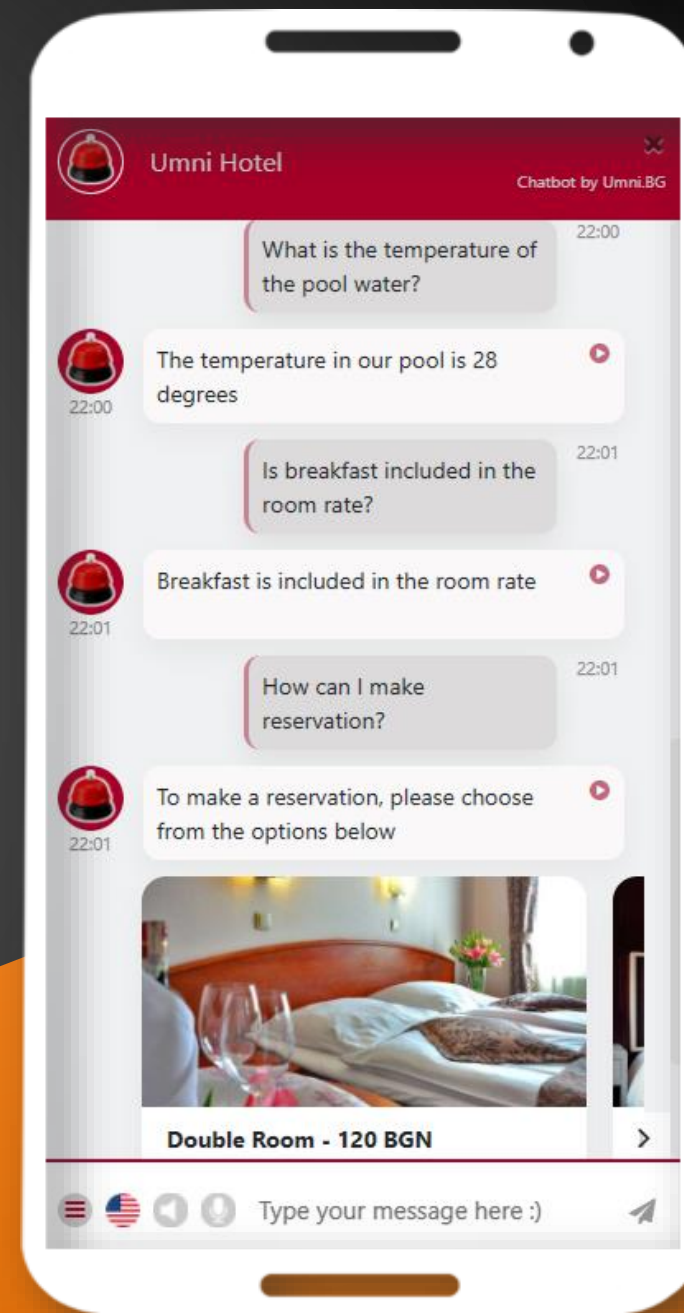
Your smart conversational tool to  
Sell. Save. Care - 24/7

Demo in Action

Book a Demo call

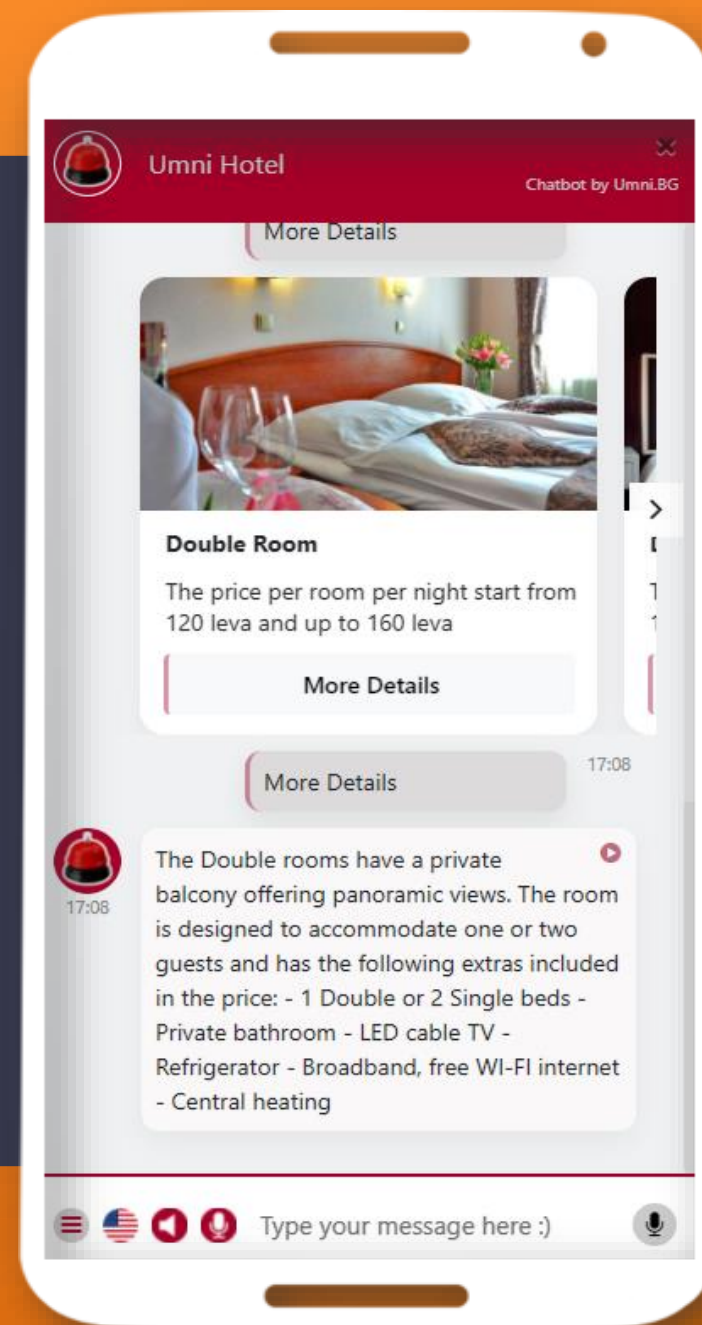
Over **20 years of experience in hospitality!**  
From a hotelier back to hospitality!

[umni.bg](https://umni.bg)  
[hotel-chatbot.com](https://hotel-chatbot.com)



# Umni

- ✓ A **no-code** platform for creating, managing and using AI Assistant (Chatbot) by the business team for a website without technical knowledge and skills
- ✓ The website's chatbot is used for **marketing, sales, and customer support, for HR and other**, and allows businesses to reduce costs, optimize staff performance and increase **direct bookings** and **service inquiries**
- ✓ **First-** and **Zero party data** collection tool
- ✓ **Fast, easy and affordable tool** both in technology & financially




# Our Expert:



**Elitza STOILOVA**  
Co-founder & CEO, Umni


- ✓ Over **20 years** in hospitality
- ✓ General manager of hotel
- ✓ General manager of tour operator
- ✓ Twice awarded Destination marketing consultant

Over **20 years** of experience in hospitality!



**Ministry of Tourism**  
Mariana Islands

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To Whom It May Concern:

Elitza Stoilova has been contributing positively to the tourism industry of the Commonwealth of the Northern Mariana Islands (CNMI) for over 15 years. During that time, she and a handful of others reached out and created a Russian visitor market to the CNMI.

"Elly" has acted as the Chair of the Russia ad hoc Committee of the Marianas Visitors Authority (MVA). She generated a Russian Language CNMI Guidebook and was the de facto social media presence for Saipan, Tinian, and Rota in Russia for many years prior to MVA opening an office in Vladivostok. Since that opening she has worked cooperatively with our staff there and at MVA Headquarters to foster goodwill and increase arrivals from Russia. Elly has won the MVA Tourism Excellence Award and has been recognized by us, the Rotary Club, and others for her industry and local social contributions. Elly has managed a number of local tourism businesses in the hotel and optional tour sectors with distinction.

The CNMI will not be the same without Elly's professional and enthusiastic presence but we wish her well in her new endeavors and highly recommend her as a strong player in the hospitality and tourism business.


Sincerely,



**CHRISTOPHER A. CONCEPCION**  
Managing Director  
Marianas Visitors Authority

2016/11/17

To whom it may concern



**LETTER OF RECOMMENDATION**

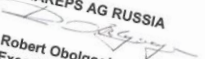
It's our great pleasure to recommend Mrs. Elitza Stoilova for position in your organization. Being official representatives of the Marianas Visitors Authority (MVA) in Russia, Aviareps AG has been cooperating with Mrs. Elitza Stoilova since 2013. As the General Manager of Mango Resort Saipan and Chair of the MVA Russian Ad Hoc Committee, Mrs. Stoilova was our partner in many projects aimed at promoting the Northern Marianas as the outbound travel destination in Russia market.

Mrs. Stoilova is a very competent specialist working with commitment and enthusiasm. We are much impressed with her knowledge and extraordinary experience in sales and marketing as well as PR development. She is also very creative person who generates new ideas that work effectively in promotion and PR activities. Every input from Mrs. Stoilova in our projects was very effective and valuable.


Mrs. Stoilova has very strong interpersonal and communication skills. Besides, she is also extraordinary quick and helpful in all communications –we always receive immediate feedback on any inquires.

Having completed more than ten projects together, we can definitely say that Mrs. Elitza Stoilova will be a very valuable staff member for any organization.

**AVIAREPS AG RUSSIA**



**Robert Obolhogiani,**  
Executive Vice President  
Russia, CIS, Central & South Asia



**Agency AVIAREPS**  
Germany-Russia

## UNWTO Innovation Champion 2023

**Winner of a Global Startup Competition** for Innovation and Digitalization for Island Destinations by **UNWTO**

(United Nations World Tourism Organization)

16 March'23, Las Palmas, Canary Islands

**Project:**

**Island AI Concierge** - the island tourist AI digital Assistant

**Member of UNWTO Innovation Circle**



# Best Hotel & Travel Communication AI Service 2023 – Bulgaria

2nd EU Business News' **European Travel Awards 2023**

July'23



**European Travel  
Awards 2023**  
**Umni.Co**  
Umni.Co is one of the 2023 winners of  
European Travel Awards at EU Business News.

# Innovation in Tourism

Special Award of the Ministry of Tourism of Bulgaria - 2023

Dec'23



**Best Hotel and Restaurant Software of 2019**

3rd National Conference Smartourism.bg'19



**Top 5 innovative tourism projects.** Innovation category

Annual Awards of the Ministry of Tourism of Bulgaria'19



**Innovation in Tourism, 2018**

(Balkan Tourism Industry Awards, 2018)



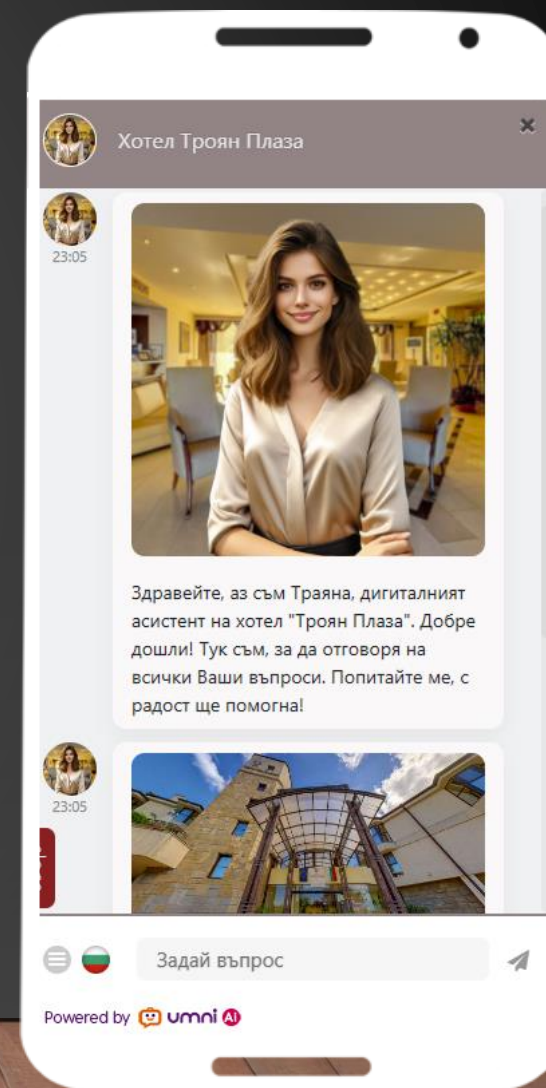
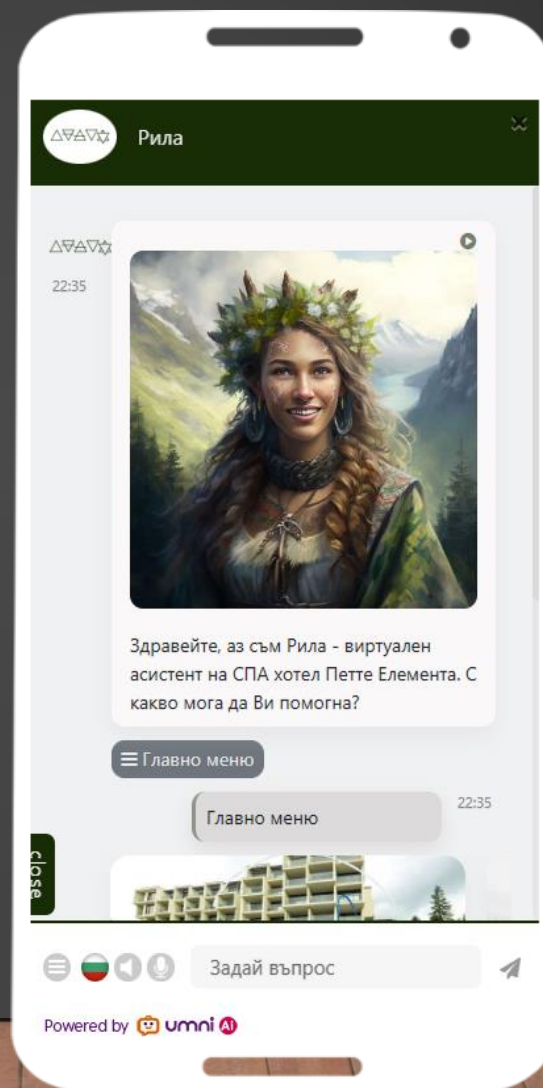
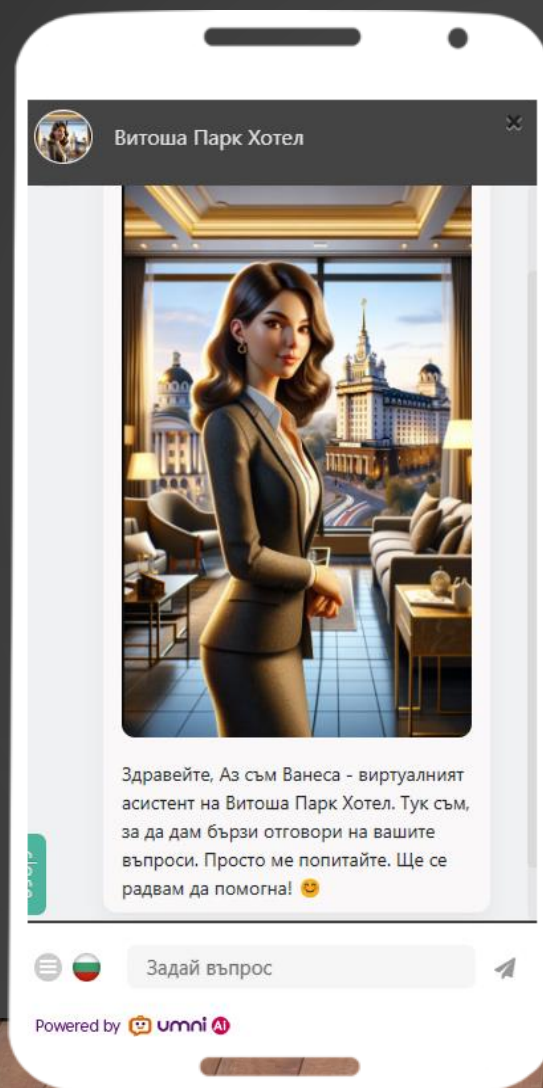
# Tourism Customers

- ✓ **City Tourism AI Concierge**
- ✓ **4- and 5-star hotels**  
Resorts, SPA & Medical, Casino and others
- ✓ **TEZ Tour**  
The largest tour operator in Balkans and Bulgaria
- ✓ **Small family-owned properties**  
Hotels, guesthouses
- ✓ **Apartments for rent**
- ✓ **SPA centers, wellness and other**



More hotel customers [here](#)

# Hello, how can I help you?





## AI Chatbot Results in 3 Words:



✓ **Sell**

- personalized offers
- booking & service requests
- event registration, etc.

✓ **Save**

- working hours
- resources

✓ **Care**

- for customers **online** experience
- for customers **offline** experience
- for staff - assistant and "coach"
- for the website experience
- multilanguage assistance \*
- **24/7, instantly**
- **unlimited conversations with unlimited users**

\* **28 European languages** (including CEE) + **Chinese**  
Other languages are upon demand

## Our customers **report:**

- ✓ Night chatting: **35% - 50%**
- ✓ Night bookings: **~ 40%**
- ✓ Bookings: up to **50% of all**
- ✓ Conversion: **~30%**
- ✓ Repeaters: up to **70%**
- ✓ FAQ: up to **95%**
- ✓ **11 interactions**/user
- ✓ Savings: **5-12 min**/user

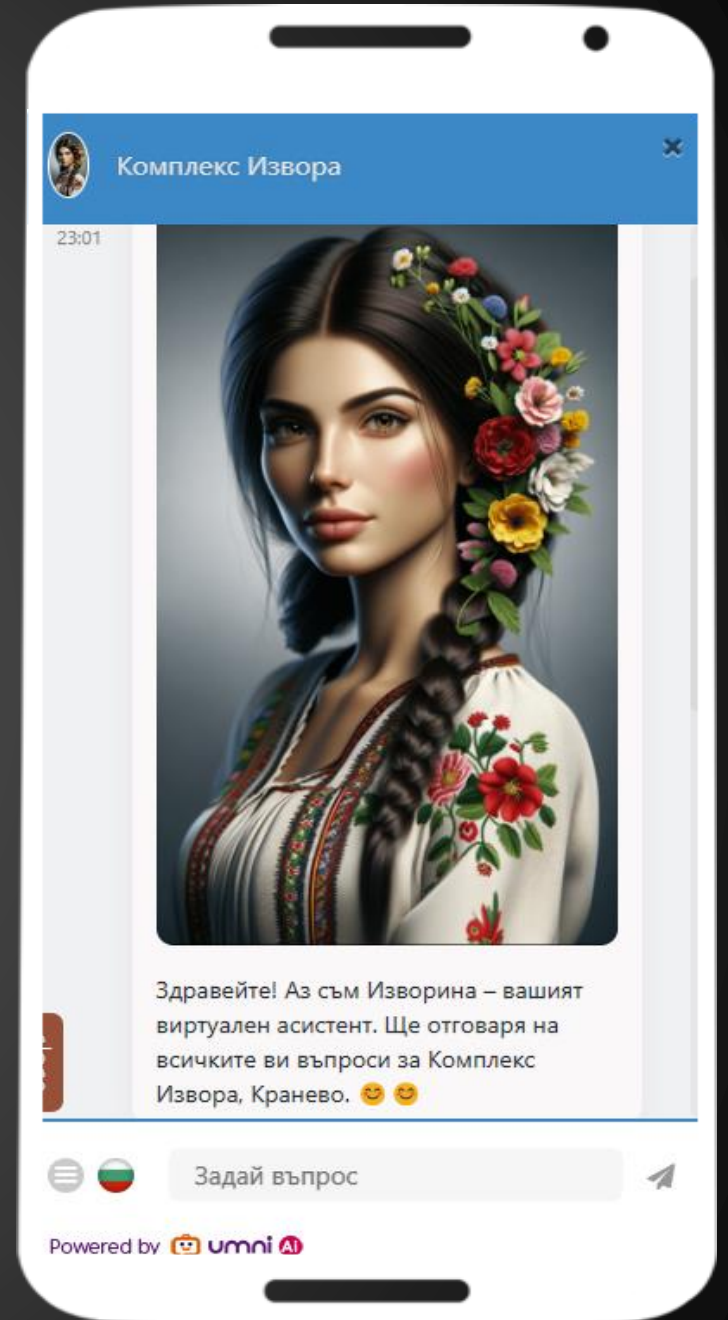
*success*

**Saving up to 7000  
working hours per  
business annually**  
(SMEs)



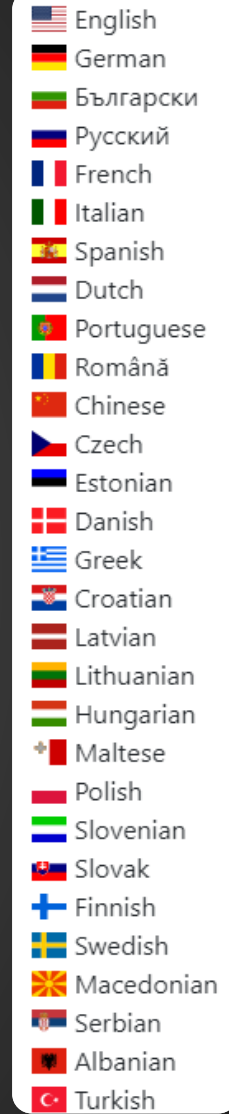
# AI Chatbot: fast, easy, affordable

- ✓ **A customized solution** for the website
- ✓ **Easy** - without technical knowledge and skills
- ✓ **Reliable support**
- ✓ Choice of **29 languages**
- ✓ **Integration** to over **6500 systems**
- ✓ **Full control** over data and content
- ✓ Instant **updates**



# AI Chatbot **Benefits:**

- ✓ **Answers questions**, extending **working hours** to **24/7**
- ✓ **Handle requests** and **bookings**
- ✓ **Trigger tasks automations** outside the Chatbot
- ✓ **Encourage direct bookings** and **upsells**
- ✓ **Makes customer communication more efficient:**  
before, during and after the customer trip/stay  
with access from anywhere online and offline
- ✓ **Support marketing efforts**
- ✓ **Support employees** with **information**
- ✓ **Improve website experience**
- ✓ **Improve overall customer experience**

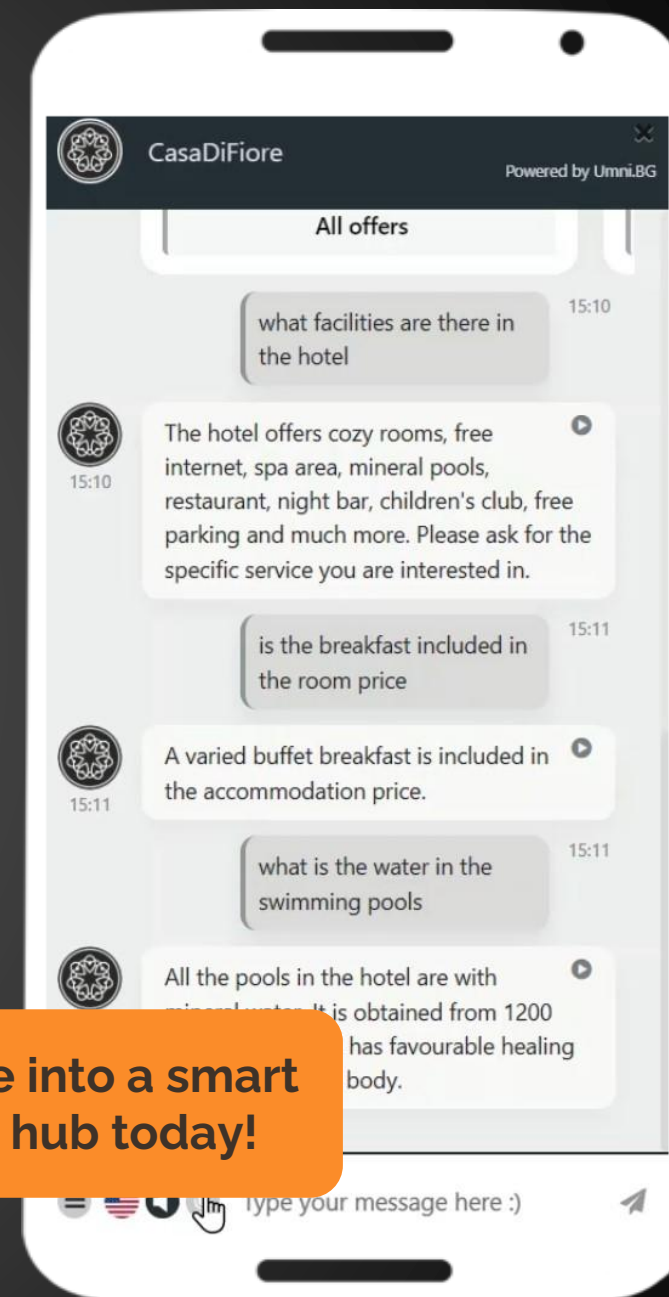


# The AI Chatbot - Details

24/7 Assistance: Book more, Save more, Grow faster

- ✓ 24/7 instant Q&A in up to 10 languages (choice from 29)
- ✓ Business specific curated AI module
- ✓ Booking & Service request forms - tasks automation
- ✓ Direct links and QR code to access the chatbot forms or info from anywhere online and offline
- ✓ Statistics on customer behavior, customers chat review and more
- ✓ Chatbot Booking module for service reservations and product orders
- ✓ Digital menu (add-on)
- ✓ Integrations
- ✓ AI content translation for multi-language AI Chatbot

The AI module is powered by NLP and GPT for fast and easy creation, curated database and personalized response to customers



Turn your website into a smart communication hub today!

Answers most questions from Day 1!

# Umni Platform **Highlights:**

- ✓ Easy AI module creation and maintenance
- ✓ Dynamic Content Creation and Management
- ✓ **B2B, B2C and B2E – in 1 chatbot: Secret Content**
- ✓ AI Content translation
- ✓ **Direct Interaction Enhancements**  
Links and QR-codes to content, Question-triggered actions
- ✓ **Supports 28 European languages + Chinese**
- ✓ **Customization and personalization**
- ✓ **No Additional Cost for Additional Languages**
- ✓ **No-code experience** – easy to learn and use
- ✓ **Integrations**
- ✓ **Easy implementation**



After planning and preparing the content for the Chatbot, the **actual AI Assistant creation takes couple hours!**

Every chatbot' element takes **1-2 min** to create!

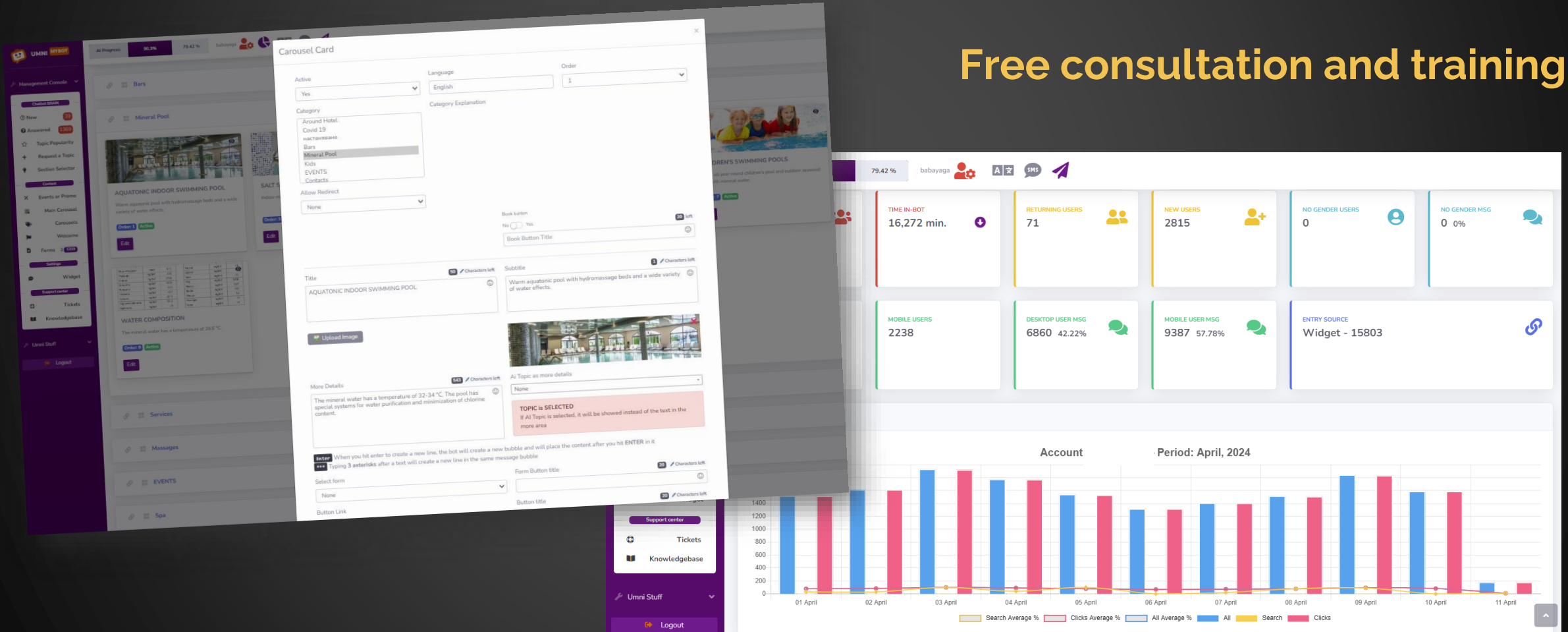
## Umni **Business Model:**

- ✓ **Software as a Service:**
  - monthly fee / discounted annual fee
  - **NO** implementation fee
  - Long term commitment **bonuses**
- ✓ **AI Assistant add-ons:**
  - monthly fee / one-time fee
- ✓ **Custom development** (if technically possible)
- ✓ **AI Chatbot creation** (upon demand, one-time fee)
- ✓ **Support and hospitality expertise - included**

*grow*  
with Umni 

# Umni Platform - as simple as filling forms

Free consultation and training



The image displays the Umni Platform interface, which is designed for easy configuration and monitoring. It features a management console on the left, a central configuration area for 'Carousel Cards', and a dashboard on the right with various analytics and a bar chart.

**Carousel Card Configuration Form:**

- Active:** Yes
- Language:** English
- Order:** 1
- Category:** Around Hotel, Covid 19, hachamaine, Bars, Mineral Pool, Kids, EVENTS, Contacts
- Category Explanation:**
- Allow Redirect:** None
- Book button:** No (selected), Yes
- Book Button Title:**
- Title:** AQUATONIC INDOOR SWIMMING POOL
- Subtitle:** Warm aquatonic pool with hydromassage beds and a wide variety of water effects.
- Image:** [Image of an indoor swimming pool]
- More Details:** The mineral water has a temperature of 32-34 °C. The pool has special systems for water purification and minimization of chlorine content.
- Form Button title:**
- Button title:**
- Button Link:**

**Dashboard Analytics (Period: April, 2024):**

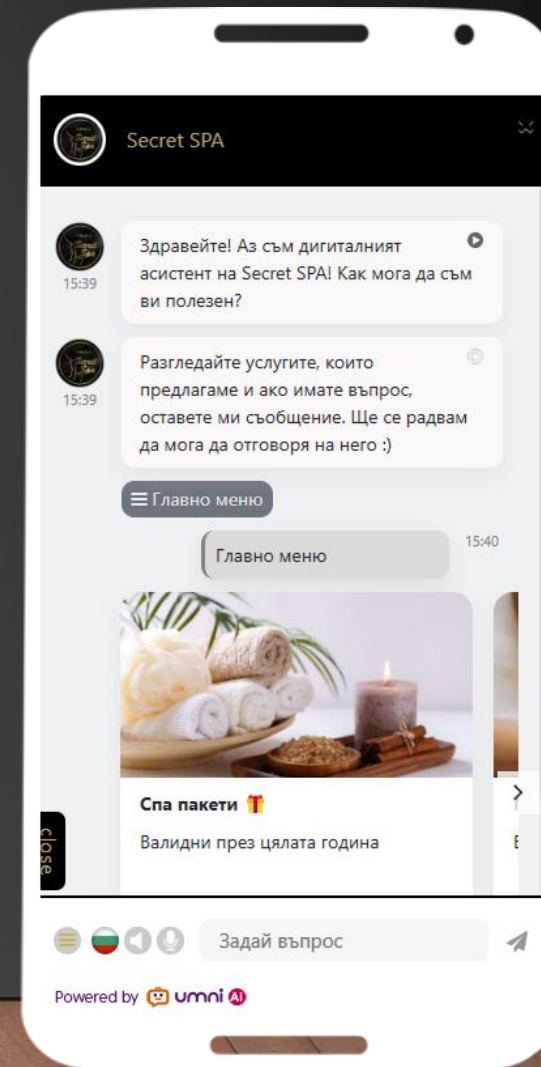
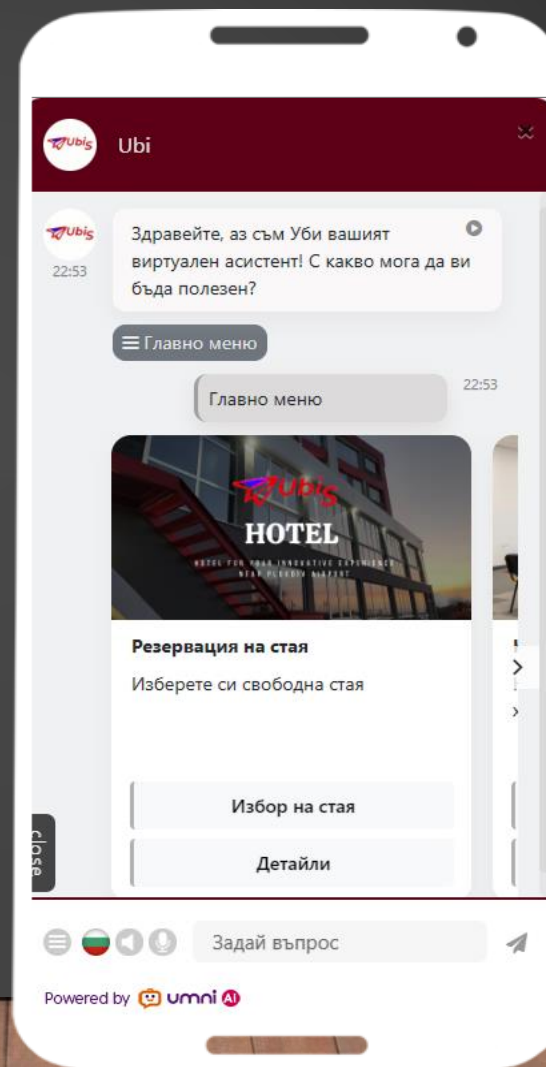
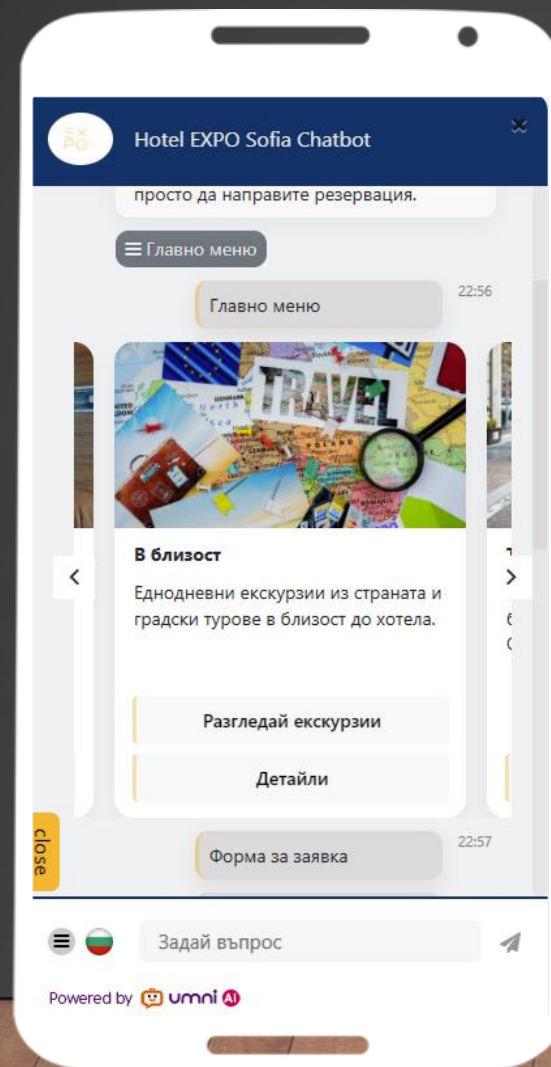
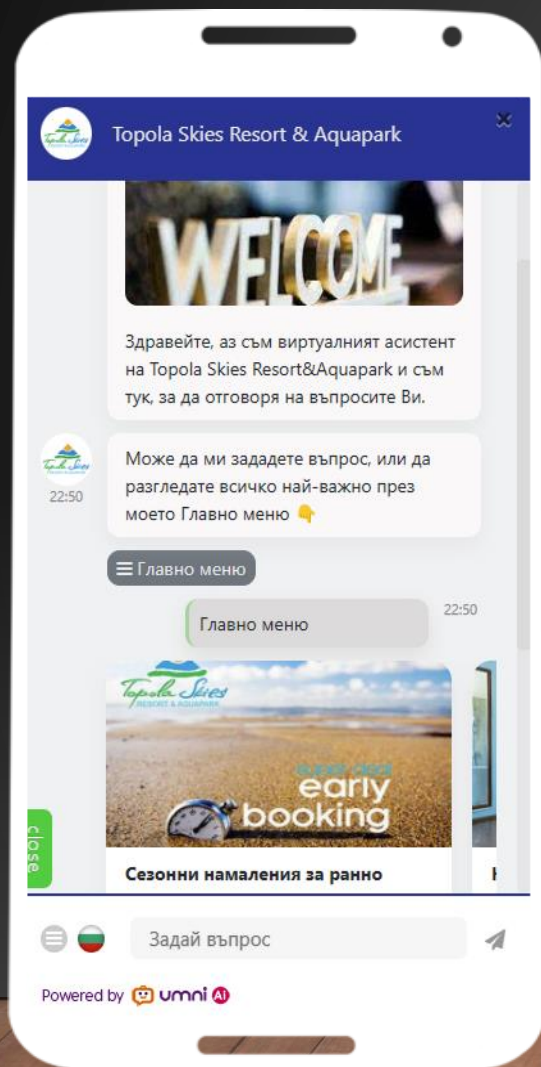
- TIME IN-BOT:** 16,272 min.
- RETURNING USERS:** 71
- NEW USERS:** 2815
- NO GENDER USERS:** 0
- NO GENDER MSG:** 0 0%
- MOBILE USERS:** 2238
- DESKTOP USER MSG:** 6860 42.22%
- MOBILE USER MSG:** 9387 57.78%
- ENTRY SOURCE:** Widget - 15803

**Bar Chart Data (Account - Period: April, 2024):**

Date	Search Average %	Clicks Average %	All Average %	All	Search	Clicks
01 April	~10	~10	~10	~1400	~1400	~1400
02 April	~10	~10	~10	~1400	~1400	~1400
03 April	~10	~10	~10	~1400	~1400	~1400
04 April	~10	~10	~10	~1400	~1400	~1400
05 April	~10	~10	~10	~1400	~1400	~1400
06 April	~10	~10	~10	~1400	~1400	~1400
07 April	~10	~10	~10	~1400	~1400	~1400
08 April	~10	~10	~10	~1400	~1400	~1400
09 April	~10	~10	~10	~1400	~1400	~1400
10 April	~10	~10	~10	~1400	~1400	~1400
11 April	~10	~10	~10	~1400	~1400	~1400



# Transform your operations with AI chatbot





# Sell. Save. Care - 24/7

We will be delighted to be your partners!



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