

FOR HOTELS RUNNING LIGHTHOUSE (OTA INSIGHT)

Keep Lighthouse. Add the decision layer.

Lighthouse leads with market intelligence, BI and AI pricing. Peaqplus adds the PMS-native decision, workflow and group-sales layer that runs on your own data — plus competitor reviews and AI visibility a market-intelligence platform doesn't cover. Reading from your PMS independently. No migration, no conflict.

Decisions · Revenue Meeting · Group sales · AI
visibility

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Assist Intelligence Kft.
peaqplus.com ·
sales@peaqplus.com

IF YOU RUN LIGHTHOUSE

Lighthouse shows the market. **Where do you act on it?**

Lighthouse has grown into a broad commercial platform — rate shopping, parity, market intelligence, benchmarking, business intelligence and AI pricing. It tells you where the market is. But the operational layer around a revenue decision — the record of what you decided and why, the weekly meeting, the group deals, the guest-score watch, whether AI assistants recommend you — is a different job. That's where Peaqlus runs.

01

Market intelligence is handled

Lighthouse covers rate shopping, parity, market data, benchmarking, BI and AI pricing. Keep it. Peaqlus doesn't compete on market data — it runs the decisions and the workflow around it.

02

The decision & meeting workflow

Reason-coded decisions, discussion threads anchored to the exact data row, and a fixed weekly Revenue Meeting. The record and the routine around a revenue call — the layer a market-intelligence platform isn't built to hold.

03

Group business

The Sales pipeline, Smart Pricing for group inquiries, and the displacement calculator — accept or decline a block with the numbers in front of you. Group revenue a market-intel tool doesn't manage.

04

The parts a market tool doesn't cover

Competitor guest-score — where you stand on reviews, not just rates — and AI visibility: do ChatGPT, Claude, Perplexity and Gemini recommend your hotel?

THREE LAYERS ALONGSIDE THE MARKET DATA

The decisions, the group business, and the picture on your own data.

01 The decision + meeting layer

Every revenue call becomes a logged decision with reason codes. Discussion threads anchor commentary to the exact data row. The Revenue Meeting walks a fixed weekly agenda through the dashboards, so the market data you gather in Lighthouse turns into decisions on the record — not a conversation nobody wrote down.

02 Group business, priced with context

Inquiries land in the Sales pipeline. Smart Pricing computes the minimum acceptable rate from OTB + budget + occupancy band; the displacement calculator estimates the transient room nights a block would push out, with net deal value and a break-even rate. The group side of revenue, which market intelligence leaves untouched.

03 Competitor reviews, AI visibility, and Pulse AI

Competitor Reviews shows where you stand on guest score against your compset — the review side, not just rates. Discovery measures weekly whether ChatGPT, Claude, Perplexity and Gemini recommend your hotel, and gives you a crawlable, AI-readable page. And Pulse AI answers plain-language questions on your own PMS data, on a schedule if you want.

HOW THE TWO RUN TOGETHER

No migration. No conflict. Parallel install.

Lighthouse reads the market; Peaqlus reads your PMS. They draw on independent sources and don't require moving off one for the other. Adding Peaqlus is a parallel install — the market intelligence keeps flowing while the team gains the decision, workflow and group-sales layer around it.

RM The revenue manager works in both

Reads the market and parity in Lighthouse. Logs the decisions, runs the group pipeline, and leads the weekly Revenue Meeting in Peaqlus — turning market signals into decisions on the record, on the hotel's own data.

GM The GM and owner mostly work in Peaqlus

The plain-language dashboards, the decision trail, the Daily Briefing, competitor guest-score and AI visibility — the operating picture of the hotel, not just the market around it.

THE PEAQPLUS SCREENS YOU'LL OPEN MOST

- **Decisions + Revenue Meeting** — reason-coded audit trail, discussion threads, the fixed weekly agenda
- **Sales pipeline + Smart Pricing** — group inquiries priced with displacement math
- **Competitor Reviews** — guest score vs your compset, not just rates
- **Discovery** — weekly AI-assistant visibility and a crawlable hotel page
- **Pulse Chat** — plain-language questions on your own PMS data, saved as scheduled Routines

PRICING ALONGSIDE LIGHTHOUSE

From €109/month — no rip-and-replace.

Peaqlus starts at €109/month for BI Core, published transparently on the pricing page. It's an add-on layer, not a replacement — keep Lighthouse for the market picture, add Peaqlus for the decisions, the group business and the workflow around it. It reads from your PMS with no impact on your market intelligence.

The layer you add — on top of BI Core (from €109/mo)

Sales Pipeline + Smart Pricing — group business	€49 / mo	Competitor Rate Intelligence — rates + guest reviews	€59 / mo
Discovery — AI-visibility (AEO / GEO)	€49 / mo		

Multi-property management is included in every tier. Decisions, Revenue Meeting and Pulse AI are part of the core platform (Pulse AI €49/mo where taken standalone). Intro pricing on the add-ons.

See where the decisions get made.

A 45–60 minute walkthrough on a simulated property with data that moves day to day. We show the decision, workflow and group-sales layer that runs next to a market-intelligence platform — and how a parallel install works. Keep Lighthouse; see what Peaqlus adds.

sales@peaqlus.com