

FOR JOURNALISTS, EDITORS AND ANALYSTS

HotPilot – the Conversational Booking OS for hotels and rentals

HotPilot combines a direct booking engine powered by AI conversation with a full property management system, dynamic pricing, marketing automation and analytics. Hotels implement the platform in under a week and go live with all core features active.

AT A GLANCE

Company	HotPilot LTD (Hot Pilot OOD), incorporated in Bulgaria
Category	AI-powered hotel booking and property management platform
Positioning	The Conversational Booking OS
Headquarters	Sofia, Bulgaria
Leadership	Peter Lozanov, Chief Executive Officer · Hristo Alexandrov, Chief Technology Officer
Customers	Independent and boutique hotels, resorts, spa & balneo properties, guesthouses, rentals and small groups
Website	hotpilot.ai

MISSION

We amplify AI for hospitality through an all-in-one ecosystem of effective tools that hotels and rentals can implement in under a week.

WHAT THE PLATFORM DOES – SELL. SERVE. SCALE.

Sell.

AI revenue engine

- Conversational booking engine
- AI upsell & cross-sell – rooms, extras, F&B
- Direct booking optimisation and abandoned-booking recovery
- Payments: multi-currency, deposits, instalments
- Revenue attribution analytics

Serve.

Distribution & operations

- Property management system
- Channel manager – Booking.com, Airbnb, Agoda, Expedia
- AI guest assistant: pre-arrival, in-stay, post-stay
- AI management assistant – an operator co-pilot
- Competitor monitoring and dynamic pricing
- Invoicing, VAT and BG/GR/RO reporting

Scale.

Growth & marketing suite

- Guest CRM with smart segmentation
- Marketing automation – email, SMS, WhatsApp
- Reviews and reputation management
- Cohort and lifetime-value analytics
- Website builder, multilingual content

WHY THE COMPANY EXISTS

Every night, a hotel room is either filled or empty. That gap — between a property's potential and its actual performance — has always been the problem at the heart of hospitality. For years the tools built to close it were designed for the largest chains, leaving independent hotels to stitch together a dozen disconnected systems and pay commissions that eroded their margins.

HotPilot rebuilds, specifically for hospitality, the commercial architecture that powers the world's best-performing online businesses: abandoned booking recovery instead of abandoned cart, a direct booking funnel instead of a product checkout, and revenue attribution instead of sales analytics.

THREE THINGS THAT MAKE IT DIFFERENT

Marketing first

Most hotel technology treats marketing as something that happens after the booking system is live. HotPilot inverts that — the platform is built around capturing data, optimising conversion and sustaining guest relationships that compound revenue over years, not nights.

Conversation as the interface

The booking engine does not only display rates. Guests can ask about availability, facilities and special requests, then complete the reservation in the same flow — *Swipe left to ASK. Swipe right to BOOK.*

Open, all under one roof

Booking engine, PMS, AI agents, marketing suite, analytics and channel management share a single data layer and one interface — on an open platform that integrates with the rest of a property's stack rather than replacing it.

PLATFORM FIGURES

56+

OTAs connected through the channel manager

7

languages in the platform interface

24/7

AI guest conversation, powered by Claude

1 week

or less, from sign-up to live operation

Company data published on hotpilot.ai. Performance figures for individual properties are available on request as attributed case studies.

LEADERSHIP ON THE RECORD

"We will help your hotel earn more from every conversation — with your guests, with your data, your team, and with your market."

Peter Lozanov, Chief Executive Officer

"A hotel running HotPilot has the same commercial horsepower as an online retailer — without the complexity and without the implementation cost."

Hristo Alexandrov, Chief Technology Officer

BOILERPLATE — FOR USE AT THE END OF ARTICLES

HotPilot is an AI-powered hotel booking and property management platform that hotels and rentals implement in under a week. Built in Sofia, Bulgaria by a team of technology, travel and marketing professionals, the platform combines a conversational booking engine with a property management system, dynamic pricing, marketing automation and analytics — giving independent properties commercial infrastructure that until now was available only to the largest chains. More at hotpilot.ai.

MEDIA CONTACT

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USING THE NAME AND THE BRAND

HotPilot — one word, capital H and capital P

Not "Hot Pilot", "Hotpilot" or "HOTPILOT". The slogan is written *Sell. Serve. Scale.* with a full stop after each word. Logo files for editorial use are available on request and must not be recoloured or distorted.