



Combining the Power of Big Data, Machine Learning & Human Expertise for Unmatched Profitability

Lybra Assistant RMS is a next-generation Revenue Management System (RMS), combining real-time demand data, advanced machine learning and a user-friendly interface to deliver actionable insights, automated rate recommendations and complete control over your revenue strategy.

Our RMS enables your hotel to track real-time pick-up trends, monitor competitor rates and receive smart price recommendations for the next 365 days—all automatically updated across your distribution channels.

Using Lybra Assistant RMS, our hotel clients have experienced significant improvements in revenue (including RevPAR increasing by up to 17%) and operational efficiency, within six months of implementation.

Customizable Autopilot

Rates be set to update automatically based on customizable rules or can be reviewed and updated manually.

Group Displacement Analysis

Assists revenue managers in deciding whether to accept group bookings without negatively affecting individual bookings.

Integrated Rate Shopper

Monitors and analyzes competitor rates for different room types, allowing hotels to adjust their rates to stay competitive.

Events Shopper

Automatically detects and analyzes local events impacting demand, enabling your property to proactively adjust your pricing to maximize revenue.

Calendar & Gap Analysis

Update rates for the next year and monitor hotel pick-up trends, enabling more accurate, data-based decisions on pricing and inventory management.

Flight Search Data Integration

Analyzes millions of flight searches to provide insights into demand pressure, helping your revenue managers stay ahead of the competition.

Statistics & Marketing Overview

Offers in-depth analysis of your property's trends and performance metrics, including occupancy rates, ADR, RevPAR and market share.

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Lybra Assistant RMS is ideal for all types of properties with 20+ rooms, including independent hotels and small groups, urban and seaside hotels and hotels offering both leisure and business segments.



AI-Powered Forecasting & Pricing

Our RMS instantly adapts your pricing to real-time market conditions.

Demand-Centric Intelligence

Includes flight search data and booking pace to anticipate demand before it materializes.

Autopilot Functionality

Automate daily rate updates with rules that fit your strategy – freeing up valuable time.

All-in-One Interface

Rate shopper, forecast, pick-up trends and gap analysis – all in a single dashboard.

Cost-Effective & Scalable

A full-featured RMS that's affordable and ideal for all hotels with 20+ rooms.

Seamless Integrations

Our RMS integrates with 90+ Property Management Systems (PMS) and Channel Managers, enabling real-time data exchange to ensure that your pricing is continuously optimized, automated and dynamic.

Multi-Language Customer Support

Our qualified support team is available by phone, ready to help you quickly resolve any issues and maximize your ROI on the system.

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Contact us at sales@zucchettinorthamerica.com to learn how our RMS can optimize your property's pricing, boost bookings and maximize your revenue.

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