

THE EFFECTIVE, TECHNOLOGY DRIVEN
PARTNERSHIP DELIVERING PROVEN
SALES RESULTS.



In Cooperation With Inova Hospitality.

INTRODUCTION

YOUR CHALLENGE

ECONOMIC

Challenging International economic conditions, rates pressure, budgets squeezed, limited or inconsistent conversion

TOUR OPERATORS

Directional selling by major T/O brands, creation of competitive hotel product, limited or inconsistent conversion
– your distribution partners are becoming competitors

BED BANKS & OTA'S

Commoditising your product and brand

FLASH SALES

Only offer irregular and inconsistent access to market

YOUR MARKETING BUDGET

Are finite and allow for only limited activity in each source market

CONSUMER WANT

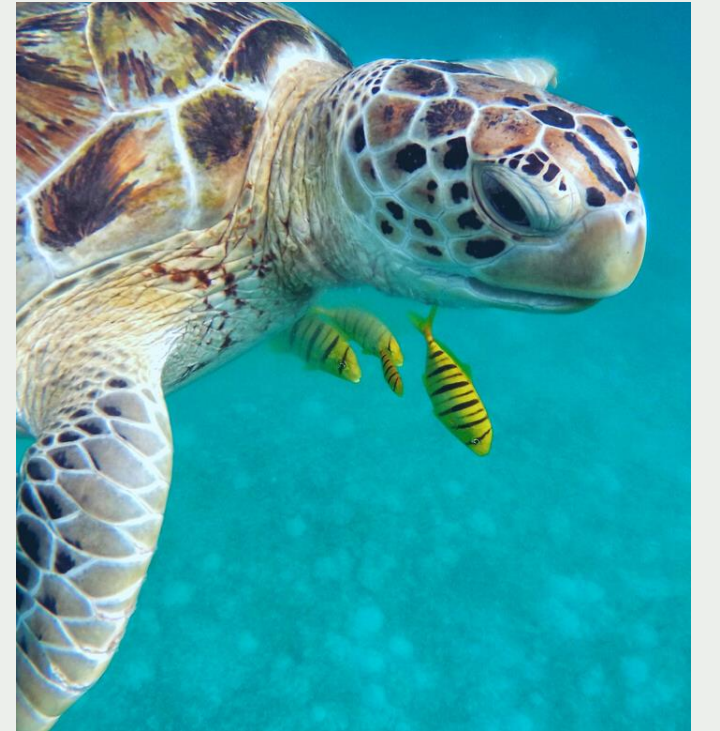
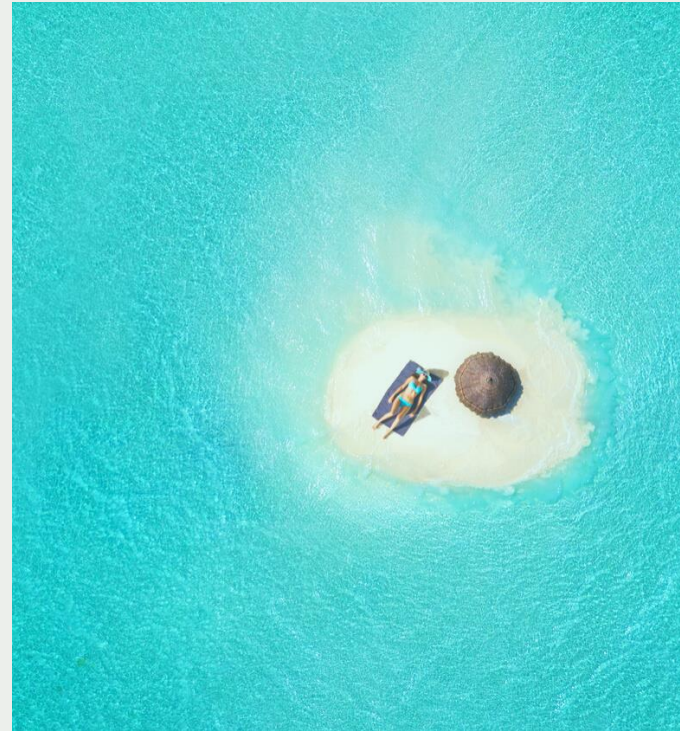
Now more than ever - Trusted, secure and financially protected holiday packages





ABOUT US

A UNIQUE COMBINATION OF SKILLS AND RESOURCES



YOUR HOTEL

PROVEN
TECHNOLOGY

BOOKING &
FULFILMENT

INVENTORY
MANAGEMENT

IN HOUSE
MARKETING TEAM

300+ DEDICATED
AGENTS



ABOUT US

VERTICAL SYSTEMS

Leading travel technology provider at the heart of all our technologies including VOIP, Tarsc & Vcrm.

AMATHUS HOLIDAYS

Luxury B2C & B2B tour operator.

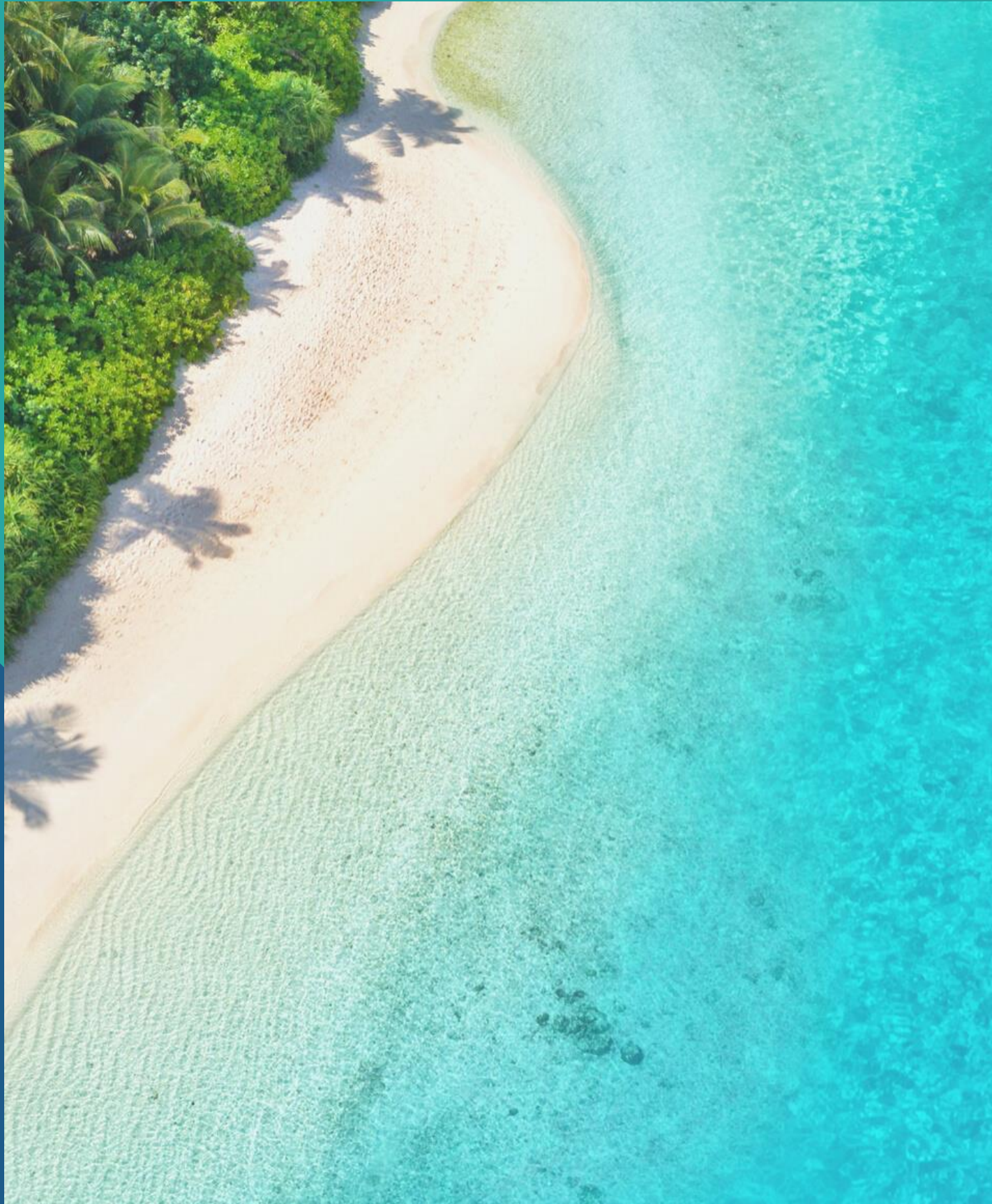
PROVEN TRACK RECORD

Having successfully worked with Sani, IKOS resorts and other partners to aid the growth of their brands within the UK market through specialist 'castle' websites. Highly targeted marketing campaigns.

300+ dedicated sales agents.

LUXURY holidays customer database of over half a million..





OVERVIEW

- Developing and supporting hotel / resort brands in key source marketing.
- Targeted sales delivering early booking fulfilment.
- Both online and offline reservation solution.
- Consistent & targeted multi channel marketing.
- Scalable product supported by ground-breaking technologies.



ABOUT US

A UNIQUE COMBINATION OF SKILLS AND RESOURCES

YOUR HOTEL



VERTICAL SYSTEMS

Cloud based dynamic packaging suite of travel technology

Proven scalable platform – in excess of 1,000,000 transactions per month

Delivers proven competitive advantage

Integrates with 3rd party systems

Flexible, efficient, advanced

BEDBANK

Experienced and knowledgeable staff

Handpicked contracts with selected properties worldwide

24/7 emergency client support

Beneficial payment terms

In resort representation (selected resorts)

Transfer arrangements worldwide

VERTICAL TRAVEL GROUP

Finalist –
Travel Weekly Most Innovative Agency

Finalist –
Travel Weekly Homeworker of the Year

Fully ABTA and ATOL bonded

Agent's success is dependent on client satisfaction – 52% repeat selling.

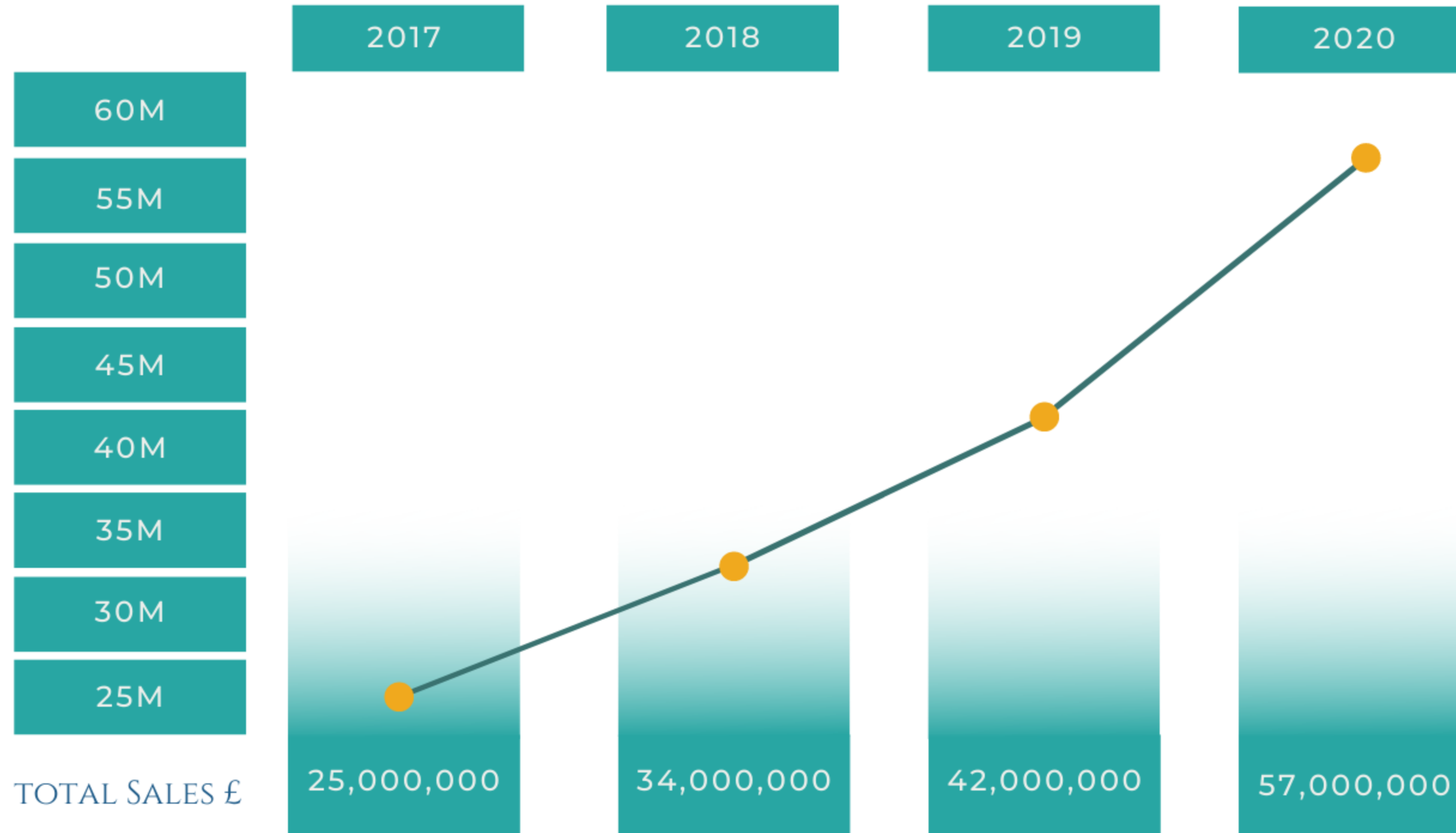
Dedicated service

CEO given lifetime contribution to Travel award in 2018.



ABOUT US

TOTAL REVENUES GENERATED ACROSS THE GROUP





WHAT WE DELIVER

IMMEDIATE RESPONSE, AGILE SALES & MARKETING

CURRENT CAMPAIGN CASE STUDY

BUSINESS ISSUE

Difficult European economic conditions, rates pressure from traditional routes to market, consumer budgets squeezed, inability to directly address chosen markets cost effectively.

AGREED ACTION

Establish & develop a 'brand proposition website' initially for the UK & Irish markets but positioned to expand subsequently with fully licensed Tour Operators in major European source markets like Germany, Austria, Switzerland, Luxembourg, France, Belgium & Scandinavia.

IMPLEMENTATION

To develop an effective web proposition with an appropriate luxury, feel, in-keeping with the hotel's own 'look & feel'. Use proven & reliable fulfillment processes to provide immediate sales delivery focused on 'least-sold stock'.

RESULT

Increased press interest, trade engagement following from consumer demand. Real time - instant and long-term benefits & developed brand awareness within the first year. Delivering volume sales independently from traditional trade routes whilst increasing demand from those traditional routes as a result of enhanced brand awareness in the target marketplace.

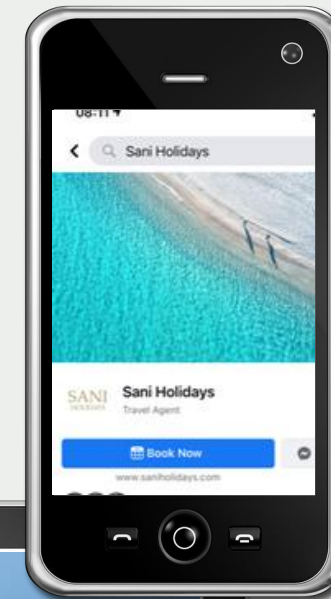
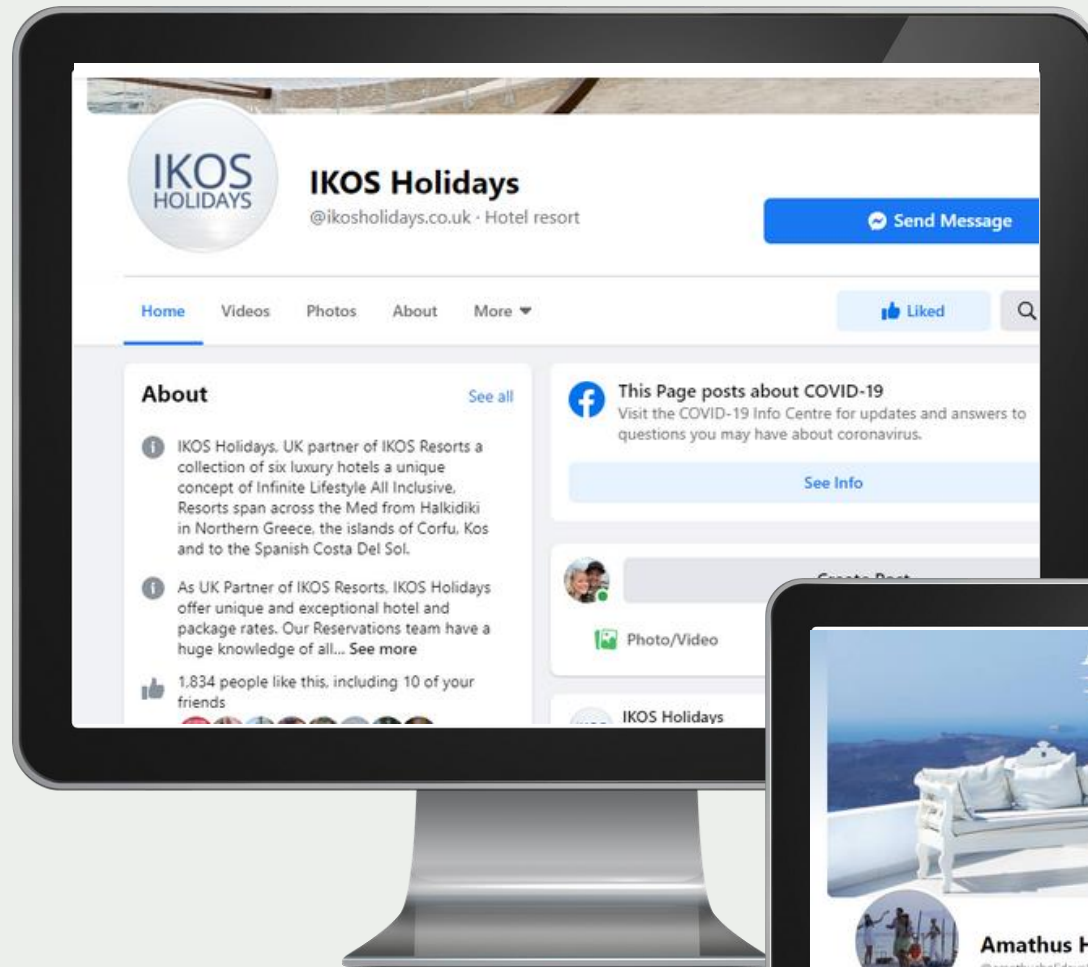


WHAT WE DELIVER

THE POWER OF SOCIAL MEDIA

ACTIVE SOCIAL MEDIA MANAGEMENT

DELIVERS HIGH LEVELS OF CLIENT INTERACTION – INCLUDING IN RESORT





WHAT WE DELIVER

THE POWER OF EMAIL MARKETING

ACTIVE EMAIL MARKETING DELIVERS
HIGH LEVELS OF CLIENT INTERACTION – INCLUDING IN RESORT



BUILDING A BRAND

Marketing focused exclusively on developing and reinforcing your brand and reputation in the UK market

Launch and improve a high quality, feature and content rich bookable website.

Consistent multi channel marketing across all channels – web, social media, email, mass media promotions

CUSTOMER SERVICE & FULFILLMENT

We will comprehensively train all your sales team

We will deliver for you best in breed customer service and in resort representation.

Fully bonded and protected to provide client reassurance

Operating 7 days a week to suit your business

PROVEN MARKETING TEAM

Invest in marketing activity to optimize website exposure and relevance

Ensure that SEO and PPC are managed effectively with cost effective ROI

Responsive, quick to react, experienced, knowledgeable Travel industry professionals



TARGETED SALES

Activity focused on aggressively marketing and selling targeted dates to support high season sales

Advanced sales – active early promotion giving you great visibility of booking patterns

Emphasis on high revenue room types and upselling strategies via value added promotions .



WHAT YOU MUST DO FOR US

YOUR COMMITMENT TO YOUR HOTEL INTEGRATION

Contract with Your Hotel Integration at your “best” **tour operator rates**. We don’t ask for better rates than your other partners but need to ensure our holiday prices are competitive (rate and condition parity)

Sales incentive scheme geared towards value creation ranging from 1-4% of revenue (based on hotel arrangement turnover)

Mandate a **minimum agreed “mark up”** across all partners and police agreements fully and effectively

Access to **occasional and/or exclusive offers**. Your Hotel Integration works with you to generate targeted sales at key periods and preferential deals from time to time are both very effective and support our extensive marketing activities – example offers include early booking offers/spa treatments included/room upgrades/ board upgrades.

Minimum 3-year marketing agreement – all source markets

Allocate a senior manager (with decision making authority) as the key contact with Your Hotel Integration – our experience is that regular communication and developing a strong mutual relationship pays dividends

Support sales team product training. The better our sales teams know the property and the product, the easier it is to convert sales. Product training can be carried out by UK representation, face to face sessions with hotel teams, conference call or resort visit.

Supply assets for the website design and development – images, videos, 360-degree tours, logo references, any brand guidelines, colour references etc.



COMMERCIAL REQUIREMENTS

CONTACT & RATE AGGREEMENT

Rate agreement (best tour operator rates), health and safety documentation and trading contract

WEBSITE CREATION

Domain name acquisition, website design and development, content creation, website hosting and infrastructure set-up.

MARKETING AGREEMENT

A non exclusive 5-year contract with a 3 year term across all source markets.
Approval of domain name purchase using your brand e.g. saniholidays.com.

MARKETING FUNDS

We will agree a turnover based marketing contribution from you based on hitting pre-defined sales thresholds. Marketing funds are only due when sales targets are hit and are in addition to marketing activity funded solely by Your Hotel Integration..

TO BE AGREED



YOUR WEBSITE OPTIONS

1

SOLO PROPERTY WEBSITE

2

MULTI PROPERTY WEBSITE WITHIN
THE SAME RESORT/DESTINATION

3

MULTI PROPERTY & MULTI DESTINATION
WEBSITE



NEXT STEPS



SIGN COMMERCIAL
AGREEMENT ENSURING
RATE PARITY



SIGN MARKETING
AGREEMENT TO ENSURE
YOUR BRAND IS
PROTECTED



AGREE TO DEVELOPMENT
PATH TO ENSURE DELIVERY
OF CORRECT
CONTENT/IMAGERY FOR
DEDICATED WEBSITE

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