



bookhotels.direct

FUNDRAISING DESK

Combining the strength of an OTA with the advantages of booking direct by offering an industry disruptive (easy-to-use, cost-effective) product and a true alternative.

We want to become the market leader in accommodation booking.



The Problem



➤ For hotels*:

- pay high commissions to OTA's (15-35%)
- domination of OTA's
- lack of direct customer relationship and (brand) image
- affiliates and influencers: measurability/return

➤ For customers:

- finding a suitable hotel is time consuming as market is complex
- rate comparity lacks or diffused
- lack of customer relationship



Other Solutions | The Competition

1. OTA's (costs, domination)
2. direct booking (costs, to be found on the internet)
3. metasearch engines (OTA competition, bidding expertise, rate diffusion, TripAdvisor)
4. affiliate marketing (brand focused, lack of choice)
5. chain affiliation (costs, loyalty programs)
6. why AirBnB is not a competitor

Trivago = Expedia, Kayak & Hotels Combined = Booking



OUR SOLUTION



A tech solution combining the strengths of our competitors at lower costs with the advantages of booking direct*

- real-time availability & rates (even when OTA's show hotel is fully booked)
- measurability (affiliates, influencers) are being tracked
- a direct booking website www.bookhotels.direct for general public
- niche (affiliate) websites can use bookhotels.direct technology for marketing hotels

NO expertise needed

NO extra work involved

NO extra costs



ADVANTAGES OF DIRECT BOOKING



- direct customer relationship
- best price guarantee
- (plus extra 5% off when logged-in)
- perks: free Wi-Fi, free parking, free breakfast, upgrades, extra's, choice of room, upsale, etc, etc)
- late availability
- (brand) image, more information



Competition





MARKET VALIDATION



Online travel market

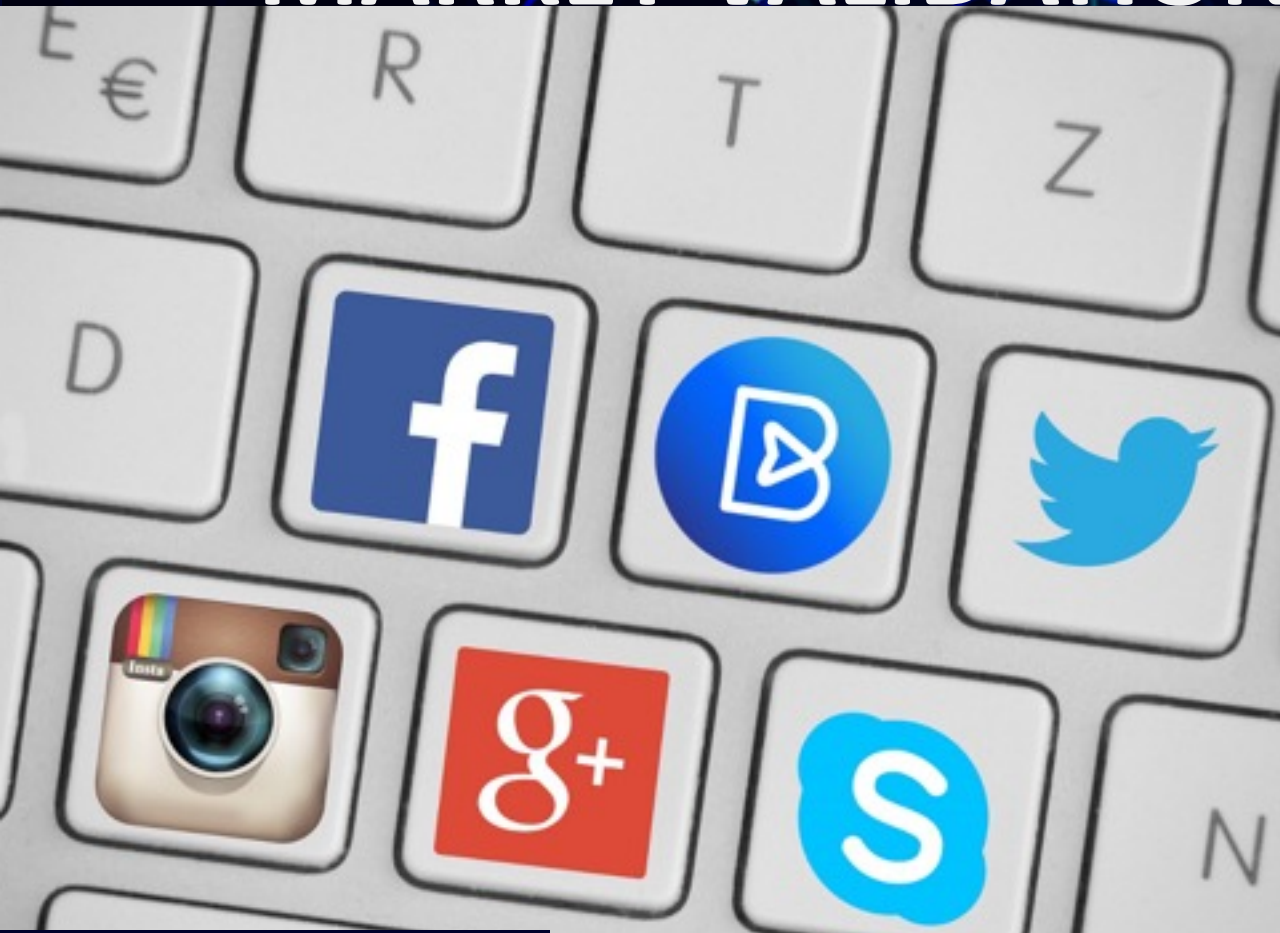
567\$billion
(2017)

1143.6\$billion
(2023)

There are an estimated 500,000 hotels in the world with 17.5 million rooms (a sharply defined market with higher commissions than other online travel businesses)



MARKET VALIDATION



Booking.com:

- 1.550.000+ room night booked daily
- 7.1\$billion market share, net profit 2.3\$billion
- valued at 70\$billion, the world's number 10 online company

SiteMinder:

- 30,000 clients
- 43.5\$million turnover in bookings/year
- order value with OTA's: 340\$ direct: \$600\$

Trade:

- 2.5 million hits on googling "direct booking"
- trade organizations, f.e. HOTREC book direct campaign
- large chains, f.e. Hilton's "stop clicking around" campaign
- "booking boosters" like HotelChamp and TripTease (4\$million and 22\$million in funding)



BUSINESS MODEL

- 10% commission based: "no results, no pay" (50/50 customer or affiliate)
- registration fee

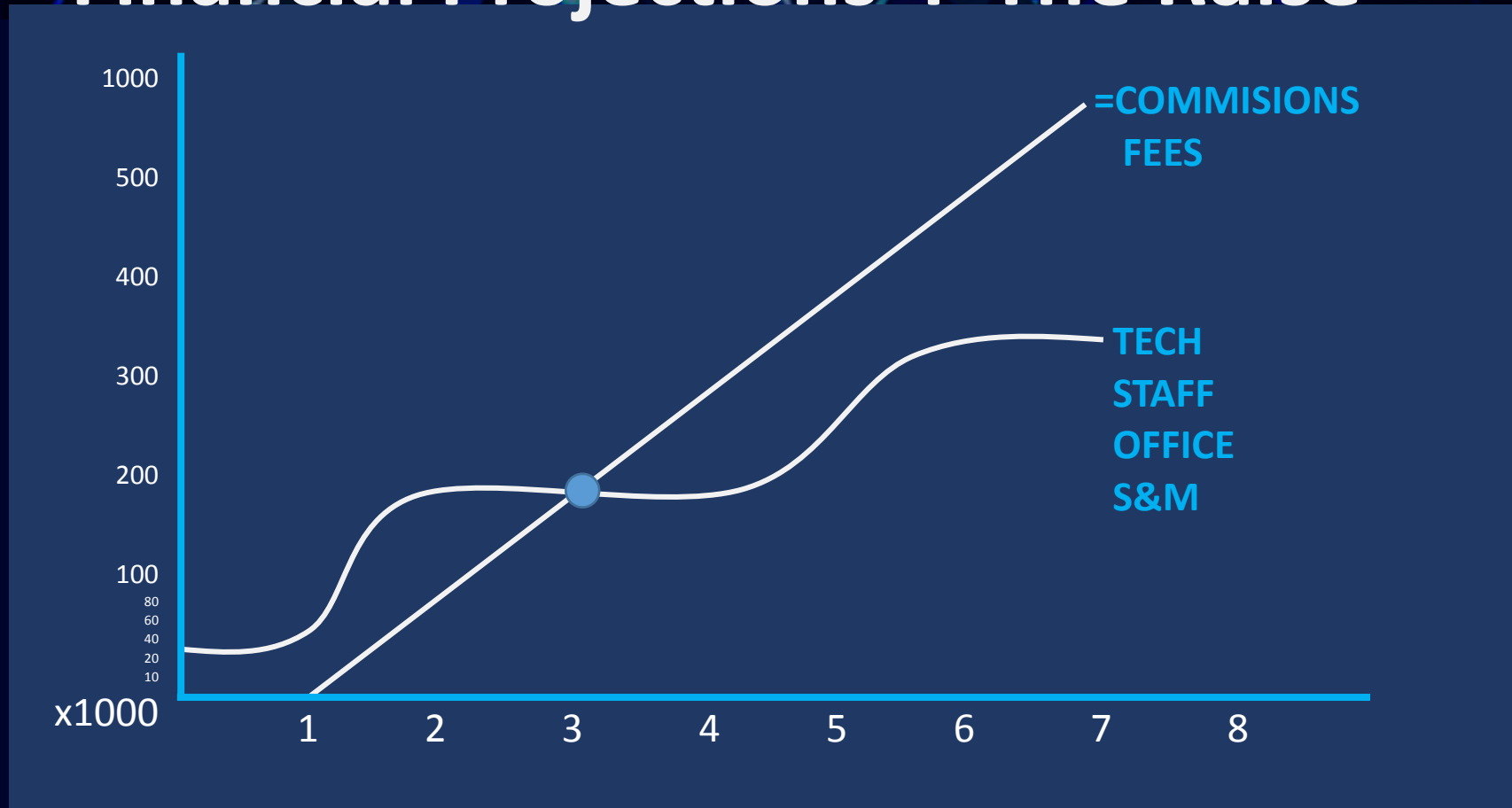
Market penetration/ Sales & Marketing:

Through

1. booking engines
2. hotel chains with own engines
3. trade organizations and partnerships
4. PR, SEO, advertising
5. affiliates



Financial Projections | The Raise





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EXIT STRATEGY

- Potential buyers
- Why not build themselves (tech, staff)

Any questions?

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