

HOTEL BONANZA[®]

A CHEAPER, FAIRER WAY TO BOOK AND SELL ACCOMMODATION ONLINE



How we **stand out** from other OTAs

For accommodation providers

8% commission, with no hidden charges.

No premium positioning, with the default search listings being decided by a combination of proximity to search location, price, review score, etc.

No rate parity clauses, meaning properties can sell at whatever price they like.

For consumers

Membership 5% discount on every booking, over and above the standard rates displayed on other OTAs, for an annual fee of £10. No money back, no points plans, no 11 nights for the price of 10.

Transparency about pricing and charges. No misleading, meaningless discounts.

Property-driven offers for members to receive further discounts and incentives such as early check-in, late check-out, room upgrades, complimentary food and drink.

Key milestones achieved

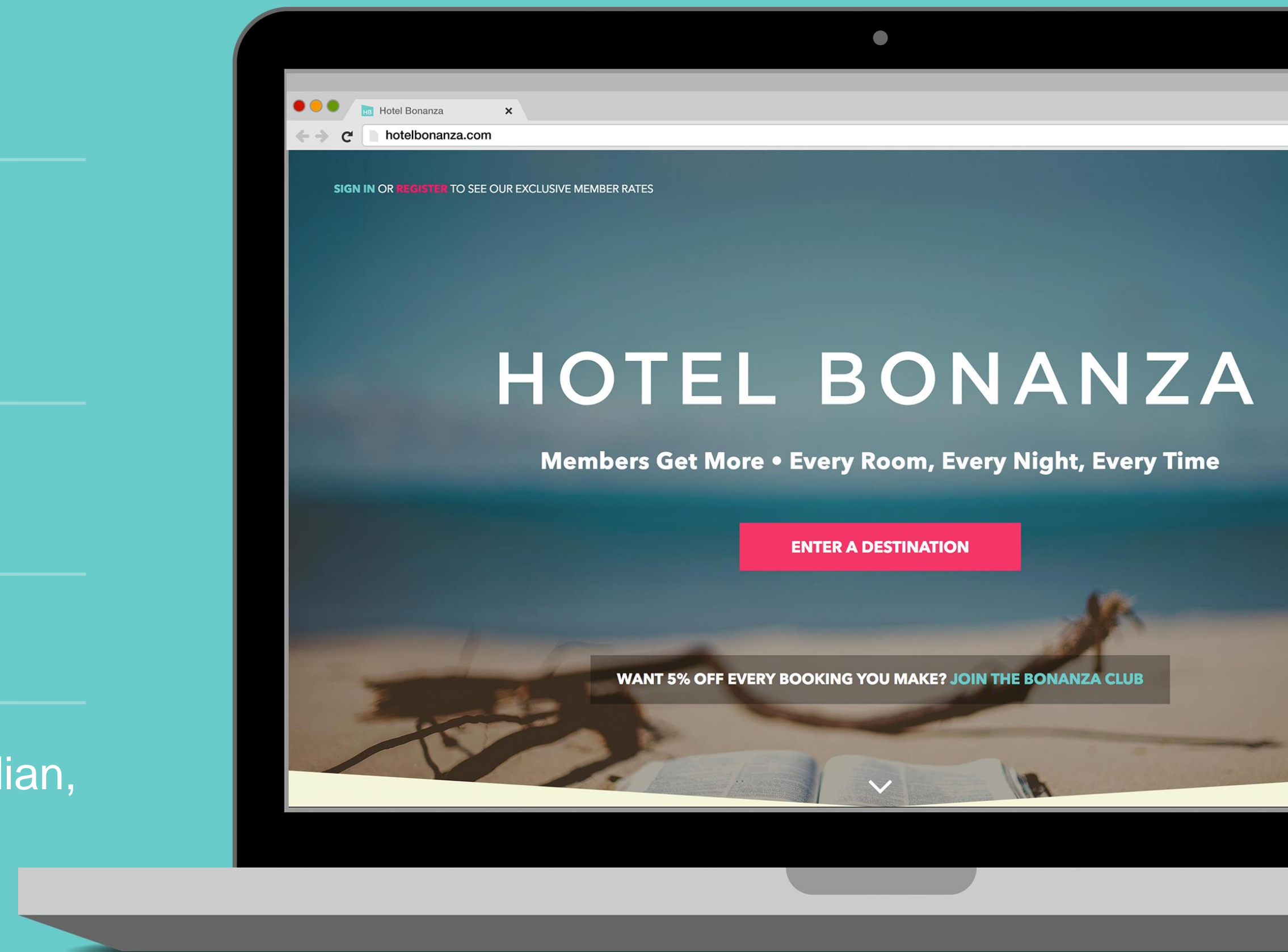
More than 9,000 properties registered.

Completed connections to the following channel managers: Siteminder, Guestline, TravelClick, SmartHOTEL, Cubilis, Freetobook, Q Book, YieldPlanet, Hotel Spider, Channelmanager.com.au.

Connections in progress include Sabre/Synxis, AvailPro, MyAllocator, Eviivo, Staah, ASSD, RMS and many more.

Soft-launched and in the process of activating thousands of hotels.

Property registration available in English, French, Spanish, German, Italian, Portuguese, Dutch, Greek and Russian.



\$550bn

Global accommodation bookings in 2016

\$375bn

Forecast value of online accommodation booking*

* Trivago

20%

Global online travel market (OTA) market share*

* Statisticbrain.com: April 2016

8%

Annual growth of global OTA market*

* Morgan Stanley

The Connectivity Conundrum

The first question hotels ask us is whether we have a connection to their channel manager. There are around 150 of them and sometimes it feels like every hotel uses a different one! Connectivity is key and this has been our major focus in the last 6 months.



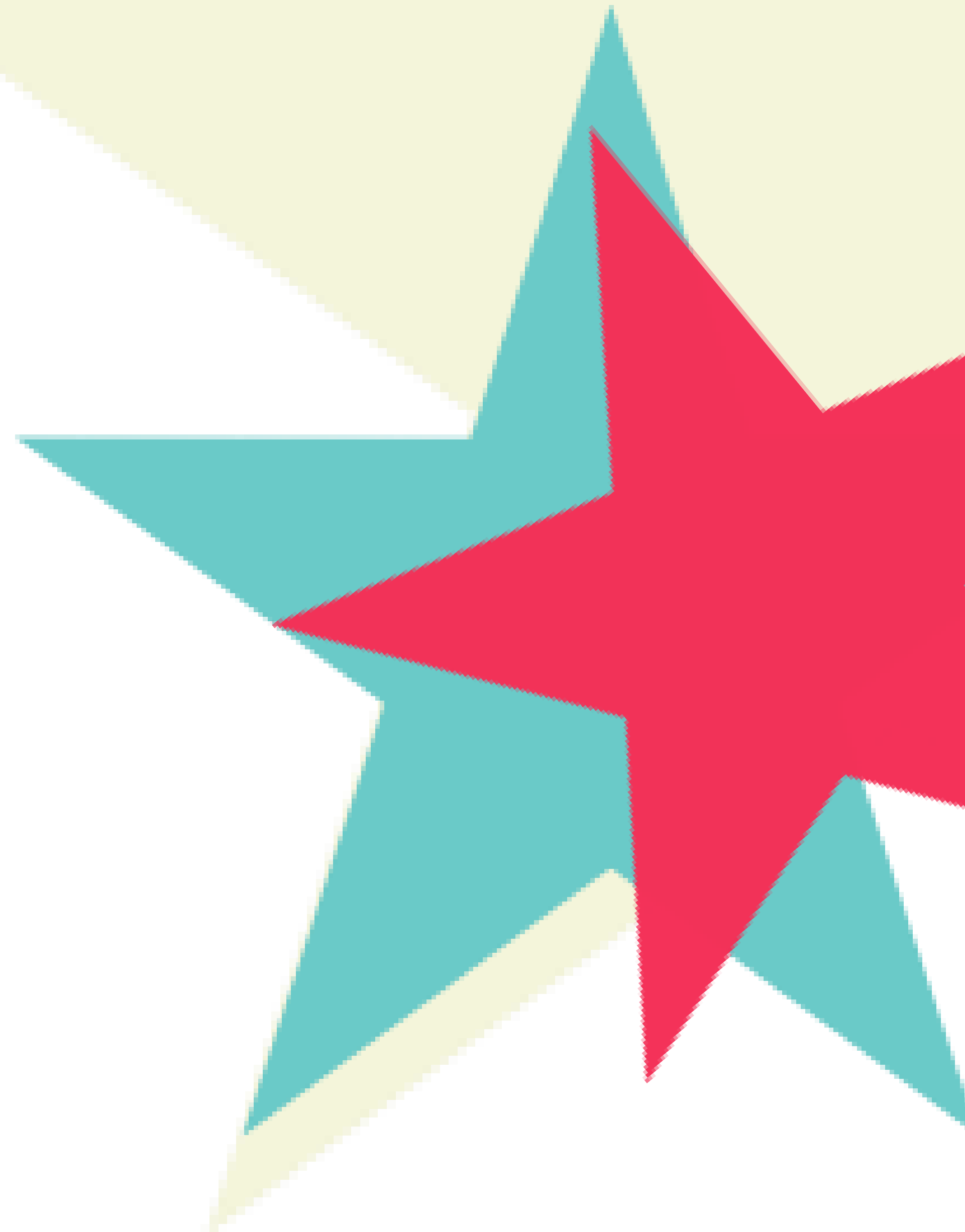
Bonanza Club

Disrupt the anti-competitive tactics of the 'big two' by offering a genuine discount on every booking.

Enable hotels to set Bonanza Club rate plans offering a further discount or incentive such as free bottle of wine, spa treatment, etc.

Develop the offer to grow and retain member base by incorporating other travel services such as tours and activities.

Develop tiers of membership to segment the market.



How to compete with the huge marketing budgets of Booking.com and Expedia.

We will tell consumers why the extortionate commissions are forcing hotels to put up their prices, meaning the only winners are the big travel companies, while the hotels and consumers are left out of pocket.

Use travel bloggers/influencers and the media to help us get across our message, which is similar to how Transferwise exposed the rip-off charges of the banks.

Keep a global focus, but use niche areas to reduce marketing spend and target consumers more effectively.

Hotel Bonanza

We offer consumers and accommodation providers a credible alternative to existing booking sites, with genuine value, transparency and fairness at its core.

The next 12 months...

Sign up 100,000 accommodation providers, with a growing focus on groups and chains.

2,500 Bonanza Club members by the end of our first year.

Develop and launch an app.

Translate front-end into key worldwide languages.

Complete further channel manager connections.



Thank You

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