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# DIRECT BOOKING PLATFORM

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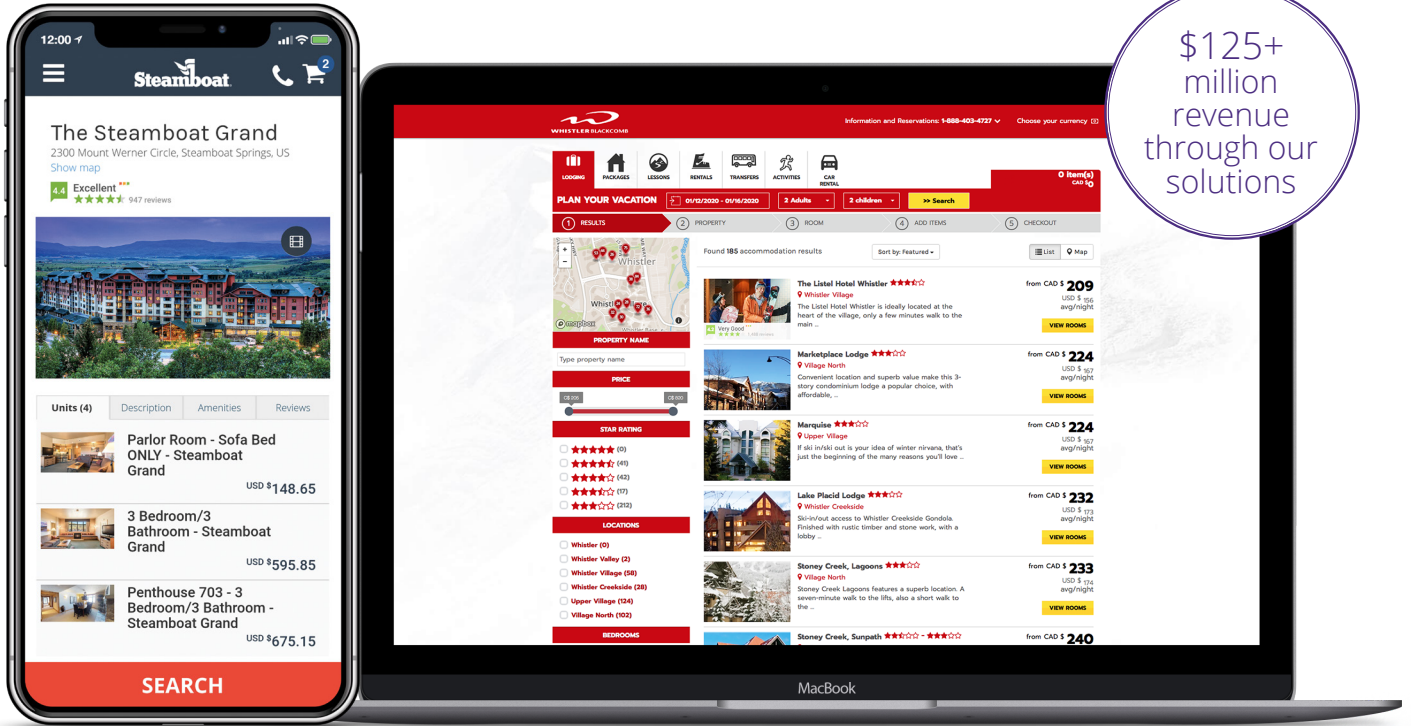
**Spotlio**<sup>®</sup>

# Spotlio

## DIRECT BOOKING PLATFORM | OVERVIEW

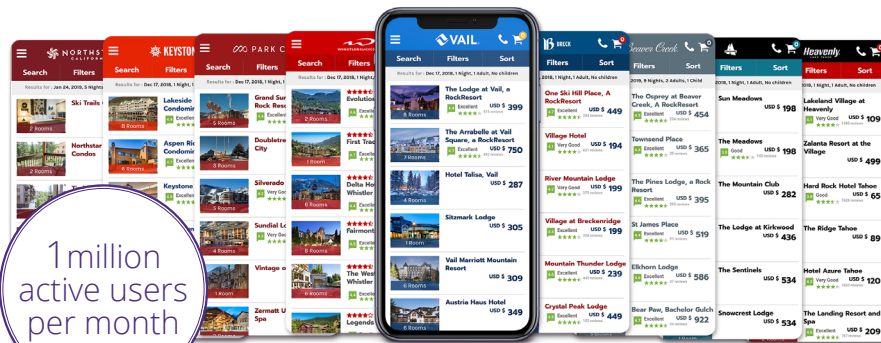
Boost your direct online sales by leveraging the latest technology with our Direct Booking Platform

\$125+ million revenue through our solutions



### A premium omnichannel Direct Booking Platform for mountain destinations that:

- ✓ Grows direct online sales and decreases bounce rates
- ✓ Provides landing pages for online marketing campaigns
- ✓ Increases average cart values and conversion rates
- ✓ Strengthens brand identity with advanced customization capabilities
- ✓ Seamlessly integrates with current Central Reservation Systems (CRS) such as Inttopia



### INDUSTRY-LEADING STANDARD

Trusted by both individual resorts and multi-destination groups to optimise their booking processes and increase revenue.

50+ customers in 9 countries

### SOME OF OUR TRUSTED PARTNERS





# DIRECT BOOKING PLATFORM | ADVANCED USER INTERFACE

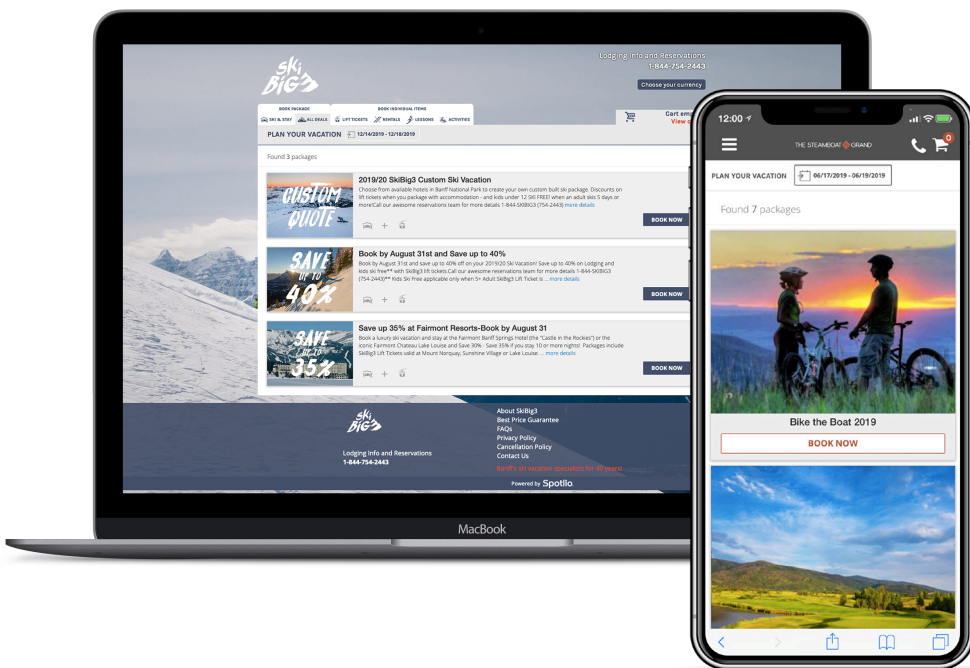
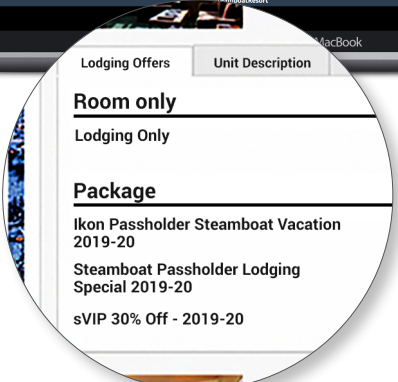
More cross-selling and upselling thanks to a proven single-page booking experience



## LODGINGS

Increase your occupancy rate with a smooth and intuitive booking experience that:

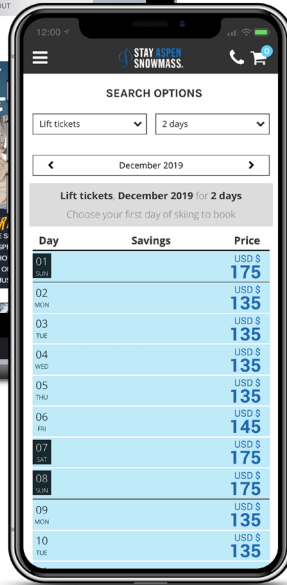
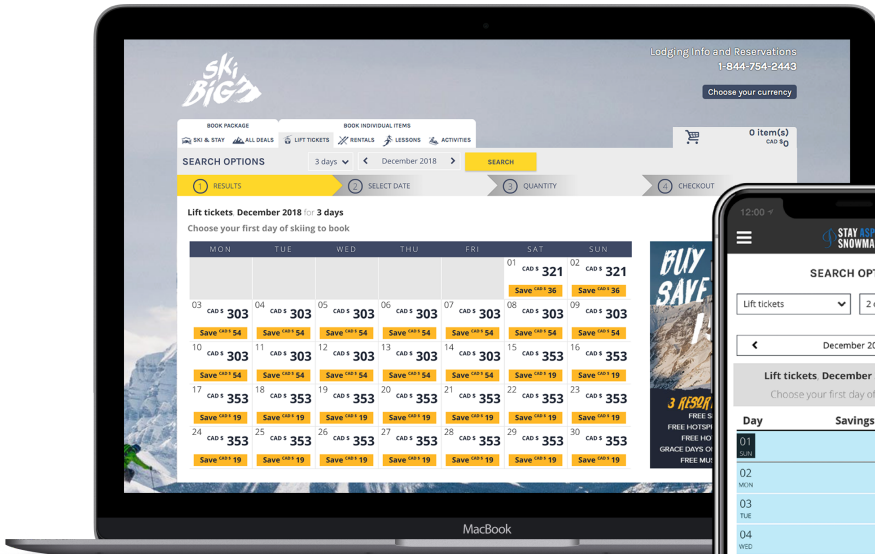
- ✓ Shows hotels and hotel rooms on the same page
- ✓ Provides filter and sorting options that can be customized to meet your specific requirements
- ✓ Allows customers to build individual, multi-product packages from a single page
- ✓ Enables customers to book directly from the map view



## PACKAGES

Increase average cart value with advanced packaging capabilities that:

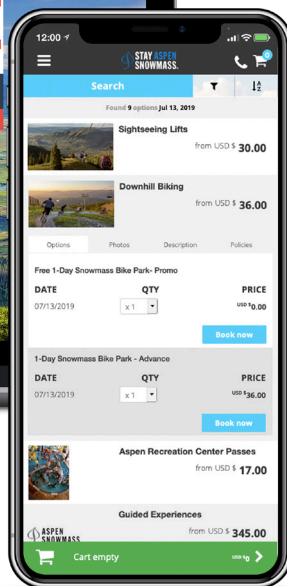
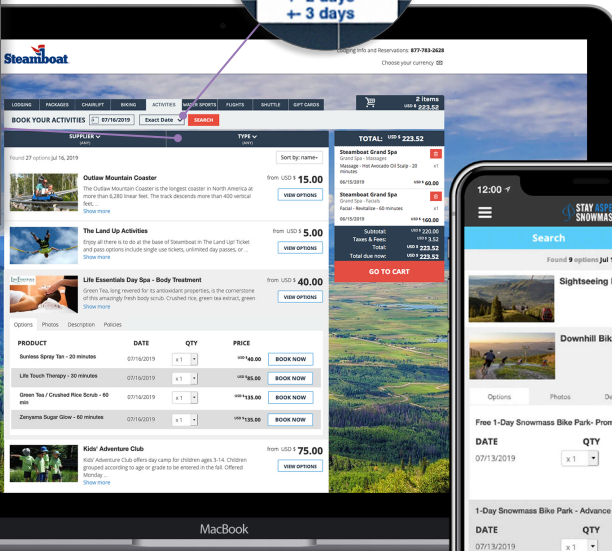
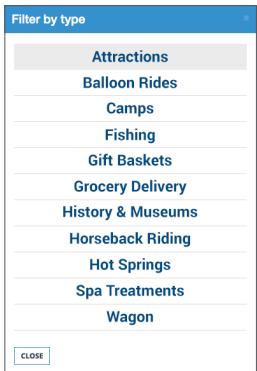
- ✓ Allow you to enrich the look of supplier built packages with photo and video content
- ✓ Offer customers the ability to filter supplier built packages by date and product type
- ✓ Optimize customer package building with customizable product tabs
- ✓ Flexible supplier package building with or without lodgings



### LIFT TICKETS

Sell more lift tickets by giving customers:

- ✓ An innovative calendar yield view, as used by leading OTAs and airlines, as well as the standard list view
- ✓ The option to add multiple lift ticket purchases to the cart in a single click
- ✓ A single-page booking experience



### ACTIVITIES

Grow your activities revenue with:

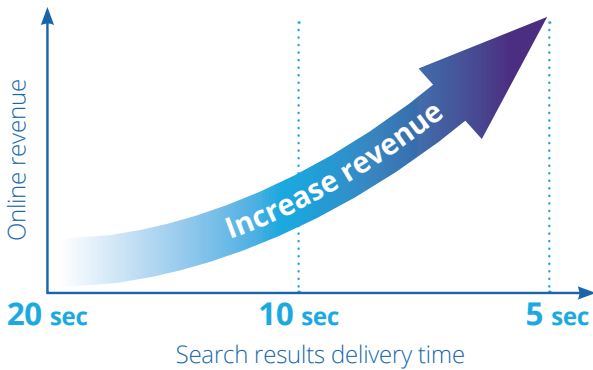
- ✓ Flexible category tabs that allow you to assign individual tabs to selected activities
- ✓ A sorting function that gives customers control over how the search results are ordered
- ✓ Tools that allow destinations to control the visibility of each of their activities
- ✓ Flexible filters that allow customers to search by activity type as well as by a chosen date with the option of adding a +/- 1-3 day margin.
- ✓ Seamless integration to existing activities inventory management systems such as TrekSoft



# Spotlio®

## DIRECT BOOKING PLATFORM | PERFORMANCE

Increase your conversion rates through uncompromising performance



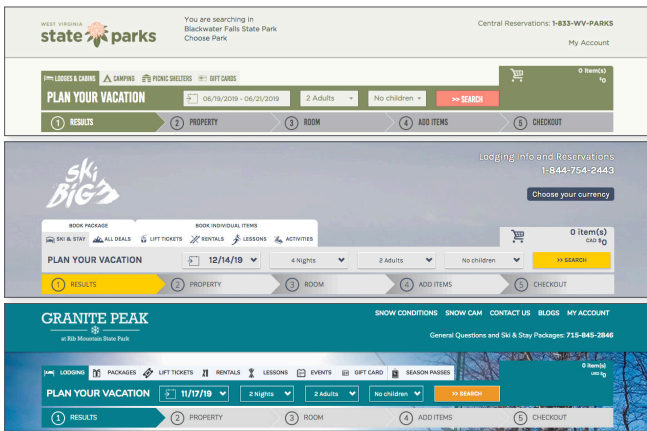
### INCREASED SPEED

Improve conversion rates by delivering lightning quick search results thanks to:

- ✓ Image size optimization across all devices based display size
- ✓ Advanced caching technology that can be customized to your users searching behavior

### RELIABILITY AND SCALABILITY

Whatever your business needs now, or in the future, we have you covered. We always follow best practises to ensure your data is secure. All our services and data are hosted by Amazon Web Services and protected by Cloudflare DNS to guarantee the highest quality service and quick and reliable access to our Direct Booking Platform.

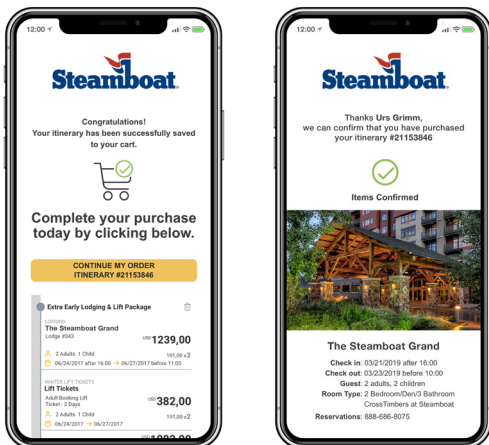


Examples of headers

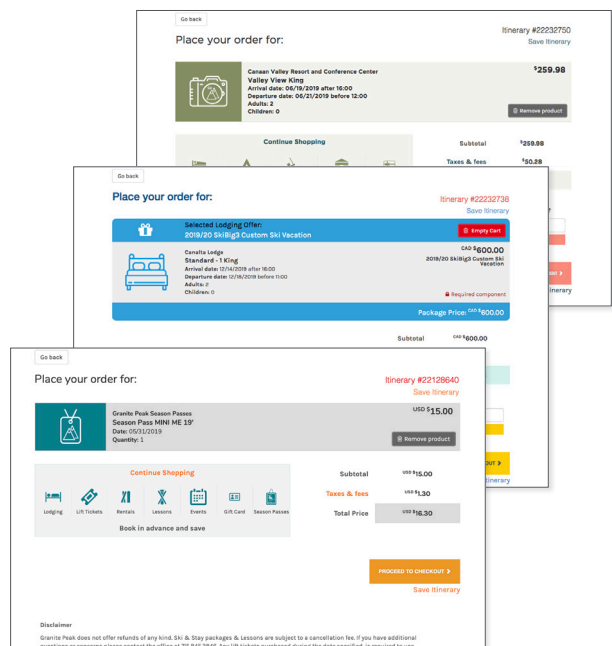
### CUSTOMIZATION CAPABILITIES

Add more power to your brand with 100% customizable booking pages that include a choice of:

- ✓ Header and footers
- ✓ Category tabs
- ✓ Branded email communications
- ✓ Cart designs



Examples of customized emails

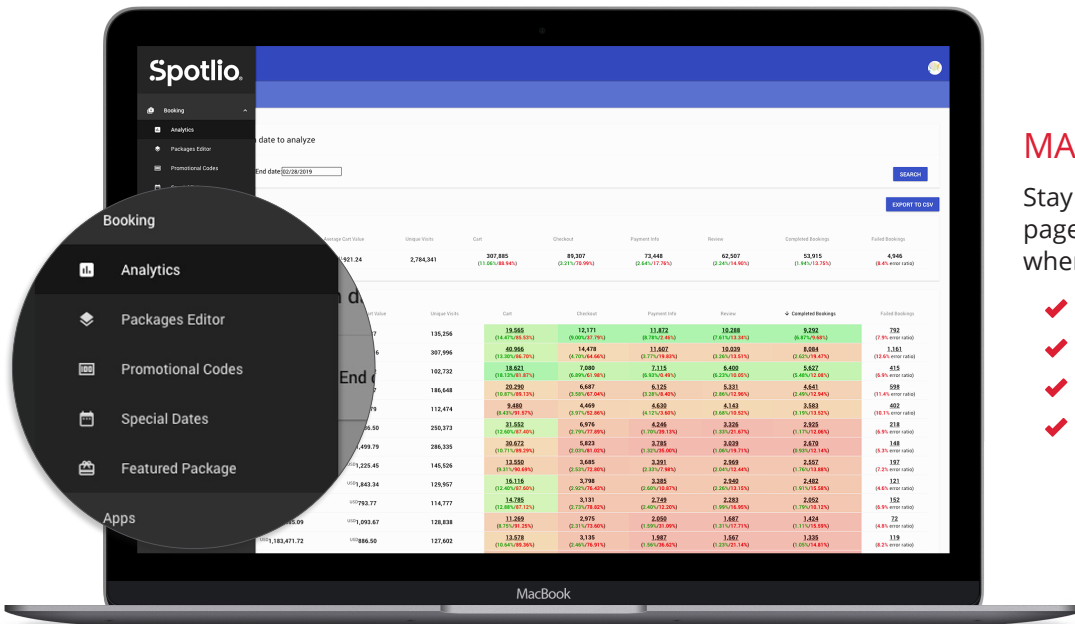


Examples of carts



# DIRECT BOOKING PLATFORM | MANAGEMENT

A complete management package that keeps you in control



## MANAGEMENT CONSOLE

Stay in full control of your booking pages with the Management Console where you can:

- ✓ Access live analytics
- ✓ Build packages
- ✓ Create promotional codes
- ✓ Create features for special dates



**BLANCA ROBLES**  
Customer Success Manager

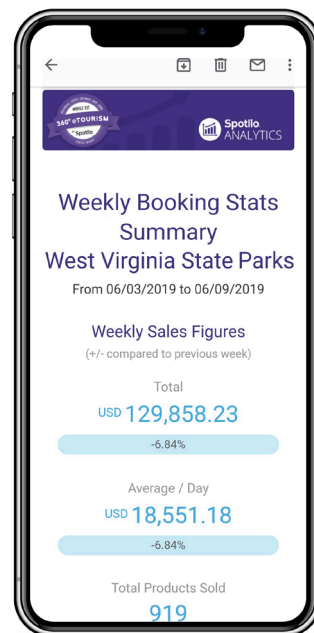
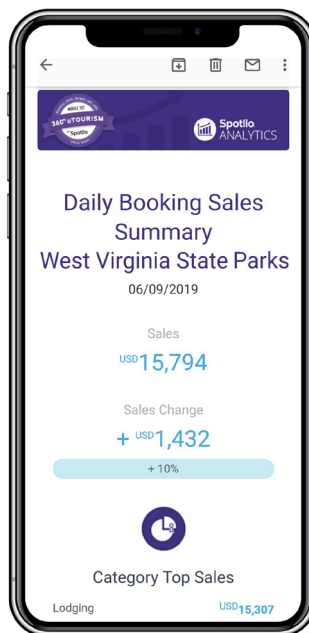


**MARK WATKINS**  
Account Manager

## FIRST CLASS CUSTOMER SUPPORT

Benefit from personalized support from the SPOTLIO team of specialists which includes:

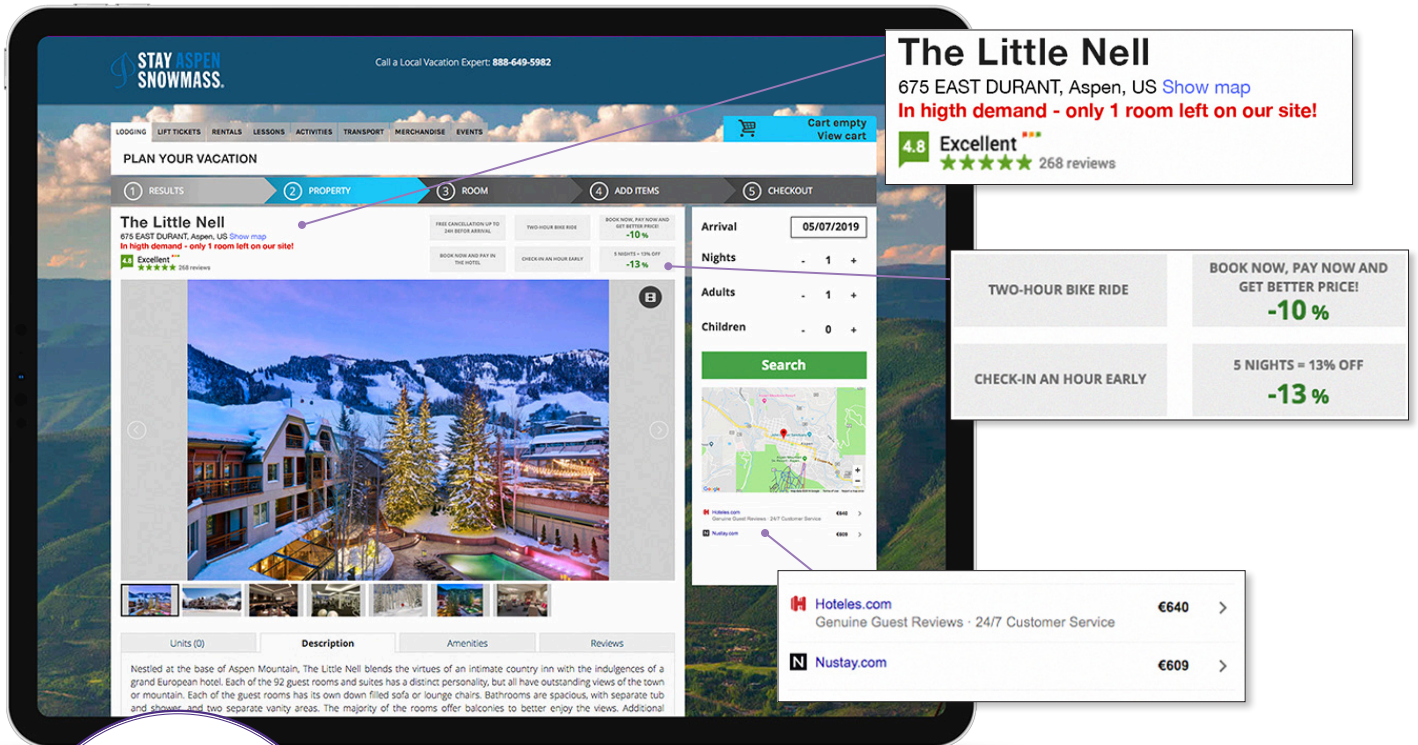
- ✓ Multi-lingual support available in English, French, German and Spanish 24/7/365.
- ✓ Telephone support available 8am to 8pm Central European Time (UTC+1), Monday through Friday.
- ✓ Proactive customer relationship management
- ✓ Webform and email responses provided during phone support hours. Response time < 5 h.
- ✓ Rapid problem resolution



## DAILY AND WEEKLY SUMMARY EMAILS

Receive daily and weekly booking statistics emails that help you:

- ✓ Monitor the performance of your booking platform
- ✓ Measure the success of any campaigns and changes
- ✓ Make data driven decisions

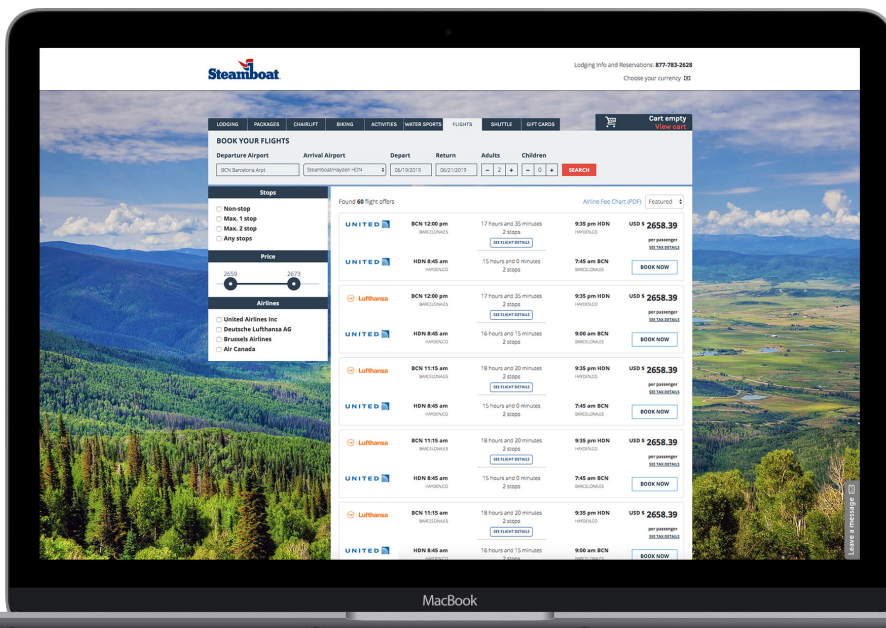


52% of OTA visitors click through to individual hotel websites before returning to the OTA to make their booking\*

### PREMIUM SUPPLIER PAGES

Hotels and Lodging suppliers have a great opportunity to win new, direct booking customers from OTA generated web traffic. With our Direct Booking Platform, each lodgings supplier can have their own

Premium Supplier Page with price comparisons, customer reviews and special offers that they can use as a landing page to entice visitors to book direct.



### ADD MORE PRODUCT CATEGORIES

Integrate flights, car hire and transport shuttle services into your direct booking platform to offer customers a one-stop shop where they can plan and book their entire vacation.

~~30% COMMISSION~~

A Direct Booking Platform that offers mountain destinations a proven alternative to the high commission OTA's.

\*Criteo Report 2018