



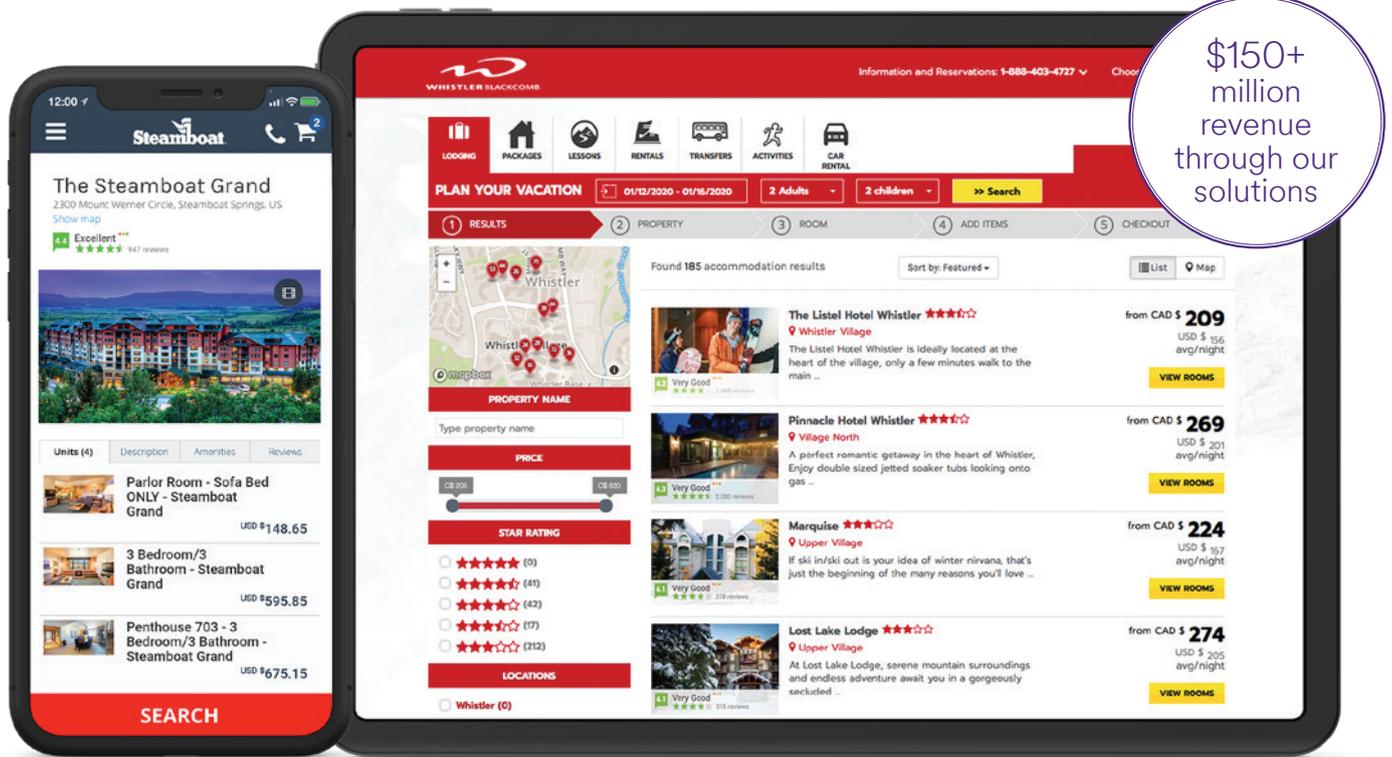
Direct Booking Platform

Spotlio®



DIRECT BOOKING PLATFORM | OVERVIEW

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



\$150+ million revenue through our solutions

A premium omnichannel Direct Booking Platform for mountain destinations that:

- ✓ Grows direct online sales and decreases bounce rates
- ✓ Increases average cart values and conversion rates
- ✓ Seamlessly integrates with current Central Reservation Systems (CRS) such as Inntopia
- ✓ Provides landing pages for online marketing campaigns
- ✓ Strengthens brand identity with advanced customization capabilities
- ✓ Reduces expensive man hours with dedicated B2B features and an optional Bulk Itinerary Uploader



INDUSTRY-LEADING STANDARD

Trusted by individual resorts, multi-destination groups and travel agencies to optimise their booking processes, reduce costs, and increase revenue.

80+ customers in 9 countries

SOME OF OUR CUSTOMERS WHO TRUST IN US



DIRECT BOOKING PLATFORM | ADVANCED USER INTERFACE

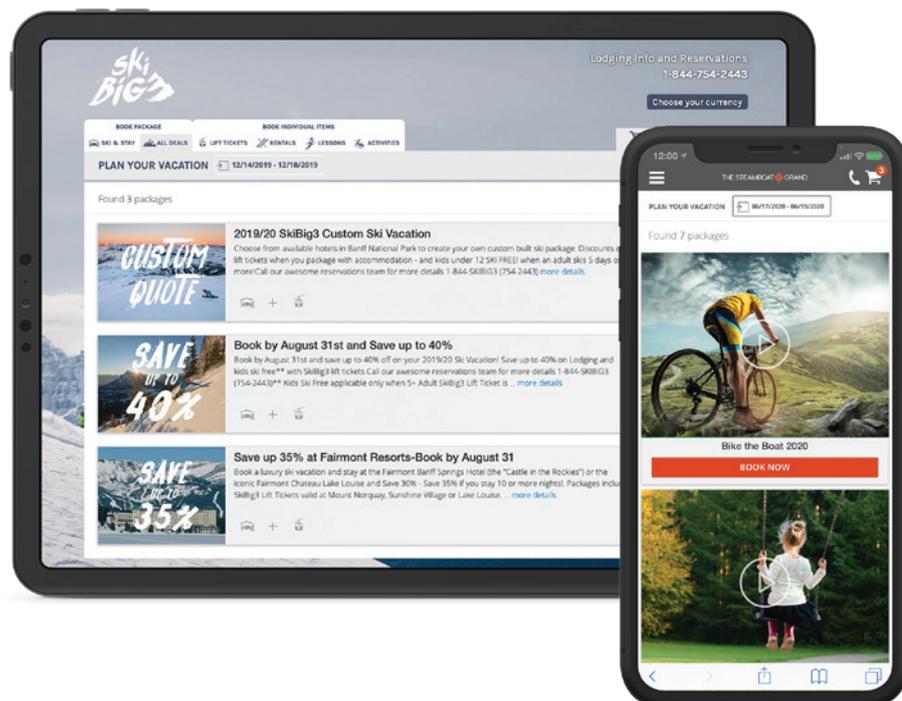
More cross-selling and upselling thanks to a proven single-page booking experience



LODGINGS

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

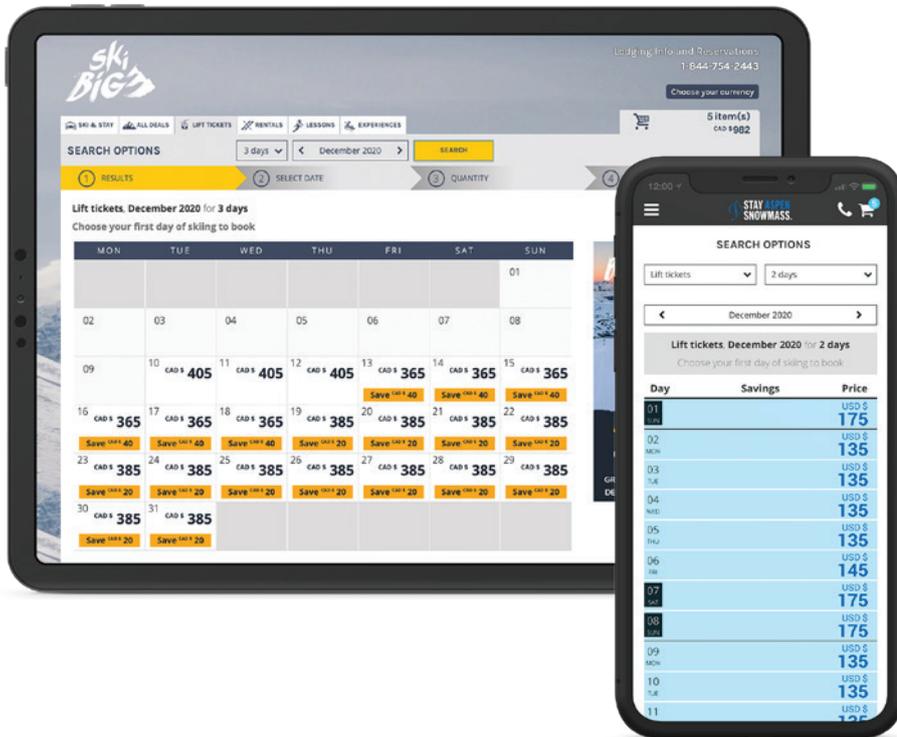
- ✓ Shows hotels and hotel rooms on the same page
- ✓ Provides filter and sorting options that can be customized to meet your specific requirements
- ✓ Allows customers to build individual, multi-product packages from a single page
- ✓ Enables customers to book directly from the map view



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

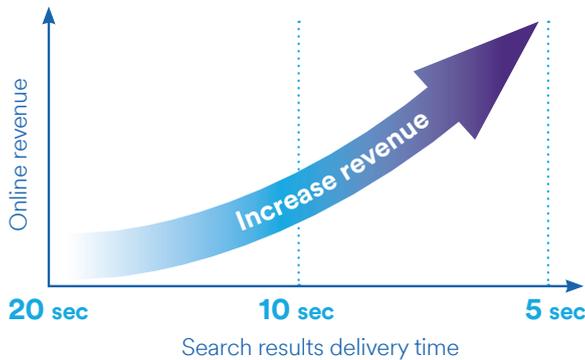
Grow your activities revenue with:

- ✓ 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 TrekkSoft



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.

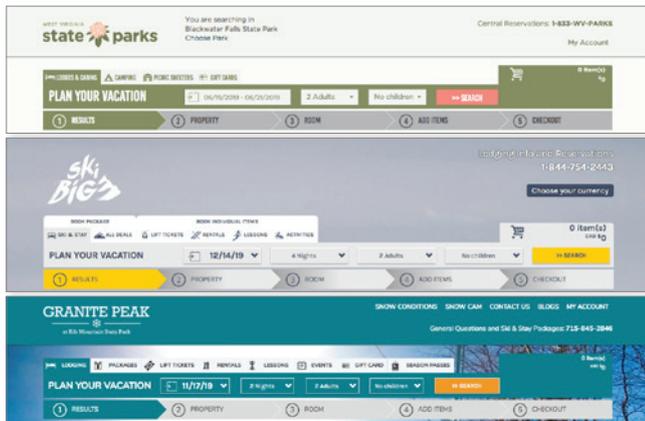
Also, as a Software As A Service (SAAS) provider you can be confident that our solutions are always maintained and built using the latest technology.



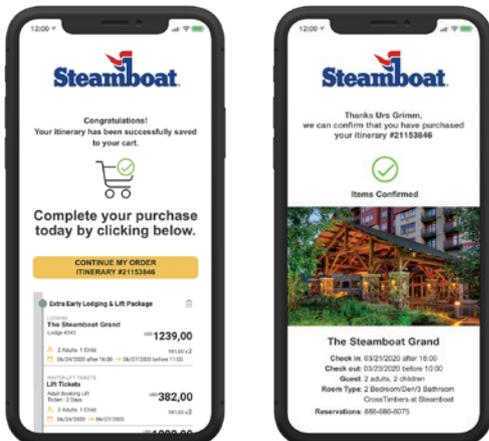
CUSTOMIZATION CAPABILITIES

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

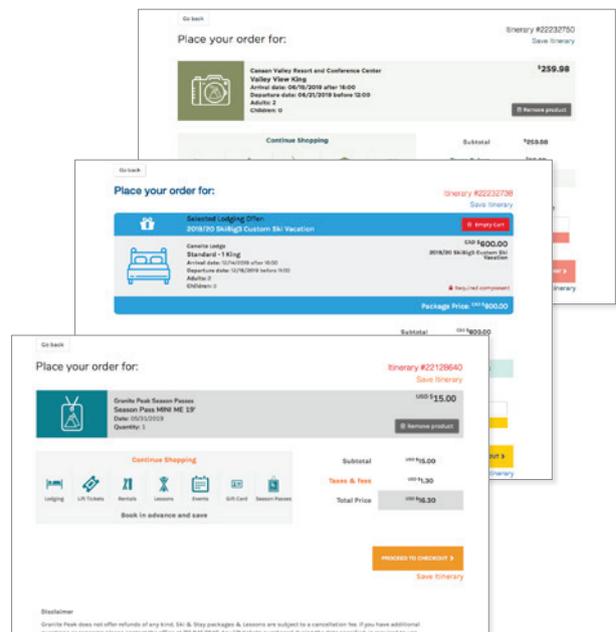
- ✓ Header and footers
- ✓ Category tabs
- ✓ Branded email communications
- ✓ Cart designs



Examples of headers



Examples of customized emails

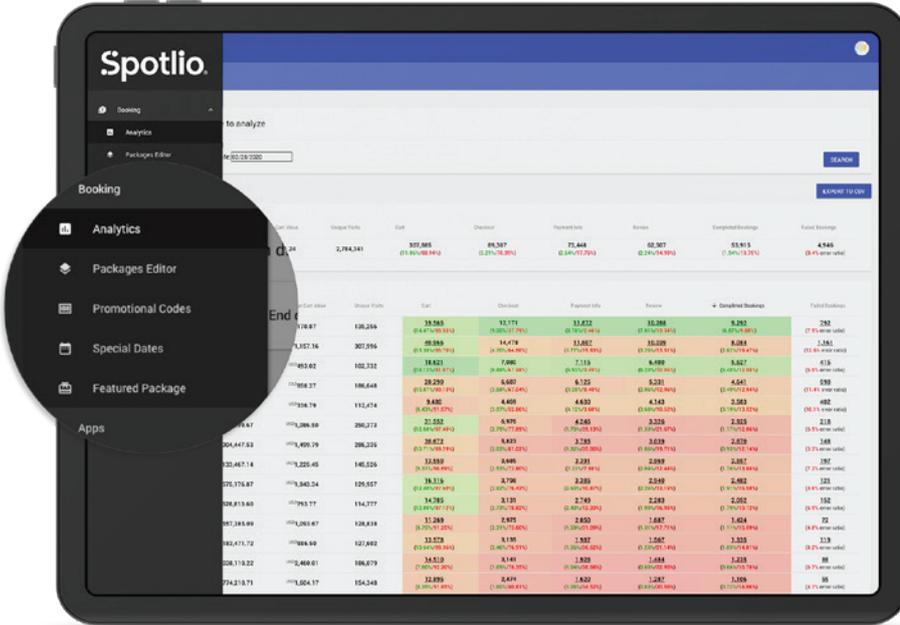


Examples of carts



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
- ✓ Dedicated feature set to manage B2B online sales efficiently (optional)



BLANCA ROBLES
Head of Customer Support

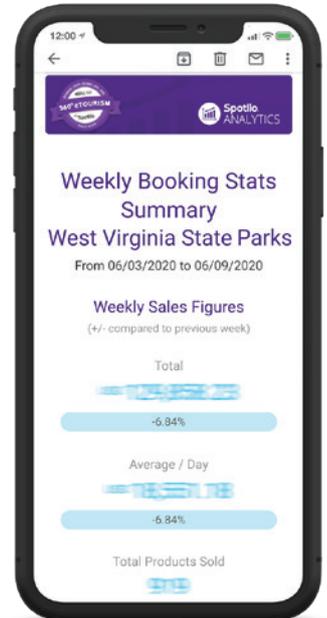
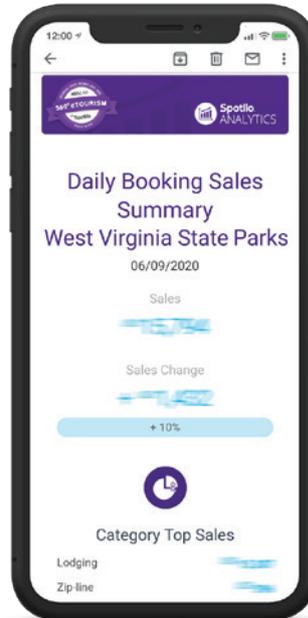


MARK WATKINS
Customer Success Manager

FIRST CLASS CUSTOMER SUPPORT

Benefit from personalized support from the SPOTLIO team during set-up and beyond:

- ✓ 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 supported by proven process management tools.
- ✓ 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

The Little Nell
675 EAST DURANT, Aspen, US [Show map](#)
In high demand - only 1 room left on our site!

4.8 Excellent
★★★★★ 268 reviews

Arrival: 05/07/2020

Nights: 4

Adults: 1

Children: 0

Search

Map

Hotels.com
Genuine Guest Reviews · 24/7 Customer Service €640 >

Nustay.com €609 >

TWO-HOUR BIKE RIDE
BOOK NOW, PAY NOW AND GET BETTER PRICE!
-10%

CHECK-IN AN HOUR EARLY
5 NIGHTS = 13% OFF
-13%

PLAN YOUR VACATION

1 RESULTS 2 PROCEED 3 ROOM 4 ADD ITEMS 5 CHECKOUT

FREE CANCELLATION UP TO 300 DAYS BEFORE ARRIVAL

THIRD PARTY BOOKING -10%

BOOK NOW, PAY NOW AND GET BETTER PRICE! -10%

BOOK NOW AND PAY IN THIS HOTEL

CHECK-IN AN HOUR EARLY -13%

6 NIGHTS = 13% OFF -13%

Units (0)

Description

Amenities

Reviews

Nestled at the base of Aspen Mountain, The Little Nell blends the virtues of an intimate country inn with the indulgences of a

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.

Steamboat

Booking info and Reservations: 877-783-2628
Choose your currency: US

LOGGING PACKAGES CHAIRLIFT BIKING ACTIVITIES WATER SPORTS FLIGHTS SHUTTLE GIFT CARDS

BOOK YOUR FLIGHTS

Departure Airport: BCN Barcelona Aps

Arrival Airport: SteamboatHayden-HDN

Depart: 05/19/2020

Return: 06/21/2020

Adults: 1

Children: 0

SEARCH

Steps

Non-stop

Max. 1 stop

Max. 2 stop

Any stops

Price

2658 - 3573

Airlines

United Airlines Inc

Deutsche Lufthansa AG

Brussels Airlines

Air Canada

Found 60 flight offers

Airline Fee Chart (PDF) Featured

UNITED	BCN 12:00 pm	17 hours and 35 minutes	2 stops	9:35 pm HDN	USD \$ 2658.39	per passenger	SEE FLIGHT DETAILS
UNITED	HDN 8:45 am	15 hours and 0 minutes	2 stops	7:45 am BCN	USD \$ 2658.39	per passenger	SEE FLIGHT DETAILS
Lufthansa	BCN 12:00 pm	17 hours and 35 minutes	2 stops	9:35 pm HDN	USD \$ 2658.39	per passenger	SEE FLIGHT DETAILS
UNITED	HDN 8:45 am	16 hours and 15 minutes	2 stops	9:00 am BCN	USD \$ 2658.39	per passenger	SEE FLIGHT DETAILS
Lufthansa	BCN 11:15 am	18 hours and 20 minutes	2 stops	9:35 pm HDN	USD \$ 2658.39	per passenger	SEE FLIGHT DETAILS
UNITED	HDN 8:45 am	15 hours and 0 minutes	2 stops	7:45 am BCN	USD \$ 2658.39	per passenger	SEE FLIGHT DETAILS

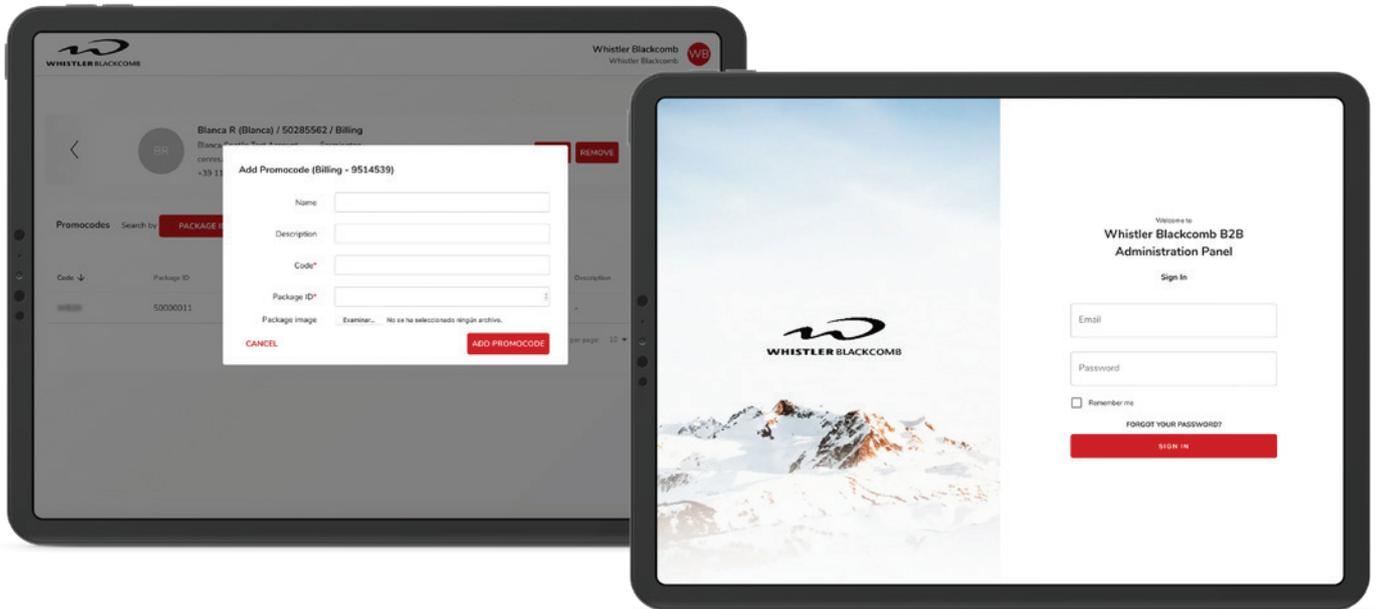
ADD MORE PRODUCT CATEGORIES

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

*Criteo Report 2018



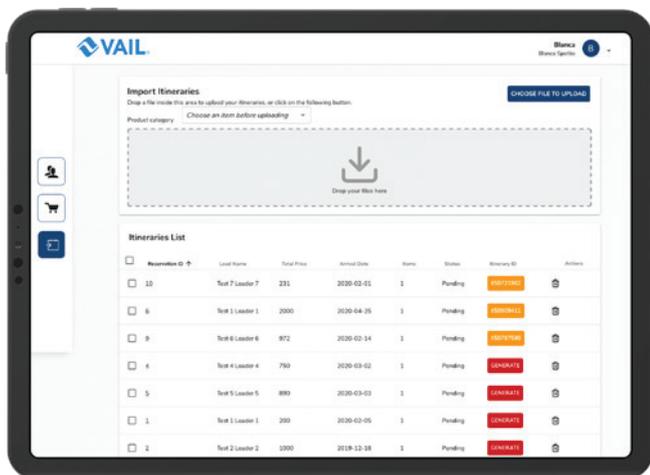
ADDITIONAL FEATURE SET THAT GIVES FULL CONTROL OVER B2B DIRECT BOOKINGS

Powerful intranet experience that helps to save costly man hours and give you more control when serving B2B

- ✓ Hide and reveal packages on a per tour operator basis without having to create multiple sales channels.
- ✓ Create different sales channels for different payment methods attachable individually to each travel agent.
- ✓ Protect your discounts via automatically generated hidden codes that prevent unauthorized sharing or access.

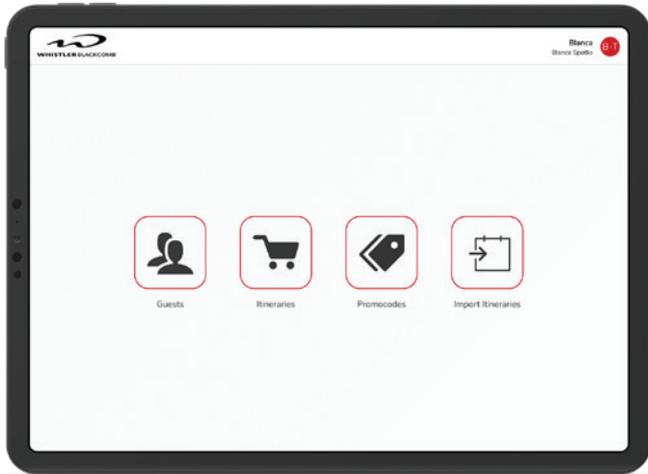
customers. Integrate fully with the Inntopia Central Reservation System it allows you to:

- ✓ More control over sales channels means having to create less URLs to manage.
- ✓ B2B online sales analytics that give you data regarding sales per product category, package, and per tour operator.
- ✓ Build packages without product limitations and with full control over discount levels.



A BULK ITINERARY UPLOADER THAT REDUCES COSTS

The Bulk Itinerary Uploader feature is a game-changer for many destination's B2B online business. It means products and packages sold via any non-Inntopia CRS integrated software or over the phone can now be uploaded in bulk to the Inntopia central reservation system. This is improving the profitability of destinations by reducing costly man hours.



GREATER FLEXIBILITY

A front end that helps build your brand with more customization capabilities. It also improves the performance of travel agents by giving them a flexible user interface that allows them to:

- ✓ Create a new guest at any point of the search and booking process.
- ✓ Switch between guests without interrupting the booking funnel and having to start from scratch.
- ✓ Access more options at checkout.
- ✓ Save reserved itineraries with ease.

IMPROVED PERFORMANCE AND RELIABILITY

The performance of the B2B feature set with its image size optimization and advanced caching technology ensures that tour operators can retrieve search results more quickly.

