



OTELODEO[®]

Marketplace for Travel and Getaways





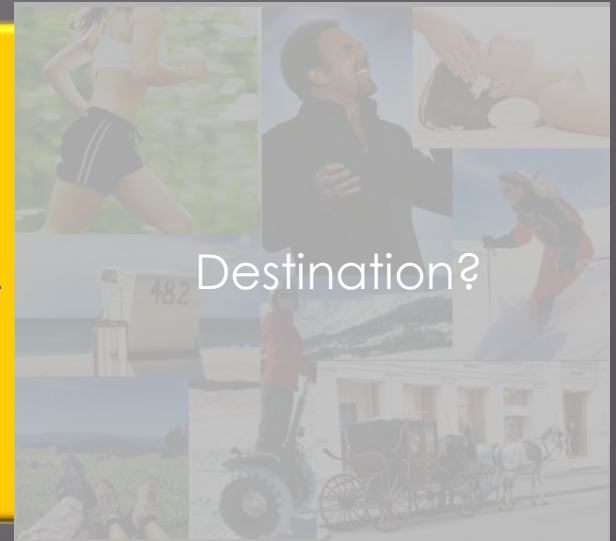
The eBay for holidays weekends away!

“A holiday is not about flying and staying in hotels...

ARRIVAL

HOTEL

Destination?



... it's all about the destination!”

Adventure plays a big part in the holiday experience – Now the ONE-STOP SHOP for thrill seekers is here!”



HOTEL

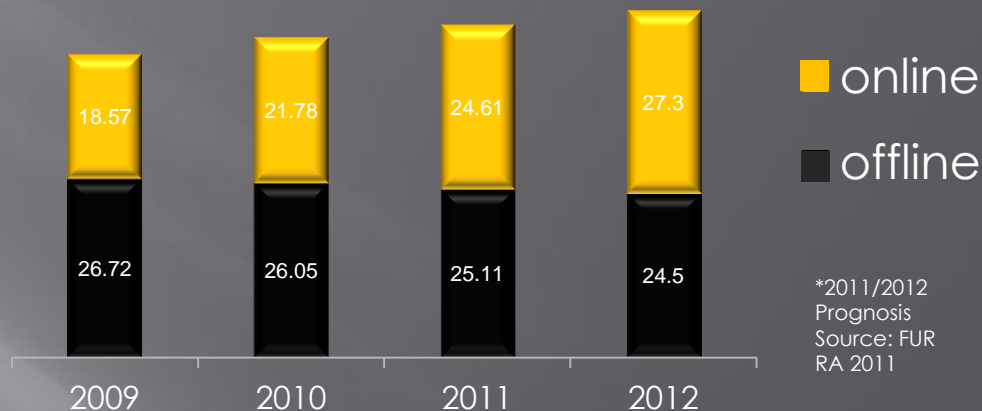
ARRIVAL

TRAVEL MARKET

(Online and offline sales volume)

- Constant growth
- Offline losing ground
- Online increasing yearly by 12%
- Fewer bookings made in person
- Fewer travel bureaus

Total market sales in Billion Euros (online and offline)
 45.30 47.82 49.71 51.8



OPPORTUNITY

- Continually growing:
 - offline compared to online
- Leisure activities 80% offline
- Bus journeys 90% offline
- Private hotels/guesthouses 50% offline



Currently booked offline:

- ▶ 90% Bus journeys
- ▶ 80% Entry tickets
- ▶ 75 % Flights
- ▶ 50 % Hotel/Holiday units

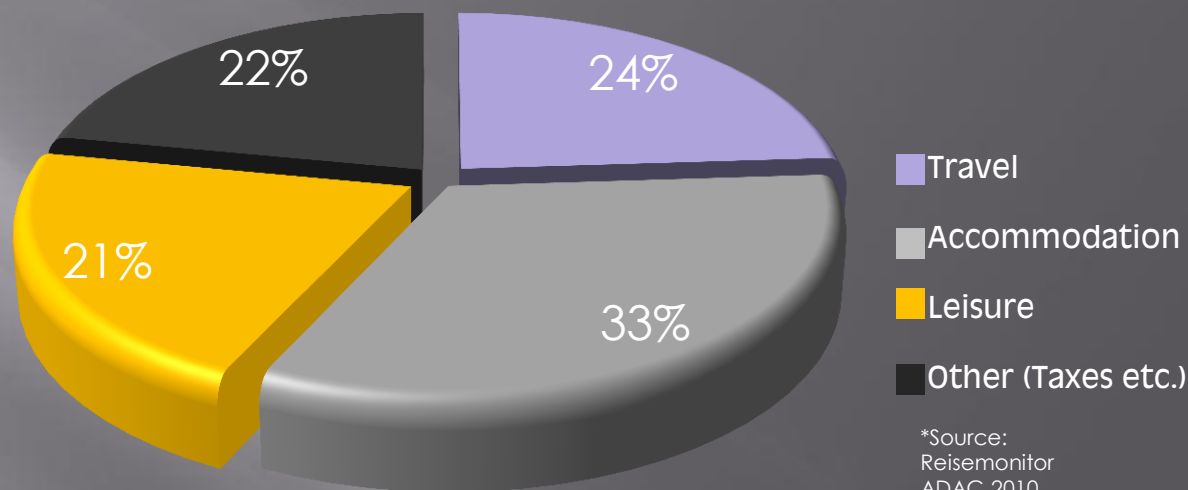
Source: FUR RA 2011



TRAVEL EXPENDITURE

48 Billion EUR in total market

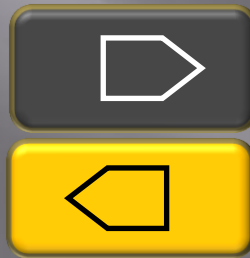
- Travel
24% = *app. 12 Billion.*
- Accommodation
33% = *app. 16 Billion.*
- Leisure activities
21% = *app. 10 Billion.*



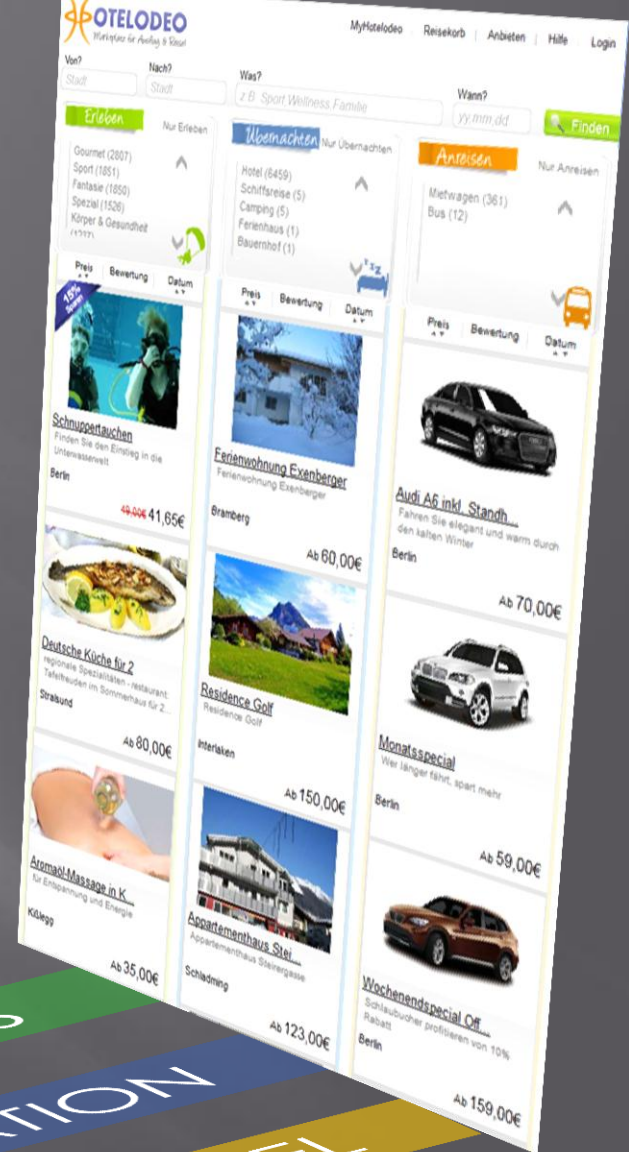
“Leisure activities nearly 80% offline
- Potential of 8 Billion Euro”

A MARKETPLACE FOR TRAVEL AND GETAWAYS

Buying and offering leisure activities, trips and accommodation.



LEISURE ACTIVITIES
 ACCOMMODATION
 TRAVEL



BOOKING

“Use the marketplace to book short getaways and trips direct from the provider under efficient, secure and affordable conditions.”

1 PROVIDER
Free placement (like eBay)

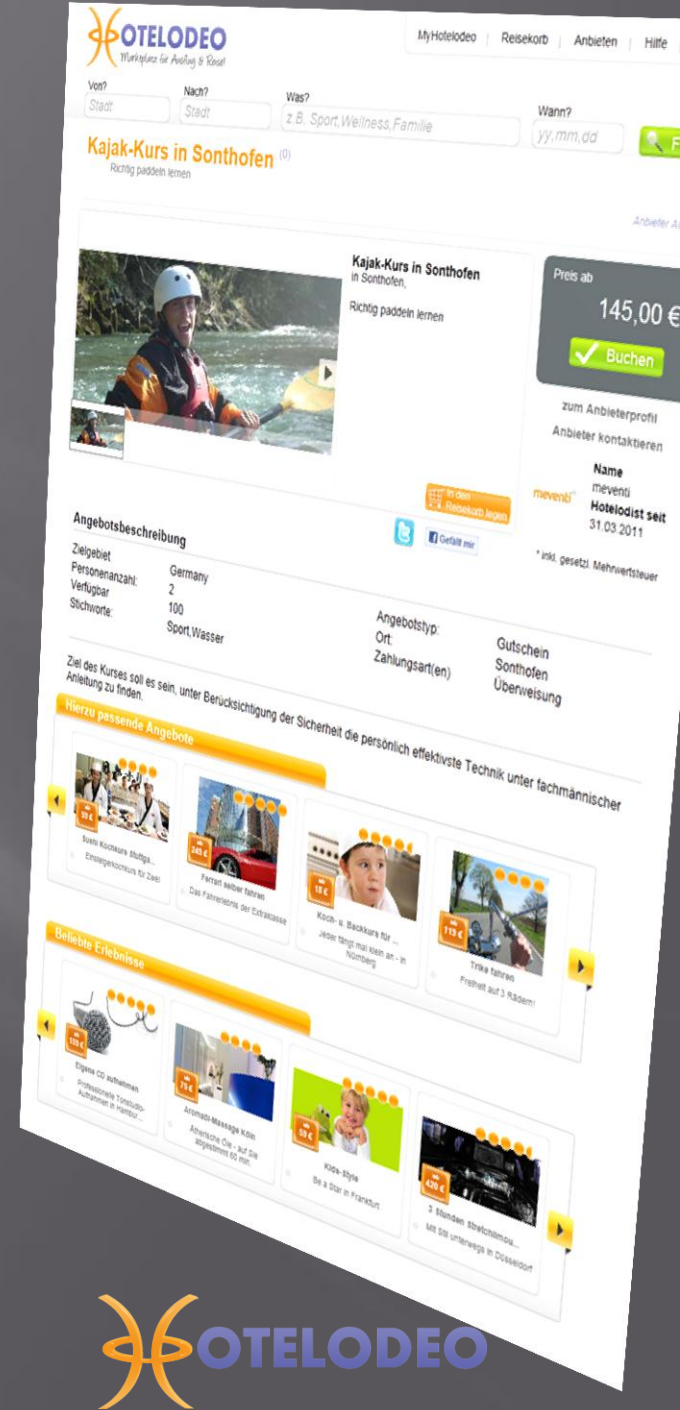
2 CUSTOMER
Booking Purchase

3 CUSTOMER
Payment Paypal Bank Transfer to Provider

4 PROVIDER
Pays 7% Commission

SELLING

“Professionally place, manage and sell services yourself.”



“Every fifth traveler buys entrance or general activity tickets in addition to their trip.” MarcoPolo Reader Survey 10/2010

“The package holiday is outdated!” n-tv 01.2012

THE NEW INDIVIDUALITY

Individual experiences and accommodation can be compared on the travel marketplace before the start of any planned trip and booked securely

“Tourists want more individuality and less crowd”. Focus Magazine 06/2011

