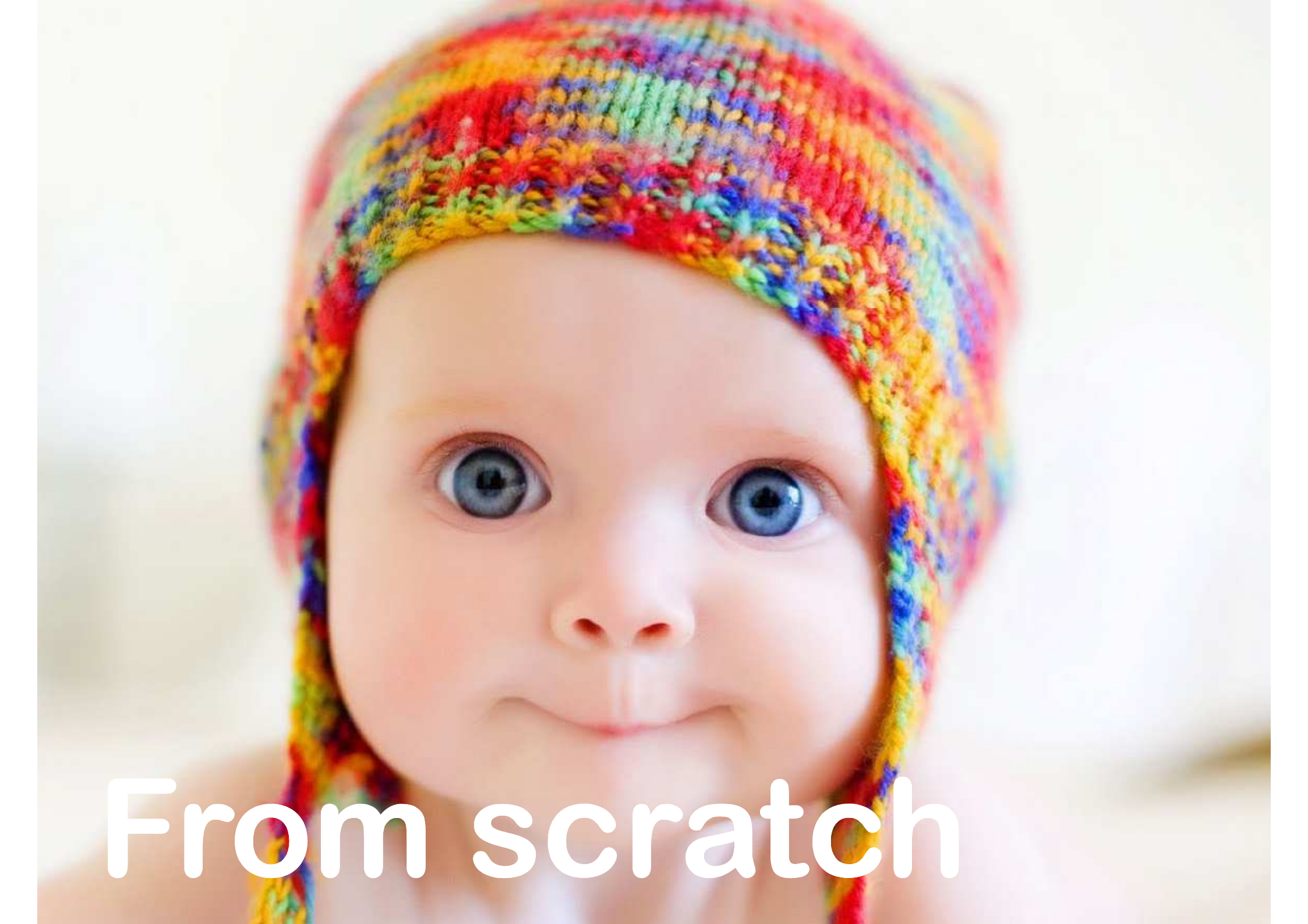


Hallst.com



From scratch

PRESSURES ON HOTELS

H	N	K	J	L	M	I	U	Y	T	S	A	Q	R
H	Y	U	I	O	O	J	M	E	G	T	R	C	A
G	H	L	M	L	O	Z			S	D	F	G	H
R	L	C	O	M	P				N	C	E	C	J
U	E	V	N	E	V				X	F	G	U	J
F	V	E	H	V		H			N	G	H	S	K
D	E	D	E			N			N	C	E	T	T
C	R	C	O		P	E			N	C	E	O	A
R	A	G	L						U	I	M	O	Y
T	G	E	V	G	R	N			W	V	B	E	Y
A	E	D	E	P	E	N			N	C	E	R	E
O	G	D	F	P	H	J	R	T	G	H	J	K	I
I	Q	W	D	E	K	L	O	P	Z	X	S	D	F
D	F	D	E	P	E	N	D	E	N	C	E	E	V

PRESSURES ON HOTELS

H	N	K	J	L	M	I	U	Y	T	S	A	Q	R
H	Y	U	I	O	O	J	N	F	G	T	R	C	A
G	H	L	M	L	O	Z	E	Z	S	D	F	G	H
R	L	C	O	M	P	E	T	E	N	C	E	C	J
U	E	V	N	E	V	N	C	V	X	F	G	U	J
F	V	E	H	V	D	H	U	M	N	G	H	S	K
D	E	D	E	P	E	N	D	E	N	C	E	T	T
C	R	C	O	M	P	E	T	E	N	C	E	O	A
R	A	G	L	A	T	Y	O	T	Y	U	I		
T	G	E	V	G	R	N	M	Q	W	V	E		
A	E	D	E	P	E	N	D	E	N	C	I		
O	G	D	F	P	H	J	R	Y	G	H	J		
I	Q	W	D	E	K	L	O	P	Z	X			
D	F	D	E	P	E	N	D	E	N	C	E	E	V



FINANCIAL

PRESSURES ON HOTELS

H	N	K	J	L	M	I	U	Y	T	S	A	Q	R
H	Y	U	I	O	O	J	N	F	G	T	R	C	A
G	H	L	M	L	O	Z	E	Z	S	D	F	G	H
												S	J
												U	J
												S	K
D												T	T
C												O	A
R	A	G										M	O
T	G	E	V	G								B	Y
A	E	D	E	P								E	E
O	G	D	F	P	H	J	R	Y	G	H	J	K	I
I	Q	W	D	E	K	L	O	P	Z	X	S	D	F
D	F	D	E	P	E	N	D	E	N	C	E	E	V



FRAGMENTED MARKET

PRESSURES ON HOTELS

H	N	K	J	L	M	I	U	Y	T	S	A	Q	R
H	Y	U	I	O	O	J	N	F	G	T	R	C	A
G	H	L	M	L					S	D	F	G	H
R	L	C	O	M					N	C	E	C	J
U	E	V	N	E					X	F	G	U	J
F	V	E	H	V					N	G	H	S	K
D	E	D	E	P					N	C	E	T	T
C	R	C	O	M					N	C	E	O	A
R	A	G	L	A					Y	U	I	O	O
T	G	E	V	G					W	V	B	E	Y
A	E	D	E	P					N	C	E	R	E
O	G	D	F	P					G	H	J	K	I
I	Q	W	D	E					Z	X	S	D	F
D	F	D	E	P					N	C	E	E	V



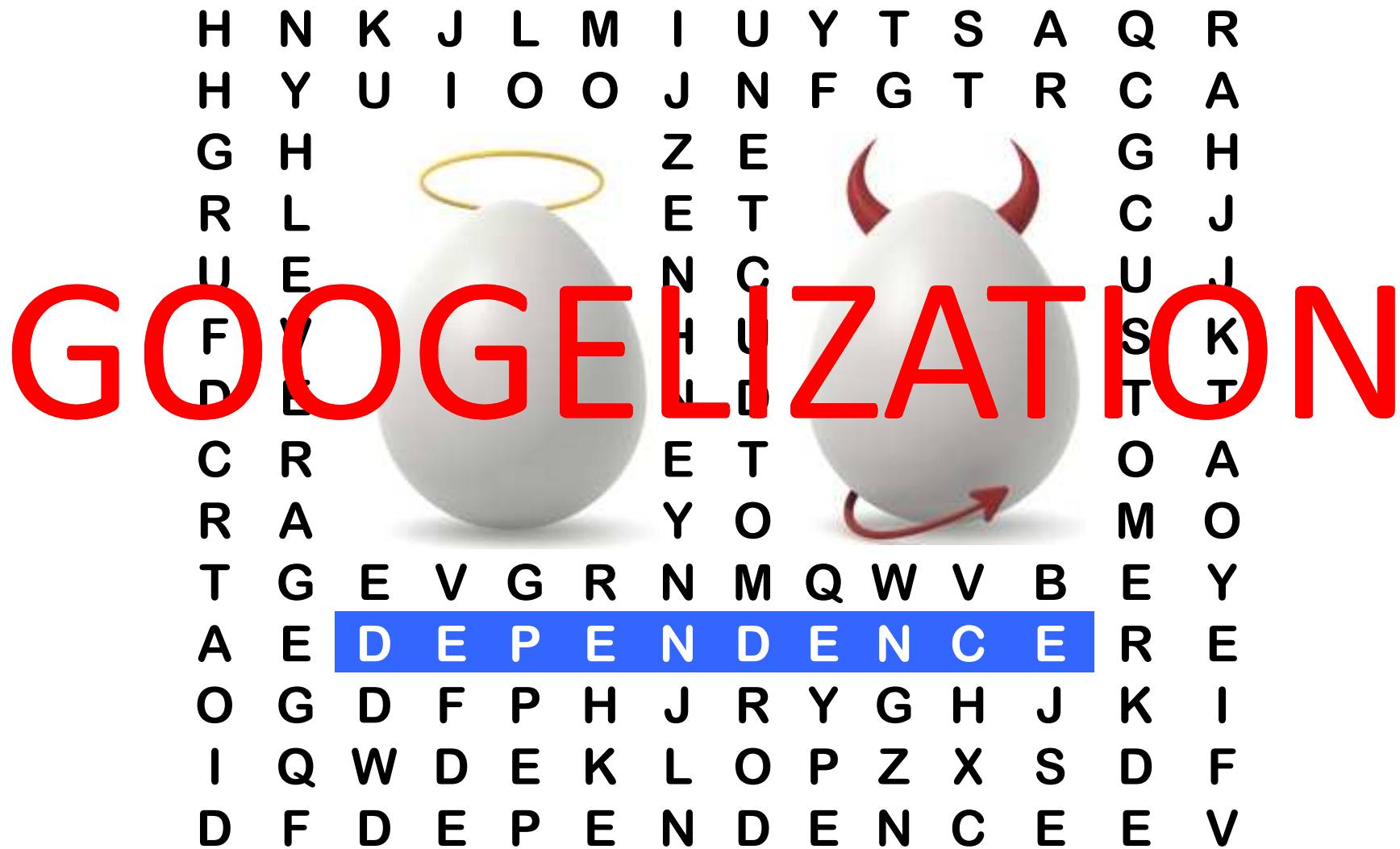
PRESSURES ON HOTELS

H	N	K	J	L	M	I	U	Y	T	S	A	Q	R
H	Y	U	I	O	O	J	N	F	G	T	R	C	A
G	H					Z	E					G	H
R	L					E	T					C	J
U	E					N	C					U	J
F	V					H	U					S	K
D	E					N	D					T	T
C	R					E	T					O	A
R	A					Y	O					M	O
T	G	E	V	G	R	N	M	Q	W	V	B	E	Y
A	E	D	E	P	E	N	D	E	N	C	E	R	E
O	G	D	F	P	H	J	R	Y	G	H	J	K	I
I	Q	W	D	E	K	L	O	P	Z	X	S	D	F
D	F	D	E	P	E	N	D	E	N	C	E	E	V



ON DISTRIBUTORS

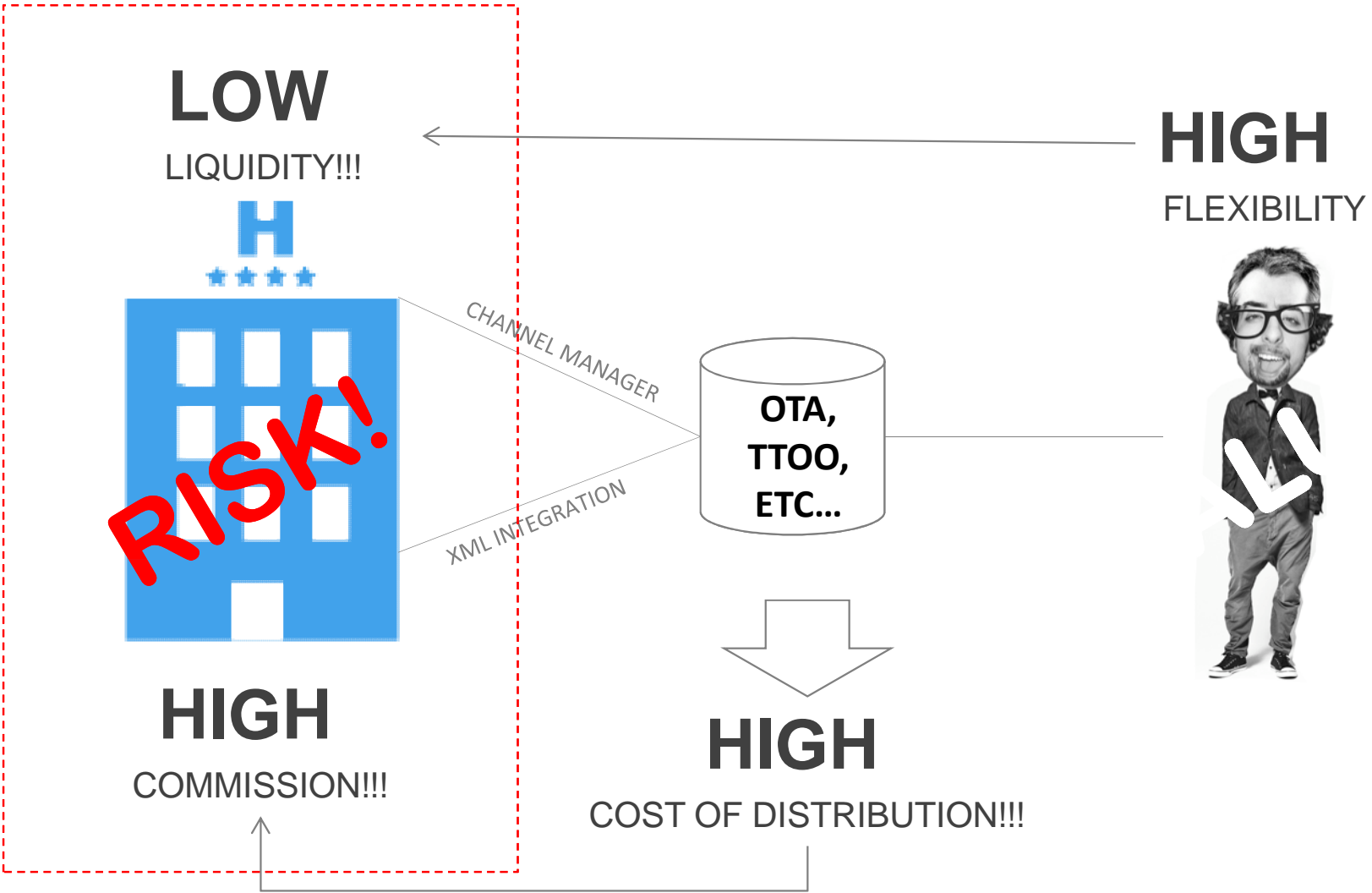
PRESSURES ON HOTELS



ON DISTRIBUTORS

THE PRINCIPLE CONSEQUENCES

THE CURRENT MODEL OF DISTRIBUTION



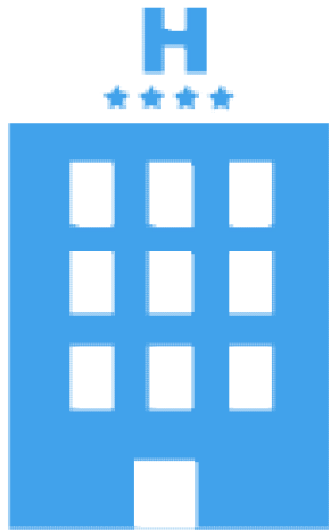
CONSUMER TRENDS

4



Cash is king
Dealing is cool
Buy right now
Peer to Peer

THE CHALLENGE



LIQUID RATES WITH
REASONABLE DISTRIBUTION COST



OPTIMAL RATES
WITH FLEXIBILITY

THINKING ...

THINKING ...

(PLEASE BE PATIENT)

THINKING ...



(PLEASE BE PATIENT)

THINKING ...



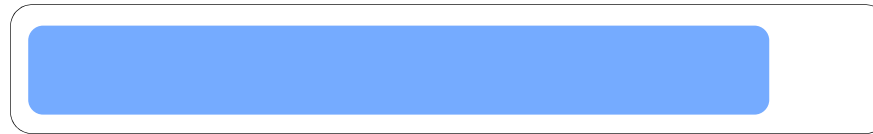
(PLEASE BE PATIENT)

THINKING ...



(PLEASE BE PATIENT)

THINKING ...



(PLEASE BE PATIENT)



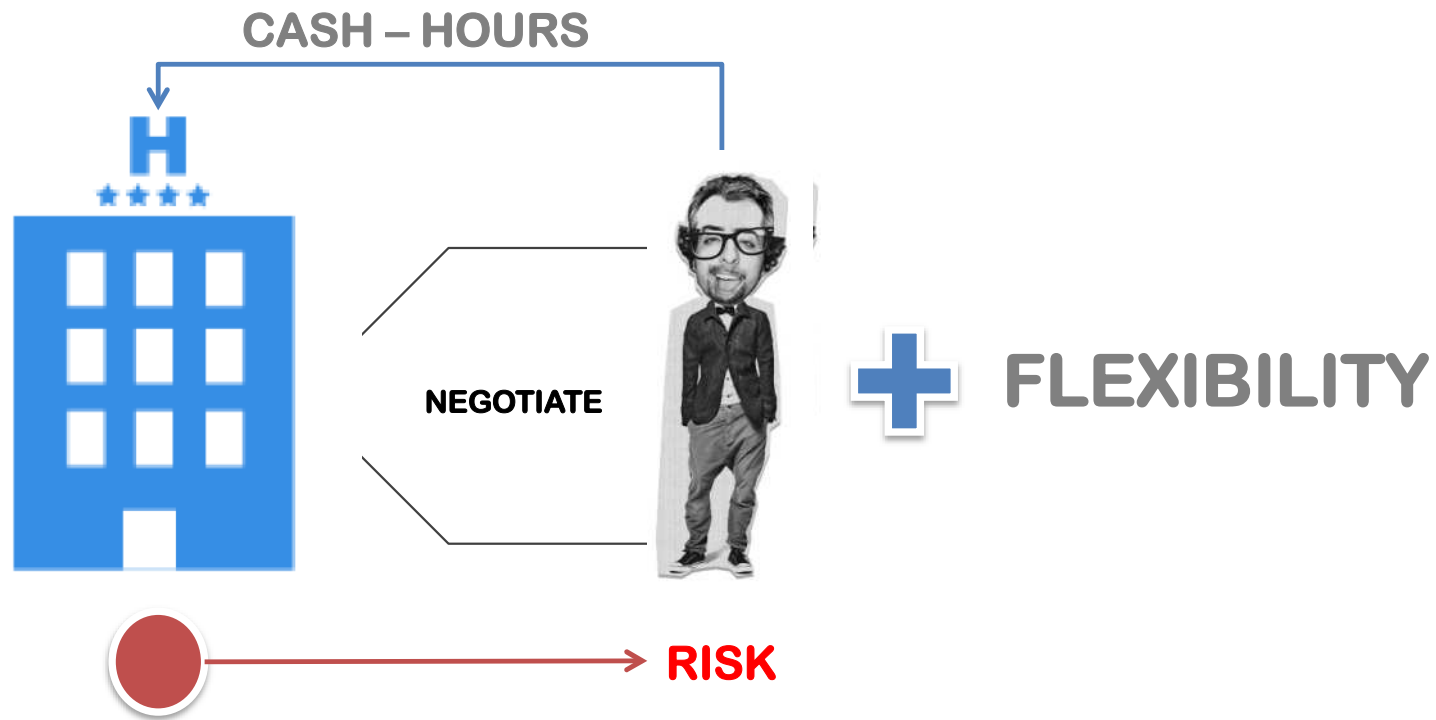


Hallst.com

The first free market of
hotel room reservations!

Buy smart and sleep tight

... even if your plans change!



THE SOLUTION

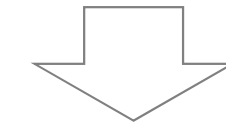
HIGH
LIQUIDITY!!

PAY NOW
AND HALL ST. GIVES ME
FLEXIBILITY TO TRANSFER THE
ROOM IF I CANNOT USE IT



LOW
COMMISSION!!!

CHANNEL MANAGER
DIRECT
XML INTEGRATION



HIGH
COST OF DISTRIBUTION!!!



TRANSACTION
FEE

(PEER-TO-PEER)

Buy smart and sleep tight

... even if your plans change!

Reselling!

I can't go...
How about \$60 for MY room?



Buy smart and sleep tight

... even if your plans change!



Hi guys! Sun & Culture during 7 crazy days in Barcelona ... Anyone want to **share**?



Buy smart and sleep tight

... even if your plans change!

I'll swap mine for yours!



Buy smart and sleep tight

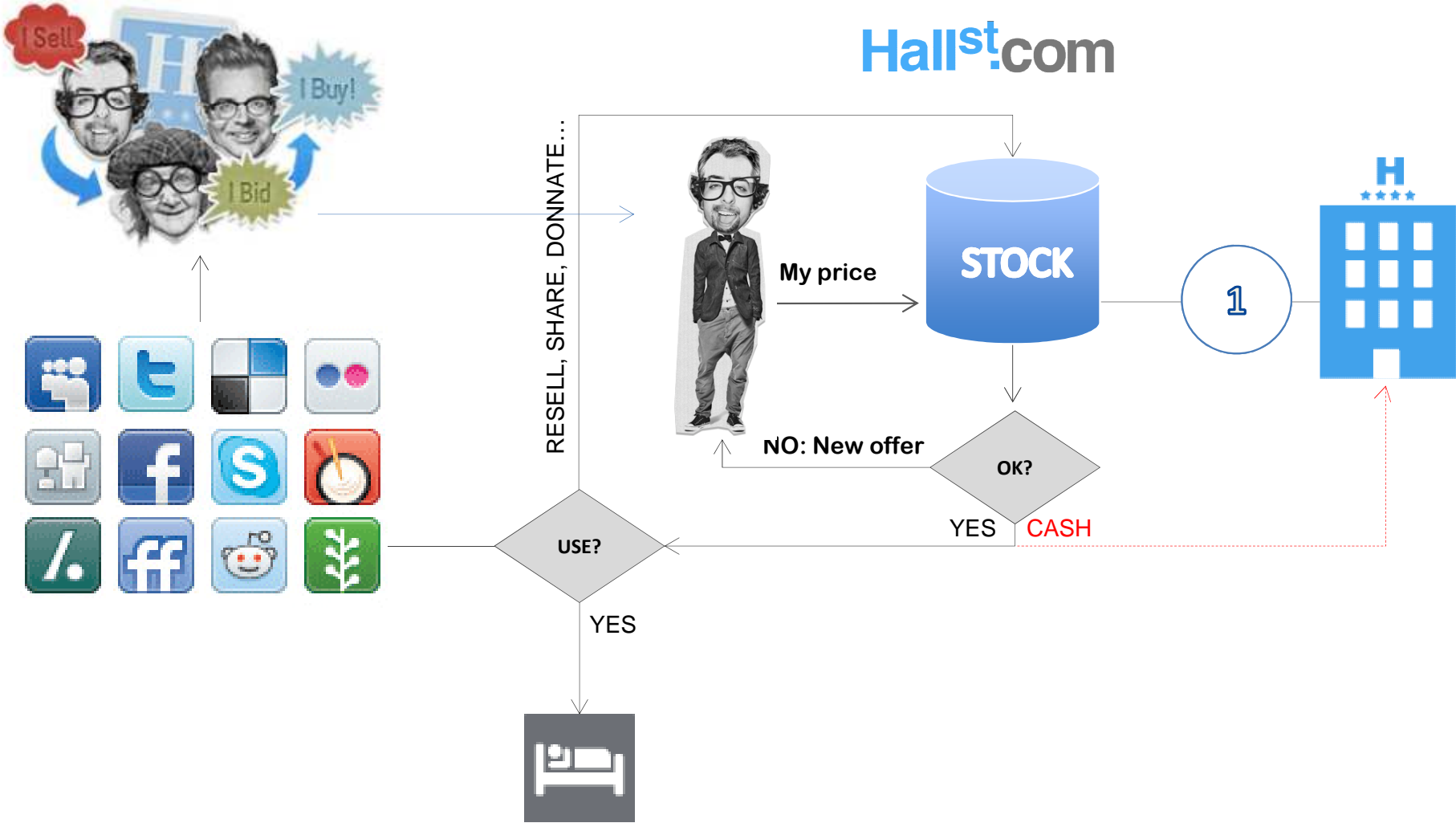
... even if your plans change!



What about **donating**?



HOW DOES IT WORK?



BOOKING LIFE CYCLE



FACING THE ACCEPTED BELIEFS



The best price is obtained via price comparison search engines!

Radical rates are inflexible!

Intermediary does not add value, it is just a cost!



The best price is your own price!

Radical rates can be flexible!

Intermediary can add value!

Toni - CTO



Have I told you about the latest tec development?

Pere - CFO



Keep those \$ rolling in!

PASSIONATE & MULTIDISCIPLINARY

TEAMWORK

Alfredo - CEO



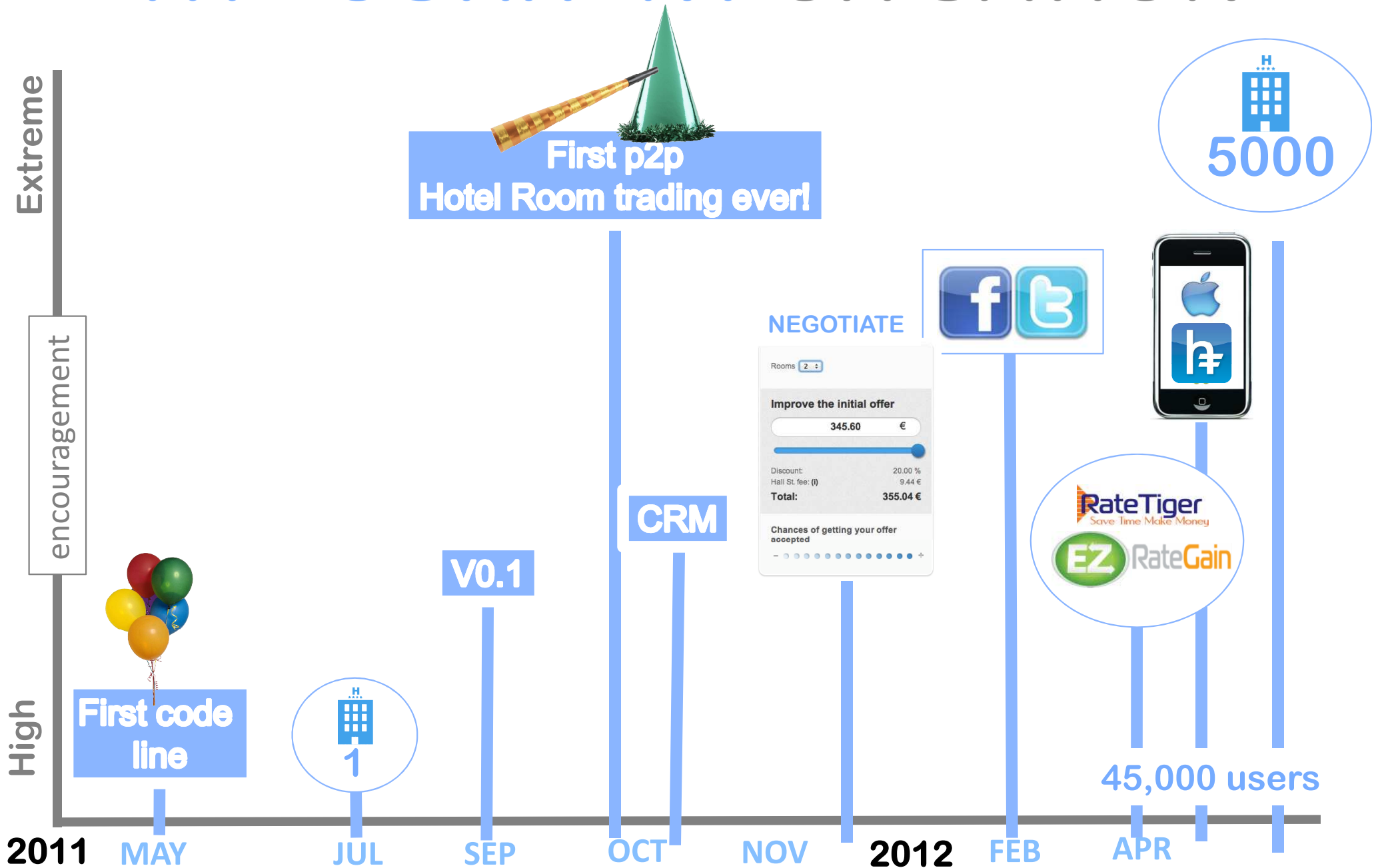
Rethinking, rethinking...

Chris - COO



Location? Location, Location and liquidity!

THE CURRENT SITUATION



THE BENEFITS



Alternative source
of Financing



Price – Commission
= Balance



Security,
Rates are non-refundable



Market =
No costs to Sign-up or access



Optimal Planning
Calendar Purchasing



Incremental revenue from
Cross selling & Up-selling



Control – Private Club



The Users =
New Commercial Agent



Flash Sales =
Market focused campaigns

BENEFITS: USERS



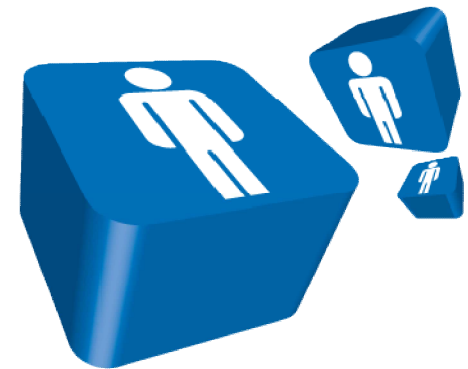
EXCLUSIVE RATES Dealing

Option to negotiate for a better price
Option to buy in advance and receive a discount
Exclusive flash sales



FLEXIBILITY Reselling

Option to re-sell the room to other users, should they not want the room. Maybe for a profit or maybe for a loss. If it is at a loss, then another user still benefits.



OPPORTUNITY Sharing

Option to share the hotel room with other peers in order to save money and, at the same time, make new friends

THE GOAL



15,000 hotels

112 cities

5,000,000 users


Complete functionalities

Search for hotels

 **Spain** >

 **Barcelona** >

 **16** Monday APR  - **1** +

H  Add Users resales
★★★★


S

Search for hotels

 **Spain** >

 **Barcelona** >

 **16** Monday
APR  - **1** +

H  [Add Users resales](#)
★★★★

S



Barcelona (Spain)
16 APR. - 17 APR. 1 night



25 results



Arrange

Filter



Olivia Plaza Hotel

★★★★★

95.90 €

2.86km

~~129.60 €~~



Duquesa de Cardona

★★★★★

167.70 €

3.

~~195.00 €~~



13.10 €

2.7

~~159.00 €~~



Condes de Barcelona

★★★★★



Duquesa de Cardona
Barcelona (Spain) ★★★★★



16^{Mon} APR 1

~~195.00 €~~

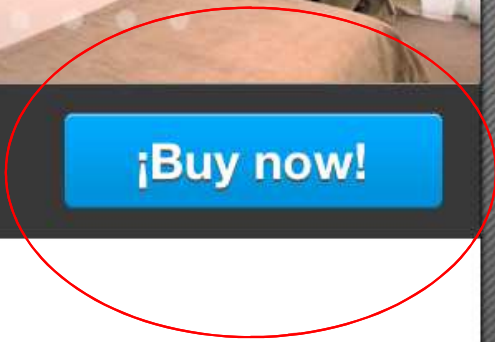
167.70 €



Make an offer

¡Buy now!

Duquesa de Cardona offers unique accommodation in a XVI century residence built into a top boutique hotel in Barcelona. The property preserves the original spirit and style of the building and blends it with an avant-garde decor in the guestrooms. It offers panoramic views of the port of Barcelona, Barceloneta neighborhood and Maragnum





Make an offer

Duquesa de Cardona

Barcelona (Spain)★★★★

Checkin 16/04/2012 1

Checkout 17/04/2012

Rooms

1

Improve the offer

Market price
~~195.00 €~~

167.70 €



Discount 00.00

Hall St. Fee

Total 172.70 €

Chances of having your offer accepted



Offer!





Make an offer

Duquesa de Cardona

Barcelona (Spain)★★★★

Checkin 16/04/2012 1

Checkout 17/04/2012

Rooms 1

Improve the offer

Market price
~~195.00 €~~

134.03 €



Discount

Hall St. Fee

Total

Chances of having your offer accepted



Offer!

Sell rooms



65 rooms purchased



4 rooms for sale



16 rooms sold



2 vouchers issued



0 offers received



0 offers carried out



Sell



Use



Settings





Offers carried out



ALMA Barcelona

Barcelona

Check in: 14/04/2012

Expires in 23h20m

Cancel



peresi
Steward



Selling price

201.49 €

Offer

150.00 €



H10 Universitat

Barcelona

Check in: 12/04/2012

Expires in 23h19m

Cancel

4

Rooms: 2

Selling price

947.52 €

Offer

747.74 €



Resales



Sell



Use



Settings

Sell rooms



65 rooms purchased



4 rooms for sale



16 rooms sold



2 vouchers issued



0 offers received



0 offers carried out



Resales



Sell



Use



Settings

Use rooms

Issue voucher

Vouchers issued



ALMA Barcelona

★★★★★ GL

Barcelona

Check-in date 24/04/2012

Check-out date 24/04/2012



1

24/04/2012

Purchase price

1,41 €



Issue voucher



Resales



Sell



Use



Settings

Use rooms

Issue voucher

Vouchers issued



ALMA Barcelona

★★★★★ GL

Barcelona

Check-in date 24/04/2012

Check-out date 24/04/2012



1

24/04/2012
Purchase price
164.41 €

Issue voucher





Issue voucher

ALMA Barcelona

Barcelona ★★★★★ GL

First night 24/04/2012

Last night 24/04/2012



Alfredo



3.

alfredo.ouro@hallst.com

Watch out!

Remember that once the voucher has been issued, these rooms will leave the system and you cannot do anything else with them.

Issue voucher

Sell rooms



65 rooms purchased



4 rooms on sale



16 rooms



2 vouchers issued



0 offers received



0 offers carried out



Resales



Sell



Use



Settings



Purchased



ALMA Barcelona

★★★★★ GL

Barcelona

Check-in date 19/04/2012

Check-out date 20/04/2012



2

19/04/2012

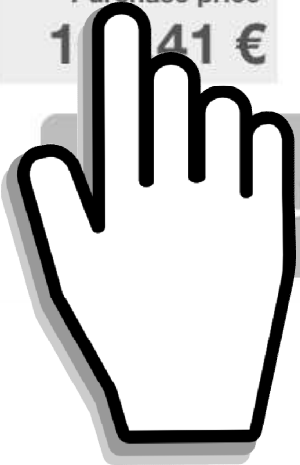
Purchase price

164.41 €

20/04/2012

Purchase price

164.41 €



Put up for sale



Resales



Sell



Use



Settings



Purchased



ALMA Barcelona

★★★★★ GL

Barcelona

Check-in date 19/04/2012

Check-out date 20/04/2012



19/04/2012
Purchase price
164.41 €

20/04/2012
Purchase price
104.41 €

Put **to use**





Purchased



ALMA Barcelona

★★★★★ GL

Barcelona

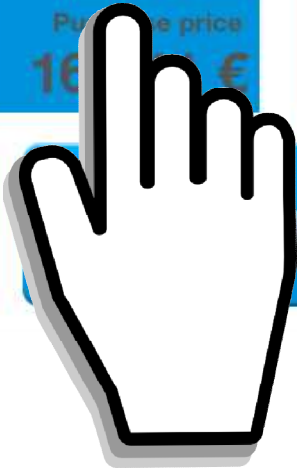
Check-in date 19/04/2012

Check-out date 20/04/2012



19/04/2012
Purchase price
164.41 €

20/04/2012
Purchase price
164.41 €



Put up for sale



Resales



Sell



Use



Settings



Purchased



ALMA Barcelona

★★★★★ GL

Barcelona

Check-in date 19/04/2012

Check-out date 20/04/2012



19/04/2012

Purchase price

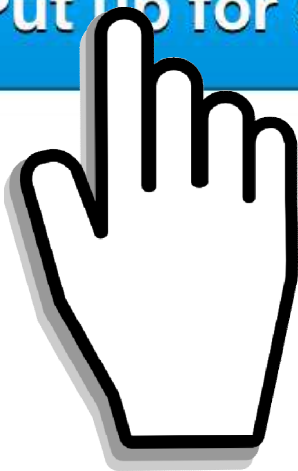
164.41 €

20/04/2012

Purchase price

164.41 €

Put up for sale



Resales



Sell



Use



Settings



Put up for sale

ALMA Barcelona

Barcelona ★★★★★

First night 19/04/2012

Last night 20/04/2012



20/04/2012 Purchase price: 164.41€ Hotel price: 535.50€

0 €

328.82 €

Result 0.00%

Position 1°



Totals

Average result
0.00 %

Average Position
1°

Average price
164.41 €

Total price
164.41 €

Post



Put up for sale

ALMA Barcelona

Barcelona ★★★★★

First night 19/04/2012

Last night 20/04/2012



19/04/2012 Purchase price: 164.41€ Hotel price: 265.50€

0 €

328.82 €

Result -4

Position 1°

Totals

Average re.
-40.00 %

Average Position
1°

Average price
98.65 €

Total price
98.65 €

Post



Put up for sale

ALMA Barcelona

Barcelona ★★★★★

First night 19/04/2012

Last night 20/04/2012



19/04/2012 Purchase price: 164.41€ Hotel price: 265.50€

0 €

328.82 €

Result 13.62%

Rank 2°

18

Totals

Average result

13.62 %

Rank Position

2°

Average price

186.80 €

Total price

186.80 €

Post



Put up for sale

ALMA Barcelona

Barcelona ★★★★★

First night 19/04/2012

Last night 20/04/2012



19/04/2012 Purchase price: 164.41€ Hotel price: 265.50€

0 €

328.82 €



Result 13.62%

Position 2°

186.80 €



Totals

Average result

13.62 %

Average Position

2°

Average price

186.80 €

Total price

186.80 €

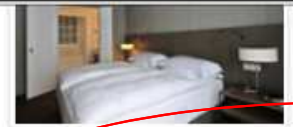
Post

Resales

15 results

Arrange

Filter



Check in
28/04/2012

140.00 €

~~295.00 €~~



Tonidelat
Steward

ALMA Barcelona

★★★★★ GL

2.84km



Check in
28/04/2012

100.00 €

~~295.00 €~~



Fullmoon
Steward

Sixtytwo

★★★★

2.83km



Check in
16/05/2012

165.00 €

~~165.00 €~~



Mr Jons
Steward

Hotel Condado

★★★

3.83km



Check in
14/06/2012

80.00 €

~~106.00 €~~



Resales



Sell



Use



Settings

Sell rooms



65 rooms purchased



4 rooms for sale



16 rooms sold



2 vouchers issued



offers received



carried out



Resales



Sell



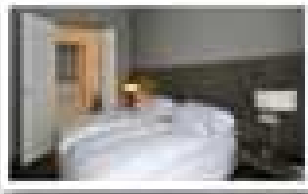
Use



Settings



Offers received



ALMA Barcelona
★★★★★ GL
Barcelona
26/04/2012

Initial price

94.86 €



usel46181
Steward
★

Expires in
23h27m



76.00 €

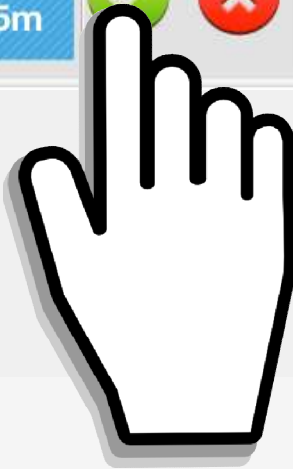


Novetia
Steward
★

Expires in
23h25m



75.00 €



Resales



Sell



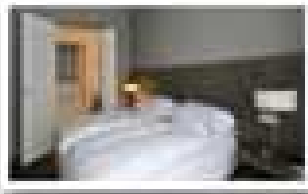
Use



Settings



Offers received



ALMA Barcelona
★★★★★ GL
Barcelona
26/04/2012

Initial price

94.86 €



usel46181
Steward
★

Expires in
23h27m



76.00 €



Novetia
Steward
★

Expires in
23h25m



75.00 €



Resales



Sell

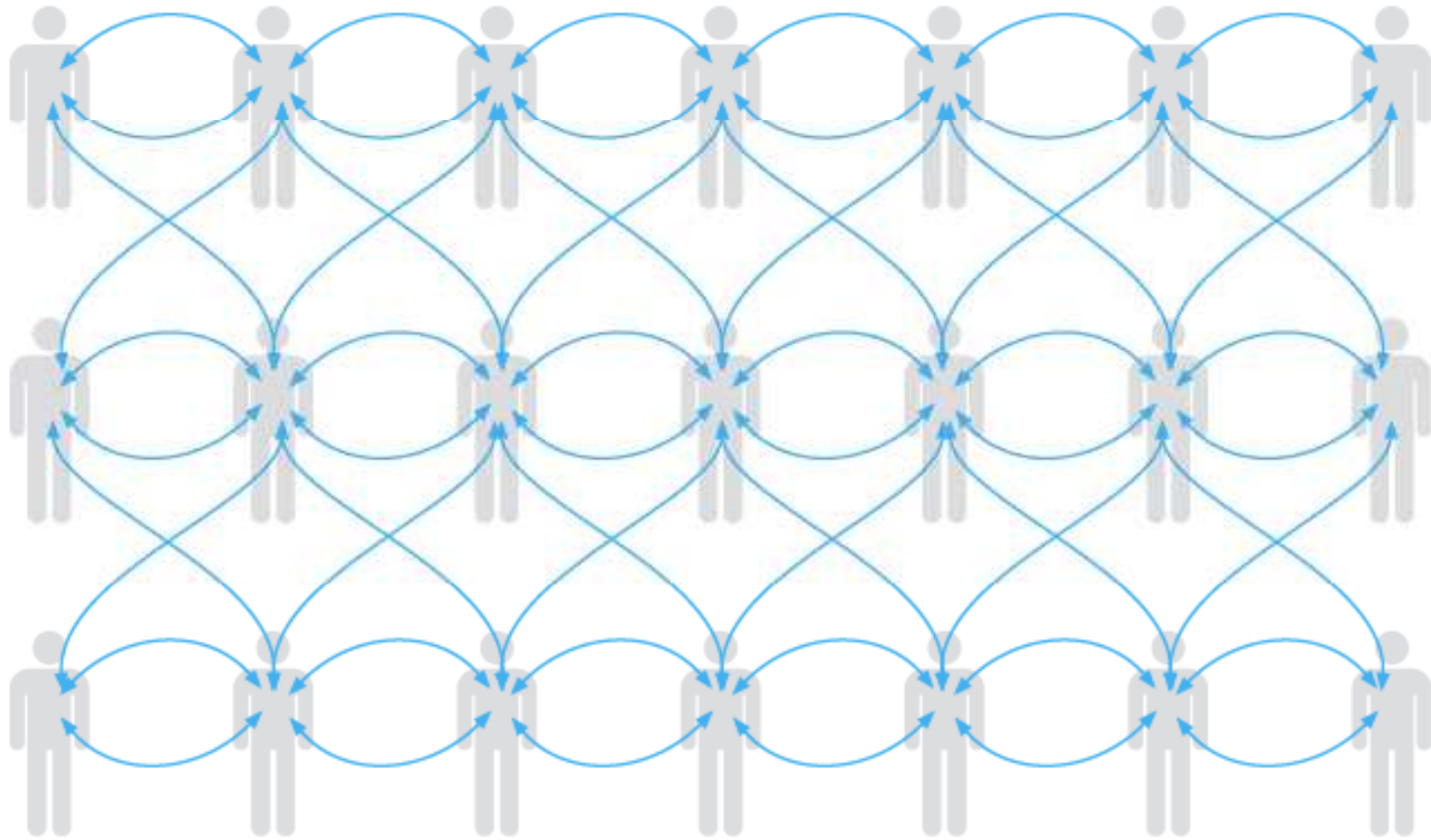


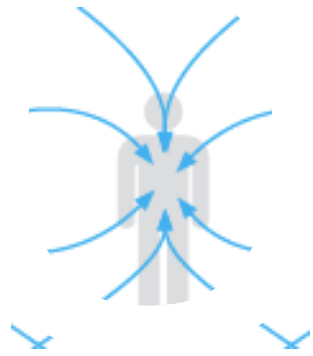
Use



Settings

VISION STATEMENTS







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