




Your Bridge to Market

November 2010



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Lets hoteliers become their own web-based tour operation







Take control of their distribution



But - can complement existing distribution partnerships



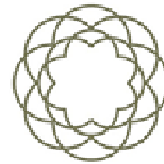
Why VHI?

-  Drive up rates and occupancy
-  UK partner needed to make it happen
-  Promote hotel's own brand
-  Low risk
 - ✓ Cost-effective
 - ✓ Low investment
 - ✓ Flexible
 - ✓ Results based
 - ✓ Improved cash flow



Delivering strong results for leading players...

SANI RESORT



DOMES OF ELOUNDA

ALL SUITES AND VILLAS HOTEL

aldemar

HOTELS & SPA

ALL SUITES AND VILLAS HOTEL





.....by meeting customer needs

vhi Value

- ✓ Cut out the perceived middlemen

vhi Simplicity

- ✓ One stop shop

vhi Security





- ✓ Cut out the middleman
- ✓ ATOL Bonding

vhi Flexibility

- ✓ Dates/durations



How does it work?

-  Customers buy accommodation and flights directly from hotel owned websites
-  Hotels become their own web-based tour operator
-  Can work alongside and promote existing partnerships
-  Sounds easy – but what about the details?



The Details

Flights

- ✓ Charter & scheduled
- ✓ Full support service

Getting to the audience

- ✓ To suit your needs

Holiday protection

- ✓ Fully ATOL bonded



More Details

Focus on hotel brand

- ✓ Throughout the process

Currency issues

- ✓ Customer can book and pay in £

Language

- ✓ UK based support team



How can it work with existing partnerships?

vhi Relationships are key

vhi Need to maintain existing partners

vhi Can promote and sell partner's products

✓ Through hotel website

vhi Helps your partners AND yourselves

vhi Tailored to your needs



So what is vhi?

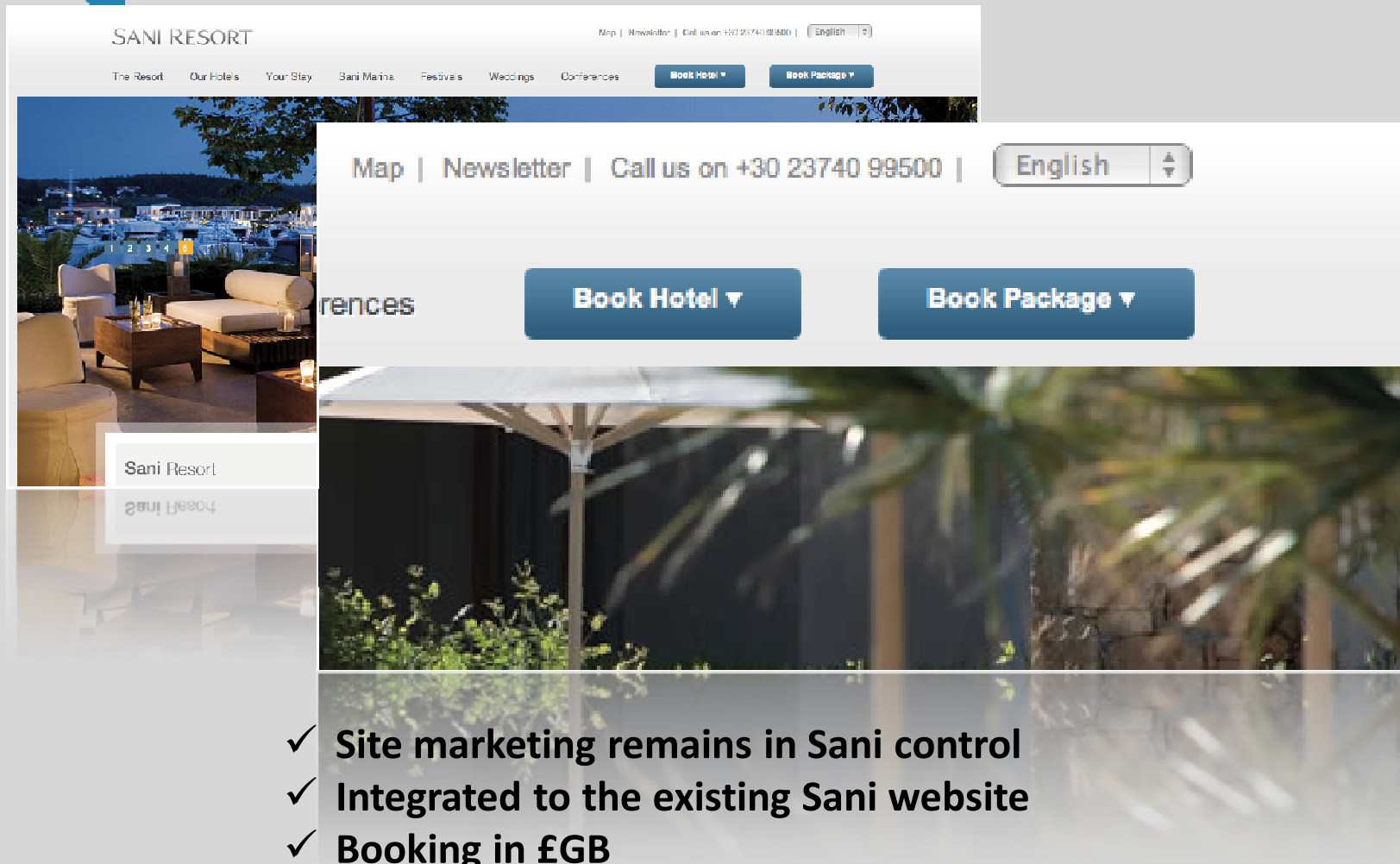
A UK partner

- ✓ Technology strength
- ✓ Flights & bonding
- ✓ Seamless processes
- ✓ Manage currency and merchant issues
- ✓ Promotes YOUR BRAND
- ✓ High quality UK based sales team





Sani Hotels



- ✓ Site marketing remains in Sani control
- ✓ Integrated to the existing Sani website
- ✓ Booking in £GB
- ✓ Online & telesales booking capability
- ✓ Fully bonded – ABTA/ATOL – fulfilled in UK



The booking process

Book Hotel ▾ Book Package ▾

Hotel
All hotels ▾

Airport (UK only)
Select an airport ▾

Check in
Jun 23 2014 ▾

Check out
Jun 24 2014 ▾

Rooms
1 ▾

Check availability

Search box opens
when 'book package'
selected

Search for availability

You have now transferred to the Sanibookings.com website
where you can search for package holiday offers at Sani
Resort.

Departing London Gatwick ▾

Hotel All Hotels ▾

Check in 23/07/2010 Duration 7 Nights ▾

Rooms 1 ▾

Room 1 Adults 2 Children 0 ▾

Search

Migrates to UK bookings
site. Sani branding
retained

Sanibookings

Call FREE now 0800 810481 22
Open 7 days a week until 10pm

1. Flight, 2. Hotel search, 3. Flight options, 4. Hotel options, 5. Total holiday cost
(how are your hotel and room options, select a hotel and room below a table below)

Selected Flight: Depart: Gatwick, Arrive: Thessaloniki, Greece on Friday, 26/07/2011 for 7 nights, 2 Adults

San Beach Hotel - 4 Star

Page 1 of 1

Departure	Package Price	Continue
Departs Gatwick on Friday, 26/07/2011 for 7 nights, 2 Adults Location: Kavosmu - San	£1,004.00 per person	Continue
Departs 26/07/2011 for 7 nights	£937.00 per person	Continue
Departs 27/07/2011 for 7 nights	£881.00 per person	Continue
Departs 28/07/2011 for 7 nights	£901.00 per person	Continue
Departs 29/07/2011 for 7 nights	£1,052.00 per person	Continue

San Beach Hotel - 4 Star

Departure	Package Price	Continue
Departs Gatwick on Friday, 26/07/2011 for 7 nights, 2 Adults Location: Kavosmu - San	£950.30 per person	Continue
Departs 26/07/2011 for 7 nights	£1,001.00 per person	Continue
Departs 27/07/2011 for 7 nights	£1,130.00 per person	Continue
Departs 28/07/2011 for 7 nights	£1,173.00 per person	Continue
Departs 29/07/2011 for 7 nights	£1,737.00 per person	Continue



Results screen for booking
process – flight & rooms
All bonding & regulations
satisfied



How it can support your partners

Sani Bookings

Call FREE now 0800 810 8122
Open 7 days a week until 10pm




1. Flight + hotel search > 2. Flight options > 3. Hotel options > 4. Total Holiday Cost

Here are your hotel and rooms options. Select a hotel and room below and click 'continue'.

Selected Flight: Departs Gatwick, Arrives Thessaloniki, Greece on Friday, 26/08/2011 for 7 nights, 2 Adults

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Sani Beach Hotel - 4 Star



Departs Gatwick on Friday, 26/08/2011 for 7 nights, 2 Adults
Location : Kassanera - Sani

Offering superb comfort in a breathtaking position on the Cape of ancient Sani, next to the Byzantine tower Sani Beach Hotel enjoys a natural environment of exceptional ...

[Full Property Details](#)

Thomson Cook

Departs 27/08/2011 for 7 nights

£837.00
per person

Continue

Thomson

Departs 29/08/2011 for 7 nights

£881.00
per person

Continue

Thomson

Departs 22/08/2011 for 7 nights

£901.00
per person

Continue


Thomson Cook

Departs 10/08/2011 for 7 nights

£1,052.00
per person

Continue

Sani Beach Club - 5 Star



Departs Gatwick on Friday, 26/08/2011 for 7 nights, 2 Adults
Location : Kassanera - Sani

The brander Sani Beach Club is a luxurious bungalow hotel ideal for families to board. Set within Sani Resort and located within a secluded indico bay, overlooking Mount Oly...

[Full Property Details](#)

Thomson

Departs 29/08/2011 for 7 nights

£1,001.00
per person

Continue

Thomson Cook

Departs 27/08/2011 for 7 nights

£1,130.00
per person

Continue

Thomson

Departs 22/08/2011 for 7 nights

£1,173.00
per person

Continue

Thomson

Departs 23/08/2011 for 7 nights

£1,173.00
per person

Continue

Thomson Cook

Departs 23/08/2011 for 7 nights

£1,173.00
per person


Continue

Thomson

Departs 26/08/2011 for 7 nights

£1,173.00
per person

Continue



[Full Property Details](#)



Cordial Resort Holidays



Call FREE now 0800 810 8128
Open 7 days a week until 10pm



Homepage	Cordial Mogan Playa Hotel	Cordial Mogan Valle Apartments	Cordial Sandy Golf Bungalows	Cordial Green Golf Bungalows	Cordial Biarritz Bungalows	Cordial Golf Plaza Aparthotel	Enquire Now
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Welcome to Cordial Resort Holidays

Welcome to Cordial Resort Holidays we offer exclusive rates and availability to Cordial Resorts Gran Canaria and Tenerife, featuring: [Cordial Mogan Playa Hotel](#), [Cordial Golf Plaza Aparthotel](#), [Cordial Mogan Valle Apartments](#), [Cordial Sandy Golf Bungalows](#), [Cordial Green Golf Bungalows](#) and the [Cordial Biarritz Bungalows](#).

We feature resorts suited to all types of holidaymakers, whether you are looking for a luxury hotel with a stunning location or a self catering apartment near to the hustle and bustle we can accommodate you. We feature direct flights from most UK airports and return transfers at fantastic prices.

Cordial Resort Holidays is bonded by ABTA and ATOL ensuring our customers are 100% protected.



Welcome to Cordial's newest Resort.
Cordial Golf Plaza Aparthotel in Tenerife



Cordial Mogan Playa Hotel Ranked the No 1 Hotel in Gran Canaria by TripAdvisor

Cordial Sandy Golf Bungalows
Maspalomas



Renovated in 2006
Next to golf course
Tranquil surroundings
Minutes to Sand Dunes

Cordial Mogan Valle Apartments
Puerto Mogan



Family friendly resort
Next to Mogan Playa
Only 300m to beach
1 & 2 Bedroom Apts

Cordial Biarritz Bungalows
Playa del Ingles



Playa del Ingles
Close to Sand Dunes
5 minutes to YUMBO
Lazy river style pool

Cordial Green Golf Bungalows
Maspalomas



Next to golf course
Free shuttle to beach
Renovated in 2006
Minutes to Sand Dunes

- ✓ Tailored to partner's needs
- ✓ Targeted marketing campaigns
- ✓ High quality sales team
- ✓ Complements hotel's own site



Process Summary

- vhi Technology tailored to meet your needs
- vhi Access to flights & bonding
- vhi Seamless processes
- vhi Manages currency and merchant issues
- vhi Promotes HOTEL BRAND, not anyone else's
- vhi High quality sales/customer support team



Who is behind the project

Vertical group

- ✓ Successful £50M UK travel business
- ✓ Technology supplier to many travel businesses in the UK
- ✓ Member of Freedom Travel Group



What is required from hoteliers





This is a partnership

- ✓ Commitment
- ✓ Time
- ✓ Stock control
- ✓ Yield management

But very little finance



Summary

-  Changing times. Great opportunities
-  A new and unique way to attack the UK market
-  Can work alongside your existing partners
-  Hotels can become their own web-based tour operation

Any Questions?



You can also meet us at stand
TT129

throughout WTM
www.vhibridge.com