



day dreams

You have
unsold rooms?

We have the customers!

www.daydreams.com

What do we offer hotels?

1. **Comission free** reservations including half-board rates!
2. Minimum stay of **2 or 3 nights**
3. No **obligation** for allotments
4. Wealthy, selective (senior) customergroup with **high travelquota**
5. Upselling of room-upgrades and services during stay.
6. No **roomprices displayed** only half-board rates.

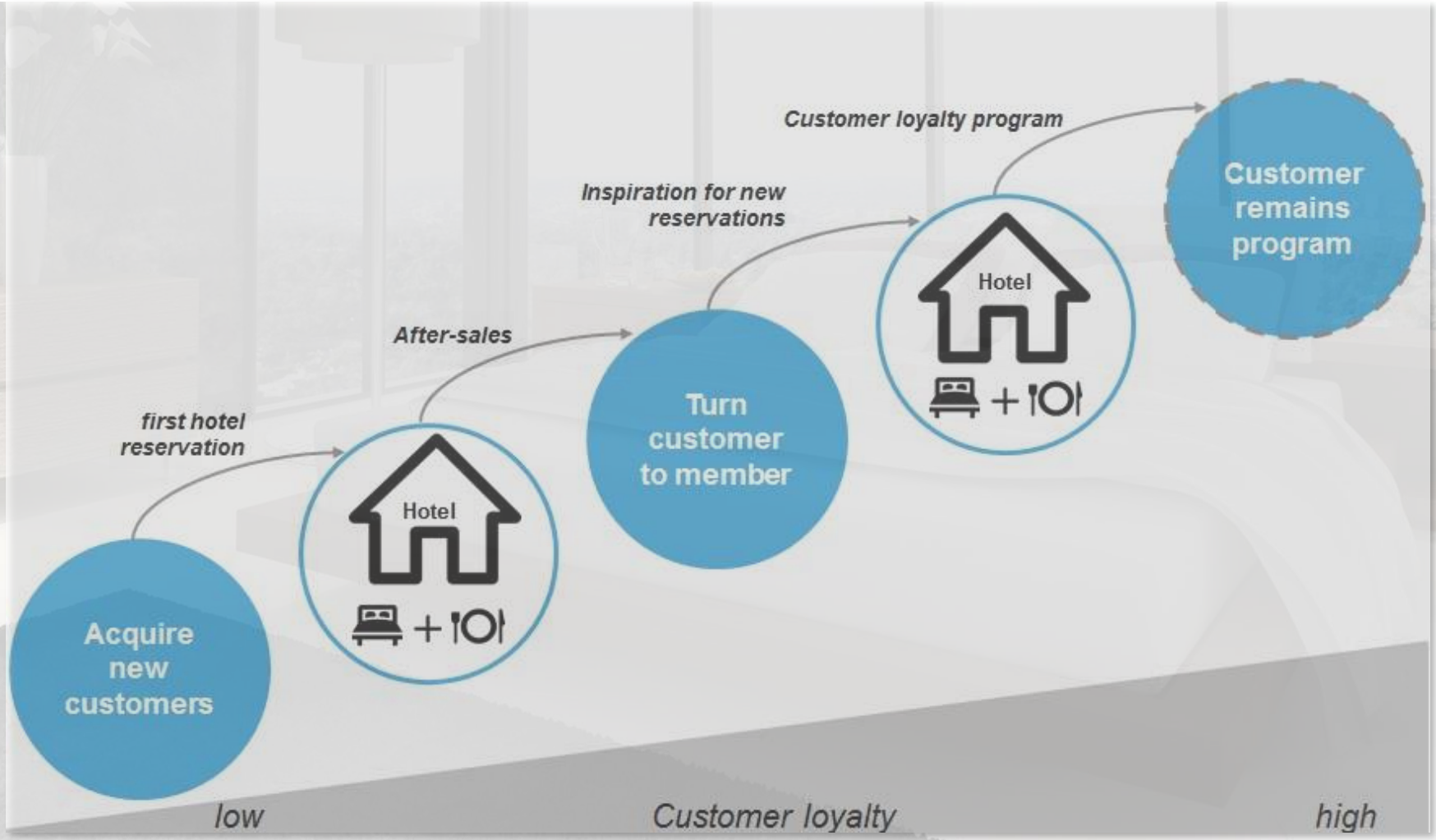
What does daydreams do?

We sell hotel vouchers to customers for overnight stays in partner hotels throughout Europe, with the obligation for the customer to pay the (contracted) price for breakfast and dinner directly in the selected hotel

The concept uses the free capacity of hotels to sell these against discounted prices to **prevent empty rooms** in the hotels

Started as an offline business with catalogues with paper vouchers & cards

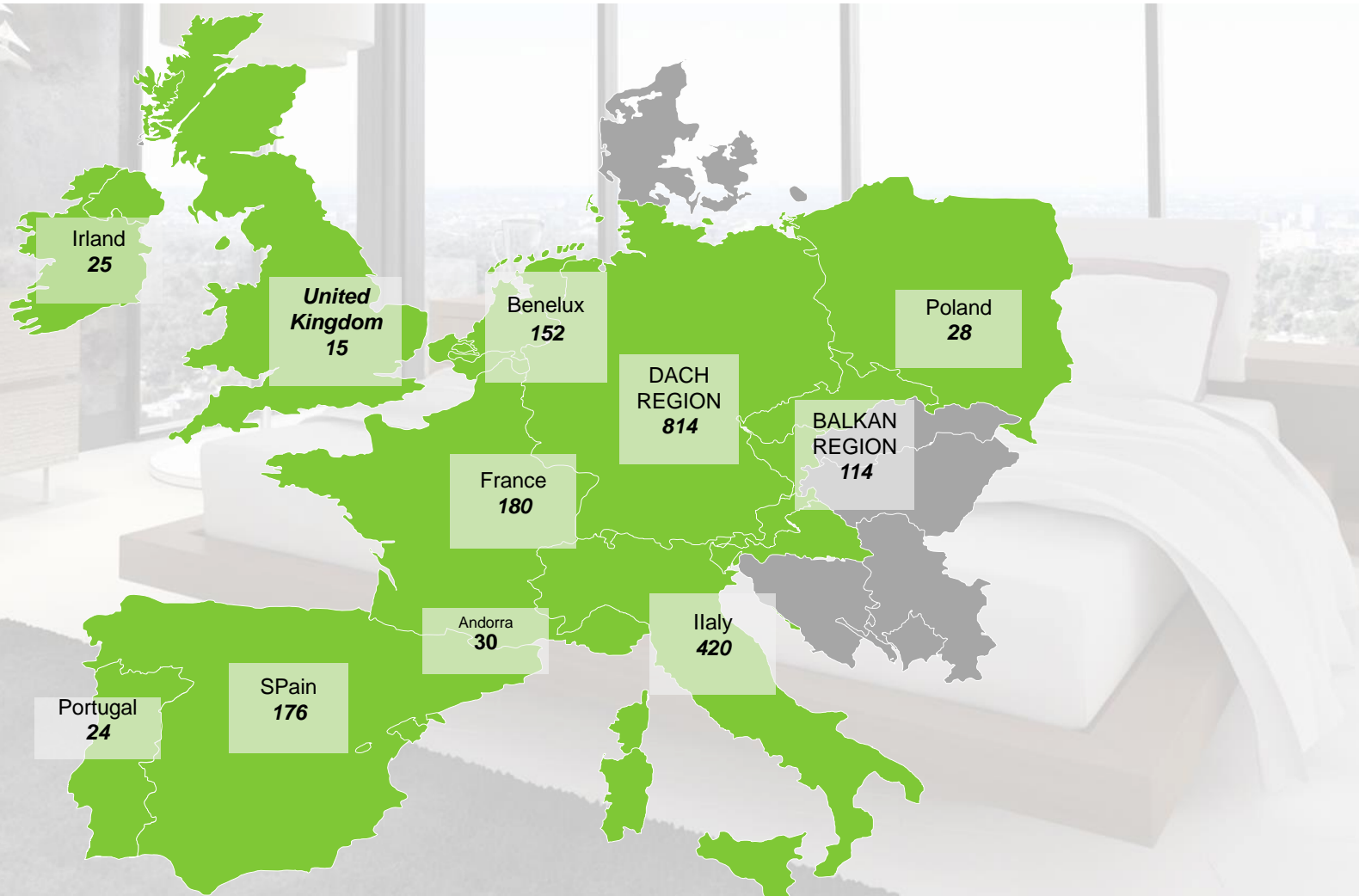
How does it work?



Some of our facts

1. On average 2.5 million roomnights yearly in Europe
2. Free marketing in 20 European countries
3. Over 2000 satisfied hotelpartners (testimonials available!)
4. 60 % of hotelpartners have been a partner for > 20 years!
5. Average stay of daydreams customers is 3,5 nights
6. Average spent per reservation is € 335,- (excluding Taxes, fees and extras)
7. 74% of reservations done in mid-, and low season.

Where are we active with hotels?



What products do we sell?



daydreams hotelvoucher

<u>valid for</u>	<u>1 short trip</u>
<u>roomnights</u>	<u>2 - 3</u>
<u>persons</u>	<u>2</u>
<u>Retail price</u>	<u>59 €</u>



DreamCards

<u>valid for</u>	<u>unlimited tavel</u>
<u>roomnights</u>	<u>unlimited</u>
<u>persons</u>	<u>2 persons or</u>
<u>persons</u>	<u>4 persons (family & friends)</u>
<u>Retail price</u>	<u>119 €</u>
	<u>169 € (f&f)</u>

Where and how do we sell our products ?

B2C

Telemarketing 20 call center on average 60 agents per day.

B2B

Loyalty programs

Employee benefits

Partner benefits

Sales promotions

Giftcards



With whom do we cooperate?



LOY
LOG/C



Who can help you get more reservations?



Your contact person.

John van Gulp.

International Sales Manager

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