



ProveLocal

The Online Travel Agency for Local Residents

Hotels – Vacation Homes – Resorts
Attractions - Activities

Hotel & Resort Overview
January 2021

Overview

- The Online Travel Agency for local in-state residents
- Membership based with discounts from premier suppliers
- A new distribution channel to a local instate audience
- Unpublished local only in-state rates for hotels, vacation homes, resorts, attractions and activities
- New demand from a loyal and frequent customer
- Ecofriendly local tourism with a low carbon footprint
- A new way forward for local communities and tourism suppliers

Business Highlights

- Consumer facing OTA
- Membership based and free to use
- Unique supplier commission/affiliate fee model
- Affiliate program with State tourism agencies and DMOs
- Frequent local loyal customers
- A new local distribution channel creating new demand
- Unpublished membership rates
- Projected use of platform - hotels and vacation homes 70%, resorts and attractions 20%, activities 10%

Mission

- We are building a local OTA for in-state residents only
- We want ProveLocal to be the first thing people think about in doing something fun and adventurous out of the home
- We want to encourage local and ecofriendly tourism
- By building strong partnerships with premier tourism suppliers
- Connecting travel suppliers with their local community
- By promoting a new local approach to tourism