

Driving Change in the Online Hotel Booking Industry

Discover how GOeureka's blockchain hotel booking platform is unlocking new value for hotels and consumers globally

GLOBAL TRAVEL INDUSTRY POTENTIAL


Forecast revenue by 2024




OTAs VS HOTELS: WHAT'S THE DEAL?



OTA domination:
OTAs manage 70% of online bookings, impacting hotel direct bookings and profit margins



Unfavorable T&Cs:
OTA contracts with hotels demanding rate parity and best price guarantees



High commissions:
OTAs charge 15%–30% commissions, squeezing hotel margins further

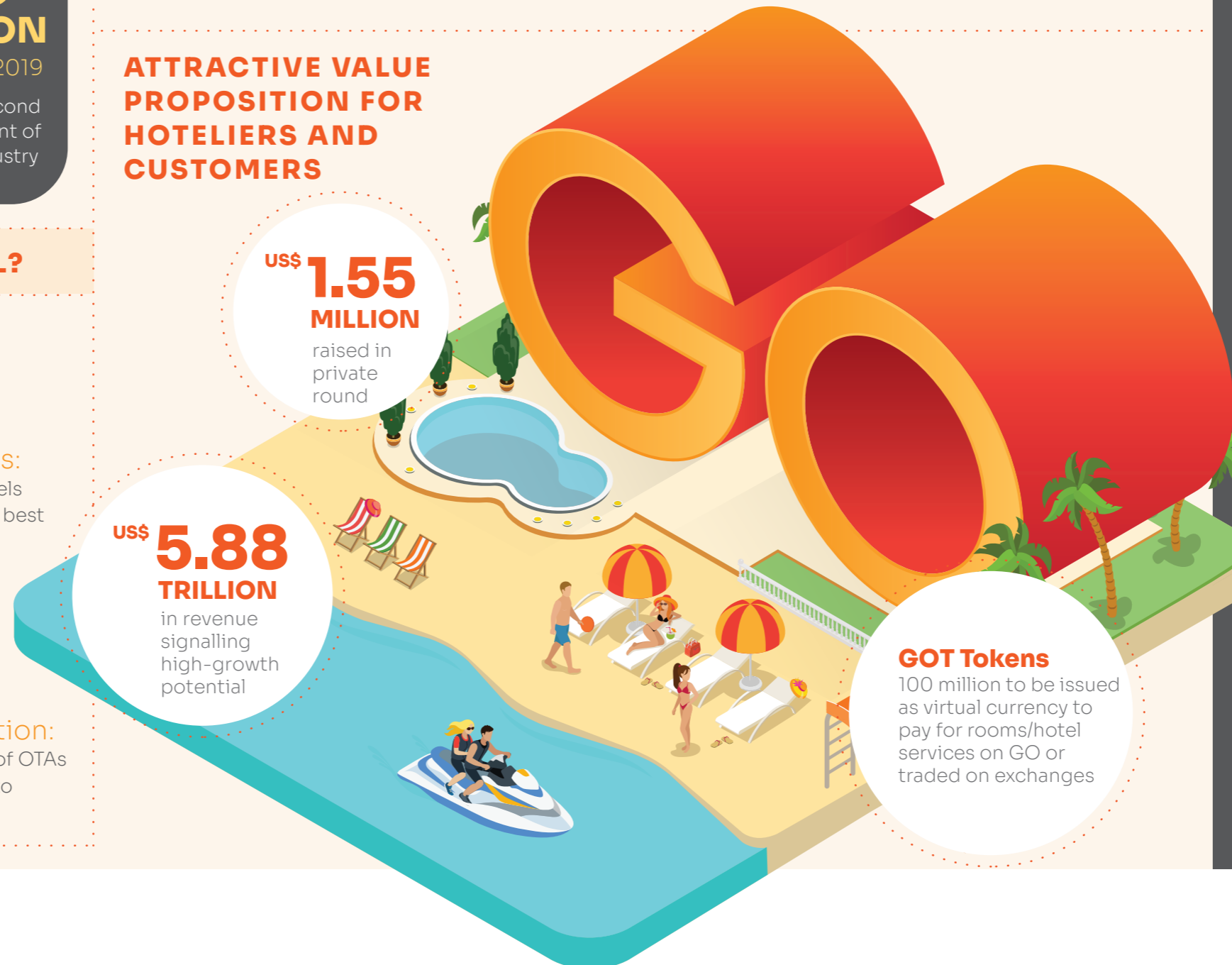


Hotel brand dilution:
Increasing dominance of OTAs limiting hotels' access to consumers

GOEUREKA: UNBIASED, TRANSPARENT TECHNOLOGY PARTNER TO HOTELS

- ✓ Greater transparency: Tezos blockchain platform via shared, public ledger for more secure verification of transactions and issuance of token-based loyalty rewards
- ✓ Innovative: Staking of GOT tokens to unlock access to unprecedented benefits
- ✓ Supporting mobile app and wallet for easy accessibility
- ✓ Visibility: Token-based loyalty rewards provides greater utility and value to customers.
- ✓ Low fees: Commission-free with no rate parity clauses; accepts cryptocurrencies and GOT token as forms of payment
- ✓ Hotel brand control: Capability to integrate hotel inventory seamlessly via extranet and API functionalities, which enables hotels to sell via B2C and B2B channels.

ATTRACTIVE VALUE PROPOSITION FOR HOTELIERS AND CUSTOMERS



5 KEY SUCCESS FACTORS

- 1 Potential to reshape the online hotel booking segment, considering the exponential adoption of blockchain in other sectors
- 2 Stand-out project that tackles OTA dominance in the high-demand online hotel booking marketplace characterized by lack of transparency, steep commissions, and pressure-selling tactics
- 3 GOeureka founders have strong commercial and technical competence with a deep understanding of market dynamics backed by a talented pool of blockchain consultants and management advisors
- 4 Potential to scale up business with integration capabilities for hotel inventory and loyalty network; GOT Tokens can be traded on cryptocurrency exchanges
- 5 Travel is one of the fastest-growing industries worldwide, making it an attractive market to create value through innovation