



ProveLocal

The Online Travel Agency
for Local Residents

Local only rates on Hotels and Resorts

Launching 2023

Updated 10APR2023

The Problem and Solution

The Opportunity (the Problem)

Hotels and resorts are infrequently used by local residents in the communities where they are located. Verified local residents represent a new loyal and frequent customer base and give exposure of the property and its amenities to the local community.

The Solution

ProveLocal enables hotels & resorts to provide deeply discounted unpublished rates to verified local customers only with no risk to their normal published pricing strategy. The new local, loyal and frequent customers then become local proponents of the property through local word of mouth and social media.

The Product

- The ProveLocal OTA platform includes a process of self certification and rigorous third party residential address verification to ensure viewership and booking is done only by verified local customers. We operate at the intersection of certified verification and travel.
- The local members only OTA site provides exclusive discounted rates to top hotels and resorts in the local city or regional area.
- The ProveLocal Pass membership program is compliant with hotel and resort rate parity agreements and ensures no disclosure of rates to nonlocals or individuals who are not PL Members.
- With our travel tech management team, our partnerships with top hotels and resorts, and our local customer service teams, PL is positioning to become the top OTA for local stays.

The Business Model

- Consumer facing OTA for local hotels and resorts
- Membership based and free to use
- Robust third party verification process
- Supplier commission fee model
- Unpublished local only Membership rates
- Frequent loyal local customers
- Low CAC and High LTV
- A truly sustainable travel company promoting local tourism
- A repositioning of hotel and resort assets to include the local community

The Mission

- To be the go-to OTA for stays at local hotels and resorts
- A new OTA focused exclusively on local residents
- A unique brand with a loyal local customer base
- Encouraging local tourism by creating new local demand
- Strong partnerships with premier hotel and resort suppliers
- Connecting travel suppliers with their local community
- Increasing the percentage of local business for our curated hotel and resort suppliers
- A force for good – a truly sustainable travel company

The Team

- The ProveLocal team has worked together on travel tech startups for over 25 years, building unique online platforms in lodging and car rental. We have solid business relationships at the major top lodging chains and have presented as a PhocusWright innovator in 2010 with our OneRez small business certification product on the GDS.
- Brian MacKenzie – CEO
- Sean Bradley – CTO
- Tara Bastura – Partnerships
- Anthony Foronda - Brand

Summary

- ProveLocal is leading the charge to open up the local market for hotels and resorts in cities and regions everywhere
- We are positioning to be the OTA leader for local stays in the \$1.5T global hotel and resort market
- We are building a unique brand with a loyal local customer base and helping our partners dramatically increase their local market focus
- ProveLocal sits at the cusp of many developing environmental and societal trends that work in its favor
- ProveLocal is good for the community, the global environment, our partner hotels and resorts and our PL Members
- Local is a movement – the time is right for ProveLocal