



ProveLocal

The OTA for Local Residents

Local only rates on hotels and resorts
Love where you live - Travel less

Launching 2024

updated January 11th 2024

Opportunity & Solution

The Opportunity

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 providing added exposure of the property and its amenities by word of mouth to the local community. ProveLocal is at the forefront of the local environmental movement.

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ProveLocal enables hotels & resorts to provide deeply discounted unpublished rates to verified local customers only with no risk to their normal published pricing strategy.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 word of mouth and social media opening a new dedicated distribution channel on a private membership basis to sell excess rooms and amenities. At the same time ProveLocal is the most planet friendly force in travel, heralding in a new movement of local stays and experiences.

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The Product

- The ProveLocal OTA platform is built on a secure residential address verification system which includes a process of self certification and rigorous third party review to ensure viewership and booking is done only by verified local customers.
- ProveLocal members have access to exclusive discounted rates to top hotels and resorts in their 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 be the top OTA for local stays.

The Business Model

- Consumer facing OTA for local hotels and resorts
- Private membership based and free to use
- Robust third party verification process for local membership status
- Supplier commission fee model
- Unpublished local only Membership rates
- Frequent loyal local customers
- Low CAC and High LTV
- Higher LTV then traveling customers
- A truly sustainable travel company promoting local tourism
- A repositioning of hotels and resorts to include the local community
- Creating new demand from local residents

The Mission

- 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 – promoting a stay at home approach to nights out and mini vacations
- Reducing carbon emissions in the leisure travel industry

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 a solid understanding of the travel ecosystem, including the GDS. We have worked at the highest levels in hotel distribution at the top lodging chains We presented as a PhocusWright Innovator in 2010 with our OneRez small business certification product on the Travelport GDS.
- Brian MacKenzie – CEO
- Sean Bradley – CTO
- Tara Bastura – Partnerships
- Anthony Foronda – Brand

Info on our projects is at www.onerez.com

Summary

- ProveLocal is leading the charge to open up the local market for hotels and resorts in cities and regions everywhere
- Positioning to be the OTA leader for local stays and experiences in the \$1.5T global hotel and resort market
- A unique brand with a loyal local customer base helping our lodging partners increase their local market focus and create new demand
- At the cusp of many developing environmental and societal trends
- Good for the community, the environment, our partner hotels and resorts, and our PL Members. PL – The planet friendly OTA
- Local is the future – the time is right for ProveLocal
- ProveLocal – Love Where You Live - Travel Less