



ProveLocal

The OTA for Local Residents

Exclusive local only rates on top Hotels and Resorts

Launching 2027

August 11, 2026

Summary

- ProveLocal operates the only distribution channel where hotels and resorts can offer unpublished local only rates and availability to certified local only customers. We provide new demand from a frequent and loyal new customer in a secure Membership only environment.
- ProveLocal is leading the charge to open up the hyperlocal market for hotels and resorts in cities and regions everywhere. We aim to be the go-to OTA for local stays and experiences.
- We are positioning to be the OTA leader for local stays and experiences in the global hotel and resort market.
- We are building a unique brand with a local only loyal customer base helping our travel suppliers increase their hyperlocal market focus and create new demand.
- We are at the cusp of many developing environmental and societal trends, we are good for the community, the environment, our partner hotels and resorts, and our PL Members

Business Model

- Consumer facing OTA for local hotels and resorts
- Private Membership based and free to join
- Robust third-party verification process for ProveLocal Membership status
- Unpublished local only Membership rates
- No day passes just standard overnight stays
- Frequent loyal local customers with a low CAC and High LTV
- A repositioning of hotels and resorts to include the local community
- Creating new demand from local residents
- Increasing occupancy rates for our Hotel and Resort Partners
- A new secure alternate distribution channel for excess capacity
- Membership based, unpublished rates, new demand
- Additional categories on the platform will include restaurants, attractions, and activities.

Product

- The ProveLocal OTA platform is built on a secure residential address verification system which includes a process of self certification by the ProveLocal Member and rigorous third-party review conducted by ProveLocal to ensure viewership and booking is done only by verified hyperlocal customers within the established local radius (ProveLocal Geofence).
- ProveLocal Members have access to exclusive unpublished discounted rates to top hotels and resorts in their local city or regional area.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 - OTA rate parity agreements and ensures no disclosure of rates to nonlocals and individuals who are not ProveLocal Members.
- The ProveLocal Residential Address Verification Platform (PL Geofence) uses government and private address verification sources to ensure Member compliance with the PL terms of service.
- With our travel tech management team, our patent pending business method, and our partnerships with top hotels and resorts, we are positioning to be the leading OTA for local stays and experiences.

Team

- The ProveLocal team has worked together on self funded 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 with senior executives 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. Our newest project is ProveLocal.
- Brian MacKenzie – CEO
- Sean Bradley – CTO
- Tara Bastura – Partnerships
- Anthony Foronda – Brand

Info on our projects at onerez.com