



HEY TRAVELISTA®

B2B | Luxury Travel | Member  
Benefits Platform

Enabling organisations to reward their top members  
with experiential travel through access to  
curated 5-star hotel packages.



HEY TRAVELISTA®

HAS BEEN NOMINATED AT  
THE INTERNATIONAL TRAVEL AWARDS - 2019

Asia's Best Travel Agency

Hong Kong's Best Travel Agency

Hong Kong's Best Online Travel Agency

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# PROBLEM STATEMENTS

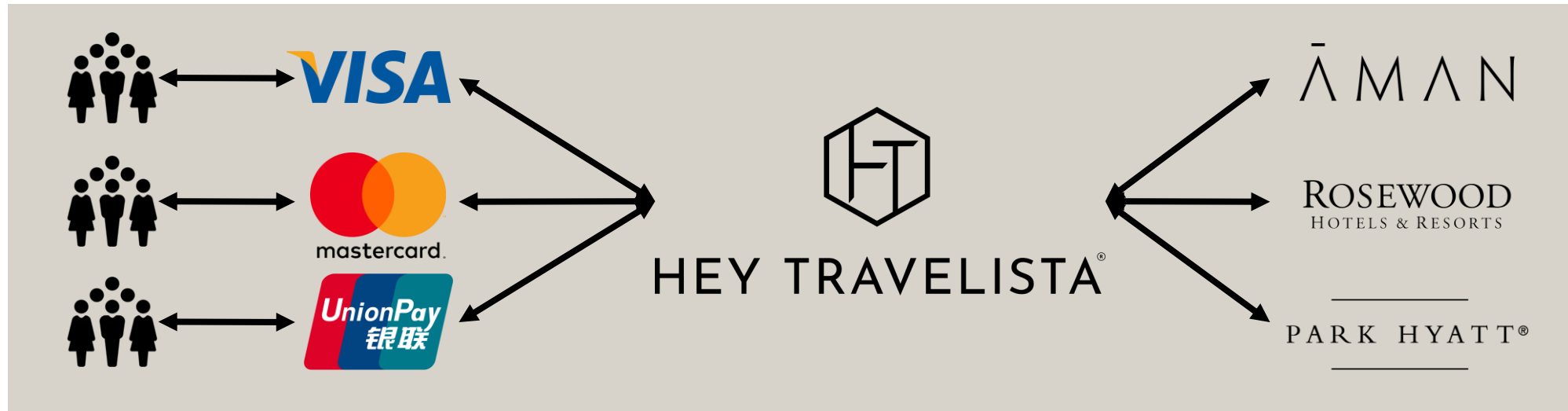
## *The Consumer*

- You want to stay in 5-star hotel without paying 5-star prices
- You want to lead an enriched life – have your horizons expanded; be inspired by new experiences and travel to new destinations



# B2B BUSINESS MODEL

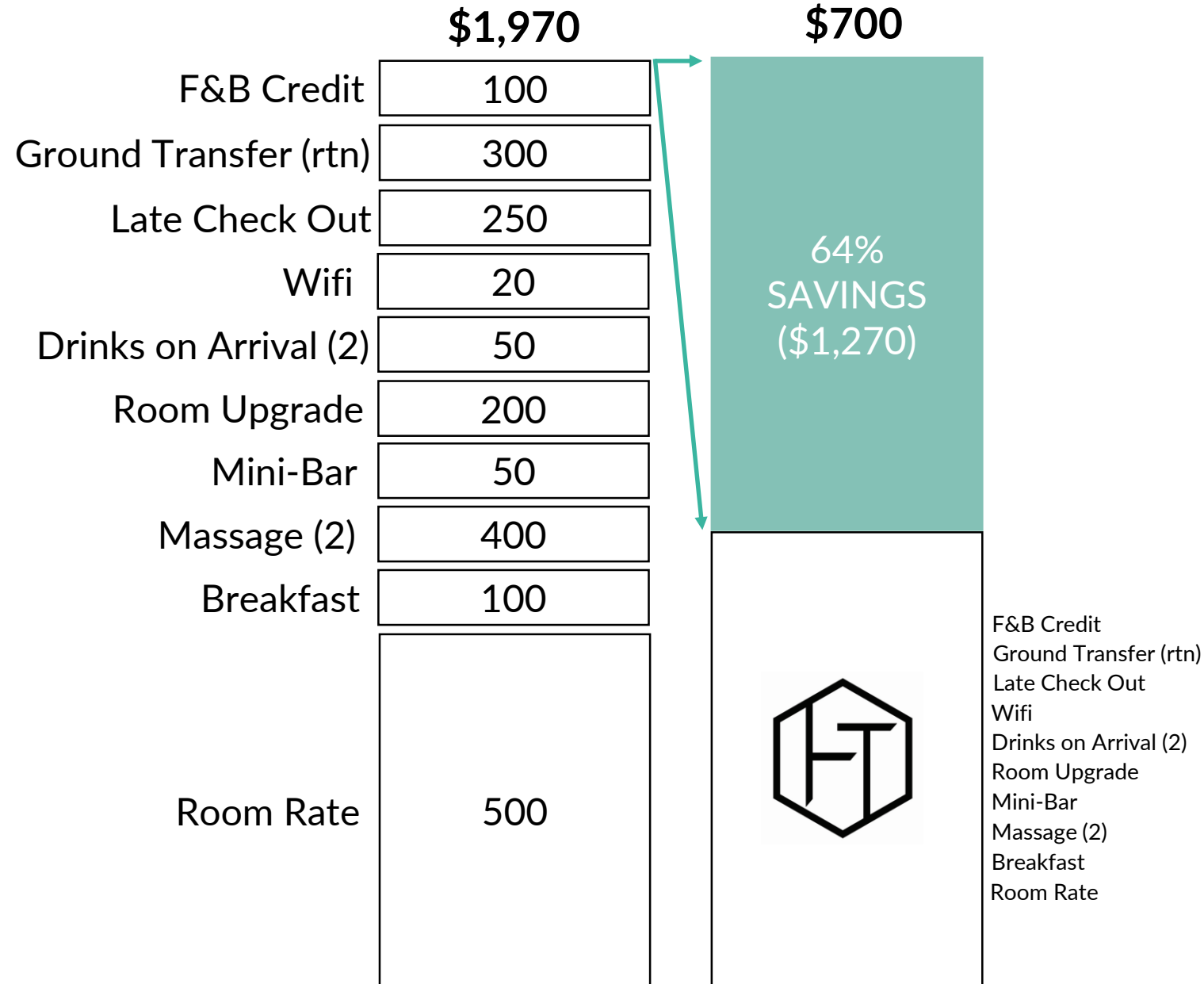
We are the platform that *bridges transactions* between what you, our *members*, are seeking and the *experience luxury 5-star hotels* are providing at a *fraction* of the *full retail price*



- ‘Limited Time Offer’ selling model
- Direct contract with organisations to acquire their members
- Direct contract with hotels brings in inventory (hotel packages)
- Gated online booking platform for private offers

# PRODUCT VALUE PROPOSITION

- Curated 5 star hotels
- Value added inclusions
- Multi-night packages
- Book up to 365 nights in advance



# TRACTION



- Over 35 organisations with ability to leverage 40M members
- Thousands of registered Travelistas across 54 countries
- Over 70 hotels around the world
- Over 40 destinations

• Currently less than 1 booking per day

- < \$100K revenue earned to date



# REVENUE MODEL

Avg. gross booking \$1,275  
Revenue earned \$213 or avg. 20% margins.

We have a SaaS Recurring Revenue Model

## Subscription

- Hotels
- Organisations
- Members
- Advertising
- Platform White labelling

## Transaction

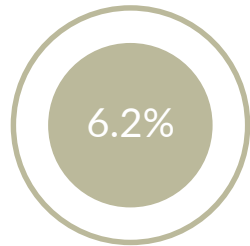
- Hotels
- Organisations
- Members
- Exchange rate margin
- Affiliate sales (Insurance, Car rental, Activities etc)

## Interest (OPM)

- Interest on guest hotel payments – up to 1 year before payment is made to hotel

# THE MARKET SIZE

Over the course of the next 10 years, global outbound luxury trips will grow approx 40% faster than overall travel.\*

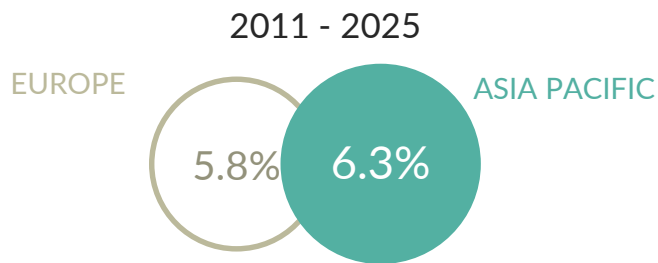


LUXURY TRAVEL



OVERALL TRAVEL

Between 2011 and 2025, Asia Pacific's luxury travel market will grow faster than Europe's.\*



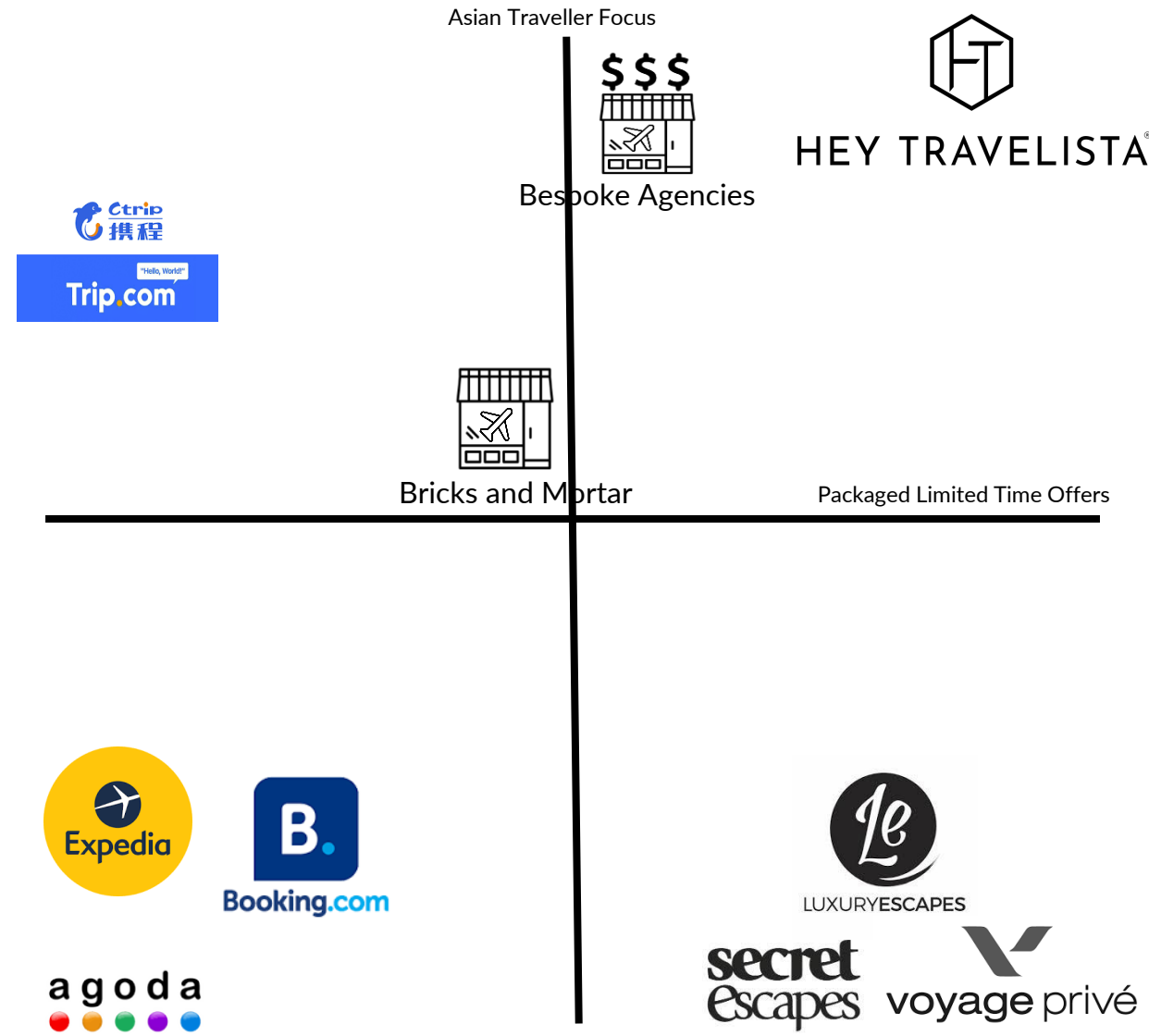
- In 2017, China's online travel market was worth **\$130 billion\*\***
- Will continue to experience double-digit growth at **12.2%** between 2011 - 2025\*
- India's online travel market is expected to touch **\$13.6 billion by 2021** up from \$5.71 billion in 2015\*\*\*
- With CAGR of **12.8%**, this puts India as the highest of the 25 countries explored in the study\*

Sources: \*Shaping the Future of Luxury Travel Future Traveller Tribes 2030 - Amadeus & Connections  
 \*\*<https://jingtravel.com/china-tech-online-travel>



# COMPETITIVE ADVANTAGES/BARRIERS TO ENTRY

- B2B2C member acquisition cost is very low – much lower than B2C
- Members from partnership organisations want luxury travel benefits – Hey Travelista fulfils this need
- Hotels are looking for Asian travelers – we are the platform that is taking Asia based travelers to the rest of the world.
- Three founders are domain experts in areas relevant to the business (hospitality, luxury marketing, IT and membership business development)



# THE FABULOUS HEY TRAVELISTA TEAM

		F/T	P/T Contractor	Total*			
	Aviva Chow 	Hotel Partnership Development			1.5	2.5	4
	Scott Dale	Member Partnership Development			0	1.5	1.5
	Nicky Yeung 	Growth Hacking / Marketing			2	0.5	2.5
	Hei Lim	Operations			1	0.5	1.5
	Wang Zhou 	IT / Platform Development			1	1	2
		Founders			2	1	3
		7.5	7	14.5			



Tony T Low



Alyssa Low (Ping Lam)

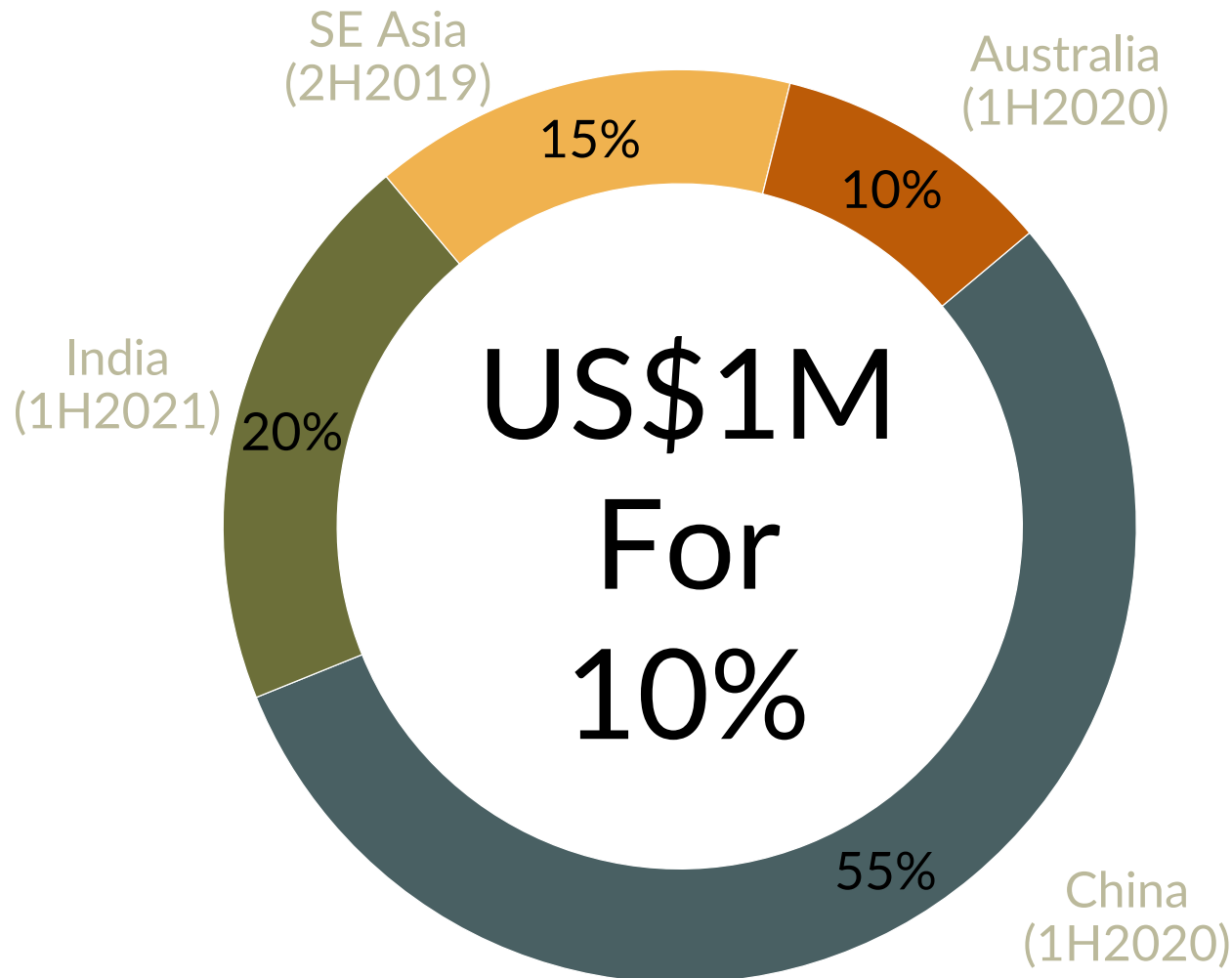


Brian Koroll

\*Only 5.5 people are paid. Rest are 'pay for performance'

# THE ASK: Market Expansion Roadmap

US\$770K has been invested by the founders, team and friends & family.



Market expansion costs per region includes:

- IT development
  - Product roadmap rollout
- Head count growth
  - In-market Business Development
    - Hotels
    - Memberships and activation
- Marketing / Partnerships
  - Brand Awareness / Public Relations / Digital Marketing
  - Organisation Member Incentives
- Professional Fees and Trademarking

Become a Travelista @ [www.heytravelista.com](http://www.heytravelista.com)  
Partner code: "Unicorn"

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Please reach out to me to go deeper into our strategy,  
financial metrics and more.

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