



The large holiday home market on the Internet: How you can use atraveo for marketing your holiday property

Offer for private owners and holiday home agencies

Simple, fair and effective

– our offer for property owners



Do you own a holiday apartment or house and would like to **improve your occupation rate** as well as reach more customers? But at the same time **you do not want to be bound by restrictive contracts**?

With atraveo, the large holiday rental market on the internet, you are able to present your holiday domicile across Europe. **atraveo assumes the active procurement and commercial exploitation – which carries no risk for you as the owner.**

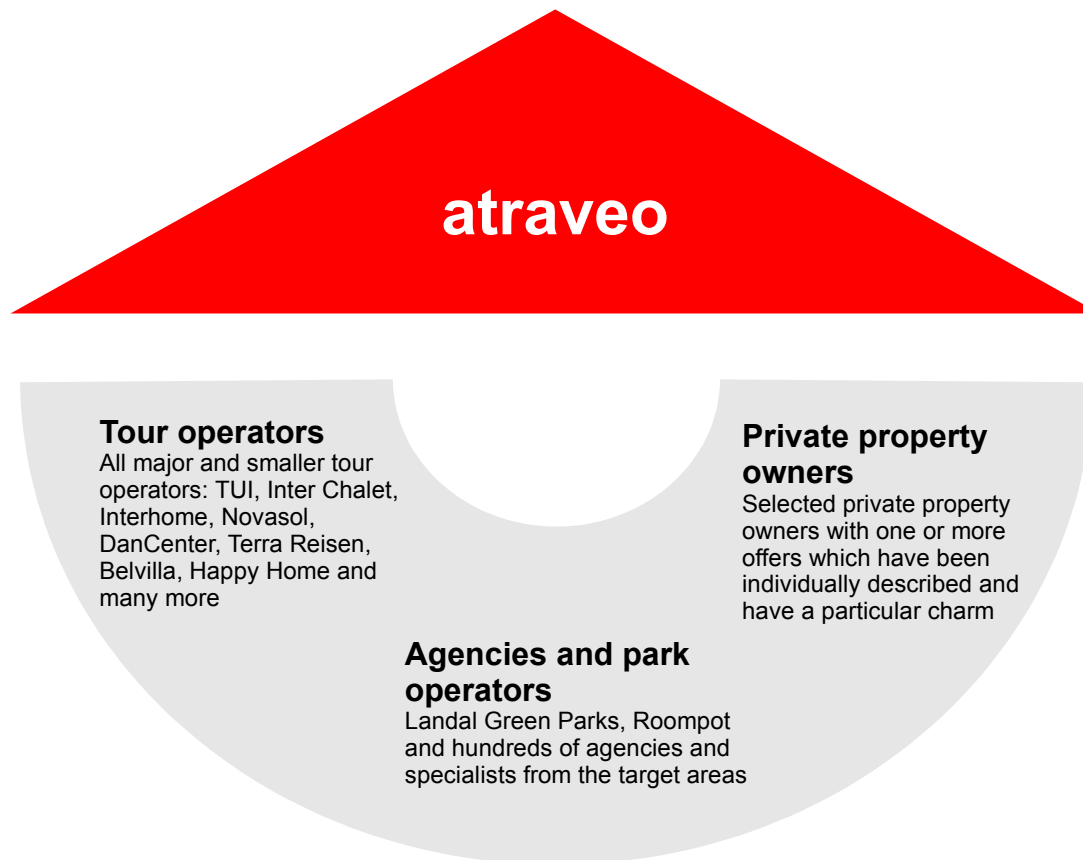
Discover what atraveo can do for you as an owner and place your trust in us!

Our great passion for holiday homes

Like no other company atraveo dedicates itself to the procurement of holiday houses and apartments. The product of our passion has many names: fincas, chalets, ski huts, villas, bungalows and apartments. A particular conspicuous feature of the properties is their regional character. Regardless whether at the North or Baltic Sea, in Tuscany, at Lake Garda, in the Netherlands, in Dalmatia or on the Côte d'Azur everywhere you find holiday houses that have their special individual charm.



This is how the atraveo holiday home market works



Our booking engine and online travel agency are important components of the **integrated procurement service**.

Regardless whether you are a private property owner, holiday rental agency or tour operator your offer will be perfectly positioned on atraveo's internet site which will help to attract and entice customers.

The most **essential aspects for success** are a **good product** and an **appealing presentation**.

Wide offer – large selection: Around **250.000** objects from various sources!

An overview of your advantages



- **Complete control** over the presentation, rental price and occupation.
- Presentation on atraveo's website as well as on **more than 1,000 large and small travel portals**.
- You can reach customers from Germany, Austria, Switzerland, Belgium, the Netherlands, France, Italy, Spain, Denmark, Sweden, Poland and **across Europe**.
- **Greater occupation rate** in the off-season with differently phased holiday periods in Europe.
- Trouble free handling of bookings thanks to the **customer and owner service**.

Where do holiday home vacationists travel to??

Germany 29%
Italy 22%
Croatia 12%
France 7%
Spain 7%
Austria 5%
Netherlands 4%
Denmark 4%
Sweden 2%
Others 8%

(Number of bookings for each travel destination)

The best: You retain total control over the occupation of your holiday property. You alone decide when your property is rented out and what the price will be. You have the explicit right to use the property for yourself or can rent it out through other means.

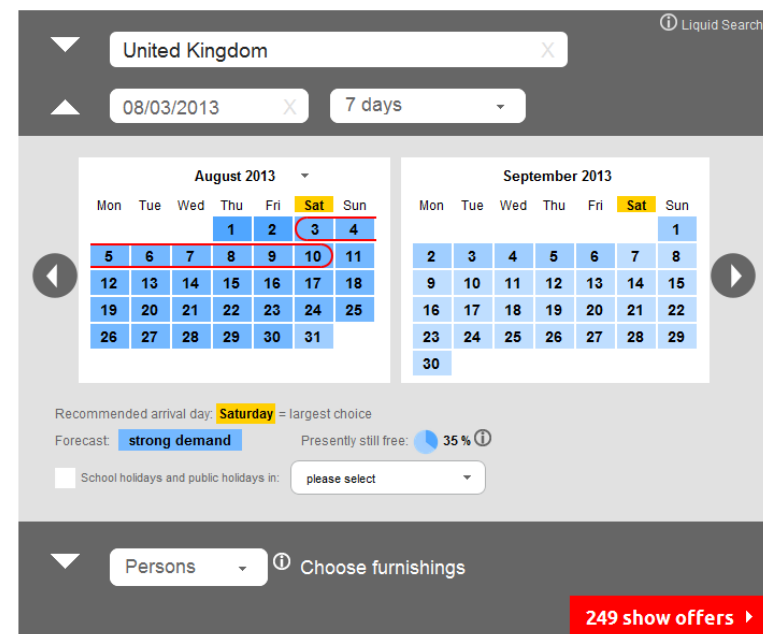
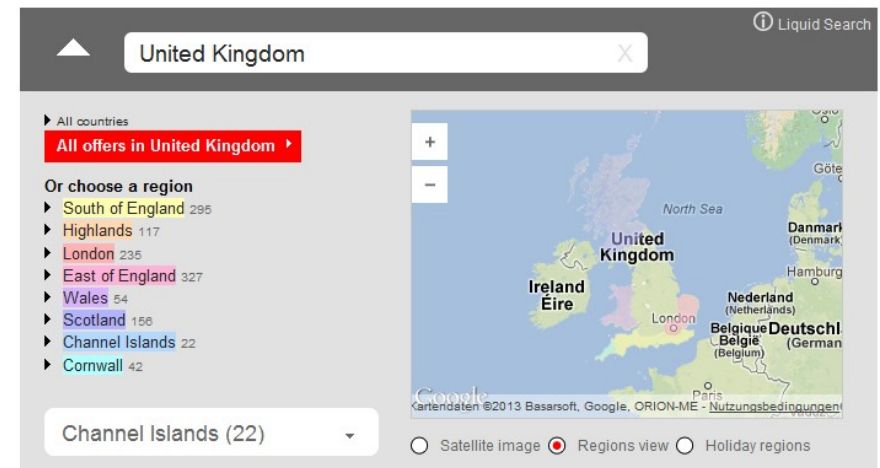
The unique atraveo booking engine with Liquid Search



atraveo's internet booking system has been exclusively developed for the market segment holiday homes and gives consideration to the diverse characteristics of the product.

With **Liquid Search**, the **unique search functionality** provided by atraveo, the user can still retain an overview even with such a large choice. Customers find out where the **popular travel regions** are, what is the **best time to travel** and which **furnishing and facilities are recommended for the region**.

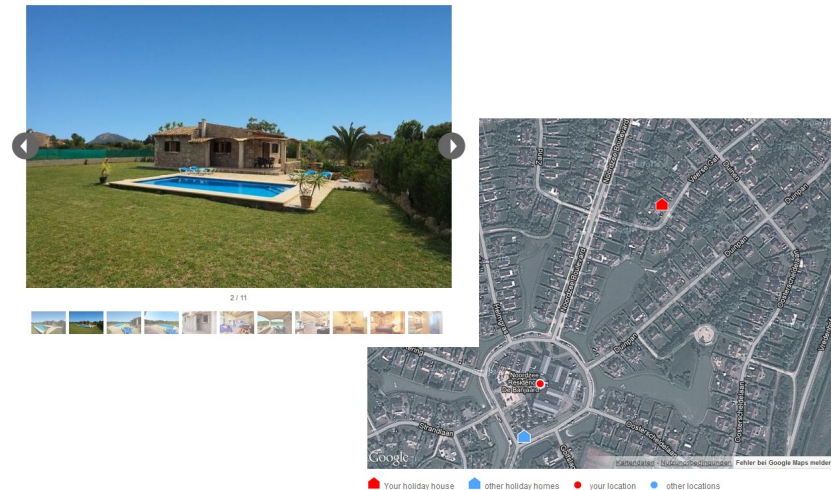
The **integrated calendar** enables you to simply determine the demand that one can expect in your region: For every week of the season we make a **forecast on potential demand** and furthermore also show how many offered accommodations are still vacant. If one is flexible in respect to the travel date and can opt for a period with lower demand then substantial savings are possible.



Detailed and comprehensive offer presentation



- Large size presentation of **up to 50 photos per object**
- **Exact location:** The exact location of your holiday accommodation is marked on a map.
- Price calculation: As far as possible, the price is comprehensively **calculated online and displayed** for the respective period and for the number of people stated by the customer. During this your information on prices and additional charges is processed. Note: The price shown on atraveo should not be higher than that you directly advertise on your page.
- **Provider identification:** atraveo already states the name and residence of the respective owner in the object presentation. That provides for clarity.



Best price ①

EUR 1,309.50

incl. final cleaning, energy costs, heating costs, administration fees

Your provider

This holiday house is offered by atraveo in procurement for Family Hültenschmidt, host from Düsseldorf (Germany), atraveo partner since 2004. The payment is handled by atraveo. atraveo guarantees the security of customer payments.

Win new customers on the European market



Germany is atraveo's home market. So far the concept has been successfully carried forward to further markets.



Offers and processes are completely multilingual and adapted to the respective source market (booking engine, customer service, payment methods etc.).

All objects are generally offered in Euro. On atraveo.ch, dk, se, pl, co.uk and com the prices are converted in the local currency. The billing though is still in Euro.

Language versions

German
Dutch
French
Spanish
Italian

English
Czech
Polish
Danish
Swedish

New

Powerful, international marketing



atraveo like no other provider is able to **raise awareness for your property** and eventually **increase demand**.

- **Massive search engine advertisement** – Google and others – covering all search terms (more than 40,000 regions, locations and other geographical terms)
- Online promotions, newsletters, prize draws and extensive editorials on holiday home topics (e.g. holiday with dogs, design houses, vacation with friends)
www.atraveo.com/blog
- Ads on travel websites as well as full page **ads in travel guides** in all relevant source markets
- Widely spread partner network: **presentation on more than 1,000 affiliated partner sites**, for example travel sites with high traffic streams such as TUI.com, TUIfly.com, Opodo.de, Ab-in-den-Urlaub.de, Expedia.de and Travel24.com.



And this is how it works



1 Non-binding registration

You register on atraveo.com/owner by filling out the respective registration form.

2 Describe the object

After you have received your access details via email you can describe your offer yourself via an internet access. You formulate the texts, upload the photos, determine the prices and administer the availability calendar.

3 The advertising commences

After the description has been verified and released your property will be shown on atraveo and all connected websites.

Customer help in respect to the target destination, provider and booking process is provided by our multilingual customer service. The objective is to **generate binding bookings**. Cancellations and re-bookings are also handled by atraveo

No bookings are made without **prior confirmation**. In any case we will keep you informed on all issues relating to bookings via email or in the owner area

The **entire presentation** and the advertisement on atraveo as well as connected travel portals are **free of charge**. Only in case of a successful booking atraveo will acquire an **entitlement of 15 % of the rental price** stated in the booking confirmation (if applicable plus statutory VAT). Please contact us in order to get to know whether a sales tax (VAT) is due.

Do it yourself – the atraveo owner zone



Key element of the cooperation is the atraveo owner zone:

- **Description of your offer** (text, characteristics, photos, availabilities and prices)
- **Regular update of availabilities**
- **List of bookings** with all relevant data
- **Overview of received customer reviews**

Home > List of properties March, 5th 2009 13:45

Owner 's data

Owner number: 5623
Number of properties: 2

- Change owner data
- Change bank data
- Absence
- Administer general business terms and conditions
- Terms of cancellation
- Terms of payment
- Methods of payment
- Description of the location
- Drafts for additional costs
- Arrival description
- Log out

Publication

- Link to atraveo
- Page layout
- Link generator
- Interfaces

Property data

- List of properties
- Property groups
- Statistics
- Feed-back
- Reservations

Current information

At present there is no current information for you.

Properties

Our property no.: Your property no.: Active:

Country: Region: [Filter](#)

The data for this property are incomplete. For further details, please click on the symbol.

Properties per page:

2 property (ies) [Add new property...](#)

Photo	Active	Our property no.	Your property no.	Country	Region	Location	Language	Action
	<input checked="" type="checkbox"/>	226255	226255	Morocco	Atlantic Coast	Taghazout	German	Edit property Copy property Delete property
	<input checked="" type="checkbox"/>	226260	226260	Morocco	Atlantic Coast	Agadir	German	Edit property Copy property Delete property

Page 1 of 1

We offer holiday rental agencies with a minimum number of 50 properties the setup of an interface free of charge for the import of property data and, if required, for the booking system itself.

Reliable payment processing



atraveo assumes the **customer money collection** for its bookings.

- Customers are able to choose between a **range of payment methods** including debit and credit card, for long-term bookings (up to 21 days prior to arrival) also including bank transfer.
- The **first instalment** of 25% less commission (as well as the applicable VAT) is transferred to the owner via bank transfer after receipt of payment.
- The **remaining payment** is held by atraveo on the basis of fiduciary diligence and sent on to the owner on the third working day after the customer has arrived.
- **Short term bookings** (within 42 days before arrival) are paid in one sum.
- The **owner can collect additional charges as well as the deposit** directly from the customer **on-site**.



atraveo keeps you as the owner continuously informed on all incoming customer payments.

Verified customer reviews



atraveo places great emphasis on **customer satisfaction** as well as openness and fairness.

- atraveo asks its customers after their vacation to rate the respective property.
- The collected customer reviews are **first viewed and verified** before they are **displayed** in the object presentation. They provide new customers with an additional decision support.
- In case of a critical review, you have the possibility to **comment** on the rating that has been given
- In case a **complaint** is received it will be immediately forwarded to you as the owner. Please get in touch with the customer and keep us informed on the current status of the complaint.

Customer reviews

Location review

Over De Banjaard

This is what customer wrote about the holiday house ①

An atraveo-customer wrote
on 01/06/13 in German

Sehr gemütliches, toll ausgestattetes und schönes Haus. Man muss sich einfach wohlfühlen! Der Clou: die Sauna!!! Klein aber fein.

5.0 from 5

atraveo customer Weiss wrote
on 08/22/12 in German, Travel month: August

Für 8 Personen gut ausgestattetes Haus, sehr ruhig, nah am Meer (5 Minuten zu Fuß), wir haben uns sehr wohl gefühlt.

5.0 from 5

An atraveo-customer wrote
on 06/07/12 in German

Das Haus ist nett und zweckmäßig eingerichtet. Die Möbel in den Zimmern sind von sehr unterschiedlicher Qualität.
Das Treppenhaus ist für Kinder und ältere Menschen sehr gefährlich, da es sehr...

4.0 from 5

Total rating for the holiday house

4.4 from 5 (52 Customer reviews)

[Rate this object](#)

Ask our customer service

Customer reviews are being checked

Satisfied customers: The best form of advertisement



Effectively and simply signalise to visitors on your website, guests and passers-by and how satisfied previous customers have been with your accommodation.

- **Online seal:** If you operate an own website then we can provide you with an online seal that offers a summarized customer review. The online seal shows the average achieved houses (1 to 5) and a summarizing judgment. If no reviews have so far been made, then the seal can animate customers to write their own reviews.
- **Plaques:** Owners whose holiday home have received at least three reviews with an average of 3.8 or more houses will receive a plaque from atraveo to fix on the house wall.



Online seal and plaque are provided on request and free of charge.



Get in touch with us today!



Contact owner service:

ownerservice@atraveo.com

Fon +49.(0)211.668878137

atraveo GmbH
Parsevalstr. 7a
40468 Düsseldorf
Deutschland/Germany

www.atraveo.com
.co.uk .de .at .ch .nl .be .fr .dk .se .pl .cz .it .es

Should you have any questions or suggestions, you can contact the owner service Mon-Fri from 9 a.m. to 6 p.m. and Sat from 9 a.m. to 1 p.m.

atraveo GmbH has its headquarters in Düsseldorf and is a company of TUI Travel plc.



Holiday home agencies
please contact:

productpartner@atraveo.com
Fon +49.(0)211.668878300