

Why should you talk to us?



"The future leaders of the travel industry will ultimately be those who can strengthen customer loyalty to grow revenues."

Julian Sparks, Partner Accenture, Sept 2002

Purple Spinnaker has identified an unexploited and potentially very profitable market niche in the Travel Industry. This niche relates to enhancing the away-from-home lifestyle of the business traveller by providing a range of easily accessible and attractive services that we have branded the "Global Lifestyle Manager".

Lengthy and detailed study has enabled Purple Spinnaker to evaluate and develop a unique service proposition that will be sold to the top 25 hotel chains, the top 50 airline operators, the top 2 car rental companies and the 3 major alliance programmes. Their profit from investment derives from increased customer loyalty and an enhanced revenue stream.

The Global Lifestyle Manager is a unique subscription-based service that enables business travellers to enjoy a more rewarding and balanced lifestyle whilst they are travelling around the world. It provides a stimulus for them to enjoy their limited leisure time whilst on business trips by providing a range of services and facilities to:

- Network with each other socially and commercially
- Find and book leisure activities at planned destinations
- Exchange travel tips and ideas with their peers

While finalizing the funding of our new concept, Purple Spinnaker is seeking our first customer and potential investment partner(s) to bring this unique service to market.

Benefits to the first customer:

First Mover Advantage

Raise the Stakes and Revolutionise Customer Loyalty Programmes

Brand Differentiation

Brand and Lifestyle association

Community based Customer Loyalty Programme

Increased Customer Loyalty – prohibit the promiscuous customer

New Service which addresses the work and lifestyle balance issue of the business traveller.

New Revenue Stream that increases with the success of the service.

Potential profitable Investment Opportunity if appropriate



Why should you talk to us?

Purple Spinnaker

Why "hotel"?

"hotel" is one of the worlds largest hotel groups, which operates the world leading and award winning customer loyalty program, "hotel" Preferred Guest. As one of the leaders in the hotel and lodging industry, Purple Spinnaker would like to offer "hotel" the unique opportunity to become our first partner and offer the "Global Lifestyle Manager" to your customer base.

As with many hotel groups, the "hotel" Preferred Guest program focuses primarily on your core product, the provision of bed and board.

"In a world of increasing competition and declining profits airlines and hotels must look at their business models and rethink the way they deliver services and generate growth." **Julian Sparks, Partner at Accenture – Transport and Travel, Sept 2002**

The "Global Lifestyle Manager" will enable "hotel" to be the first hotel group to redefine Customer Loyalty and take the initiative in finding new ways to deliver a personal service to your segmented customer base and create a new revenue stream for the group.

How will it work?

As the Core of the "hotel" Preferred Guest Program, the "Global Lifestyle Manager" will enable "hotel" to form their own community based around common travel, leisure and social interests. The Global Lifestyle Manager will be offered, initially to business travellers, but may be rolled out across different interest groups within the "hotel" customer base.



Why should you talk to us?



"It has become obvious that international business leaders are changing and our customers take their work and leisure time equally seriously"

Tom Oliver, Chairman - Six Continents Hotels 23rd Sept ,

New Revenue Stream

Based on extensive research into the online business market, Purple Spinnaker believe the "Global Lifestyle Manager" will offer "hotel" two new revenue streams, increasing group profitability and REVPAR:

Annual Subscriptions

Business travellers will pay an annual subscription fee in the region of \$100 to \$150 per annum, order to benefit from a service which will enhance their lifestyle while on business trips

Customers	Active Cust 25%	Conversion %	Number of Customers	Subs. Value	Subs Revenue
15m	3.75m	5	187,500	100	18.7m
10m	2.5m	5	125,000	100	12.5m
5m	1.25m	5	62,500	100	6.2m
1m	250k	5	12,000	100	1.2m

Commission from Activities

Business Travellers will be able to search for and book local activities at their destination, the hotels will be able to take a commission from the local activity vendors between 7 and 13%.

Custo mers	Active Cust.25%	Conv %	No. of Custs	Activity Value	Activity Comm %	Comm Value	Total Revenue
15m	3.75m	5	187,500	50	7	3.5	656,250
10m	2.5m	5	125,000	50	7	3.5	437,500
5m	1.25m	5	62,500	50	7	3.5	218,750
1m	250k	5	12,000	50	7	3.5	43,200

NB: Using personalised marketing techniques, Lastminute.com, which is a service focused on a mass market with broad needs, have increased their average conversion rate from 5% in their first year, 2000, of trading to 20% in the last quarter, therefore 5% is a realistic conversion rate target for year one.

The Way forward:

Purple Spinnaker is a new organisation which has developed the concept and commercial model for this new programme for 12 months and we would welcome the opportunity to discuss "hotel" working with us to implement the first version of this service. The benefits of being the first customer are:

- First Mover Advantage
- Brand Differentiation
- Community based Customer Loyalty
- Customer needs focused Service

NB: There may also be an opportunity to invest in this new service providing additional benefit from other travel service providers adopting this program in the future.