



ABOUT NOMADE

Nomade Unique Experiences is a Sydney based commercial and marketing representation company for unique tourism experiences, that uses their deep understanding and knowledge of destinations and the tourism industry in Asia / Pacific to deliver sustainable and profitable commercial plans for our clients.





FOUNDER

BENJAMÍN GARCÍA

Master in Marketing - Tourism Professional
13 years experience in the Travel Industry

EXPERIENCE



After having the chance to work in South America for luxury / experiential tourism products: Valle Nevado Ski Resort (Product Manager) & Explora Lodges (Sales Manager South America) I relocate in Sydney, Australia searching for new opportunities.



Worked with LAN Airlines / LATAM for 5 years:

- 2,5 years Sales Manager Asia (Singapore, Korea, Hong Kong, China & Japan).
- 2,5 years Tourism Segment Owner in charge of the development and implementation of the tourism strategy for Asia Pacific region.



In May 2015 founded Nomade Unique Experiences. Today Nomade offers their commercial and marketing services to maximise your company presence in Asia Pacific: Australia, New Zealand, Japan, Hong Kong, China & Singapore.



OUR VISION

Be the main tourism advisor entity in Asia Pacific promoting unique tourism experiences in the region.



OUR MISSION

Represent unique tourism experiences in Asia Pacific in the most profitable way by delivering excellent commercial and marketing plans for our clients.



OUR OFFICES

Our HQ is based in Sydney: from where we manage Australia & New Zealand market.

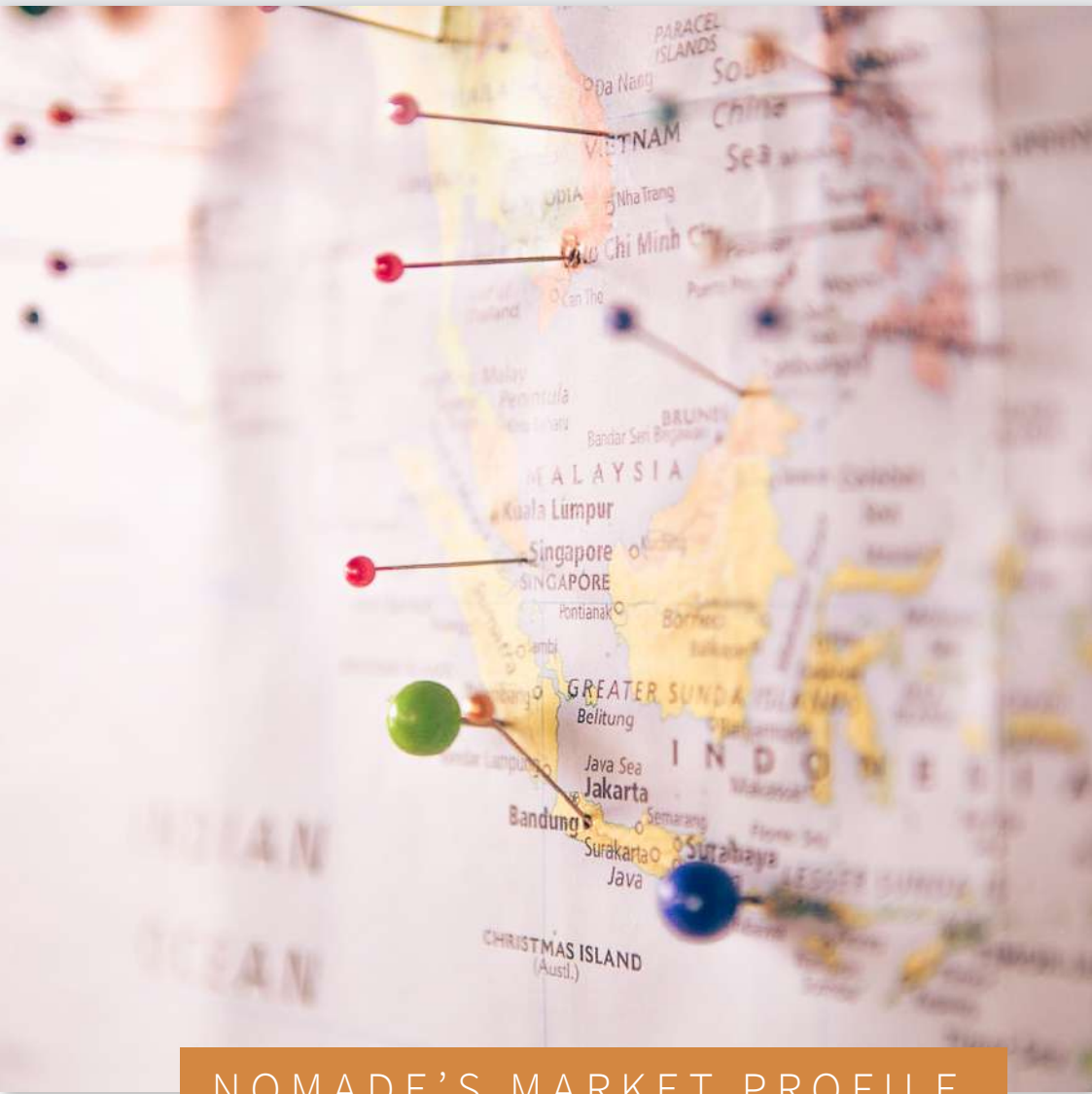
Office in Hong Kong: from where we manage Japan, Hong Kong, China and Singapore.

NOMADE'S MARKET PROFILE



	AUSTRALIA		SINGAPORE		HONG KONG		CHINA		JAPAN	
POPULATION	24MM		5,6MM		7,3MM		1379MM		127MM	
MARKET PROFILE	GROUPS	FITs	GROUPS	FITs	GROUPS / SERIES	FITs	GROUPS	FITs	GROUPS / SERIES	FITs
	35%	65%	5%	95%	70%	30%	85%	15%	75%	25%
POTENTIAL WHOLESALERS AND AGENCIES FOR SOUTH & CENTRAL AMERICA	35-45		10-15		15-20		50- to be determine		20-25	
MAIN DESTINATION IN SOUTH AMERICA	Perú / Chile / Ecuador / Argentina / Brazil		Perú / Chile / Bolivia / Argentina		Perú / Chile / Ecuador		Perú / Chile / Bolivia / Brazil		Perú / Brazil (Iguazu) / Chile / Bolivia (Uyuni) / Argentina	





NOMADE'S MARKET PROFILE



Commercial relationship with 150+ key travel companies in the Asia Pacific region.



Commercial relationship with main carriers to deliver high profile Famils and Press Trips.



Close relationship with tourism boards to support and be involve in main destinations events and marketing actions.



TOURISM REPRESENTATION MODEL 2.0

Taking the evolution of Tourism Representations to the next level. Adapting our business model to the needs of each market.



UNDERSTANDING THE CONSUMER: ASIAN MARKET PROFILE

77% heard about customised travel on 2018 an onwards

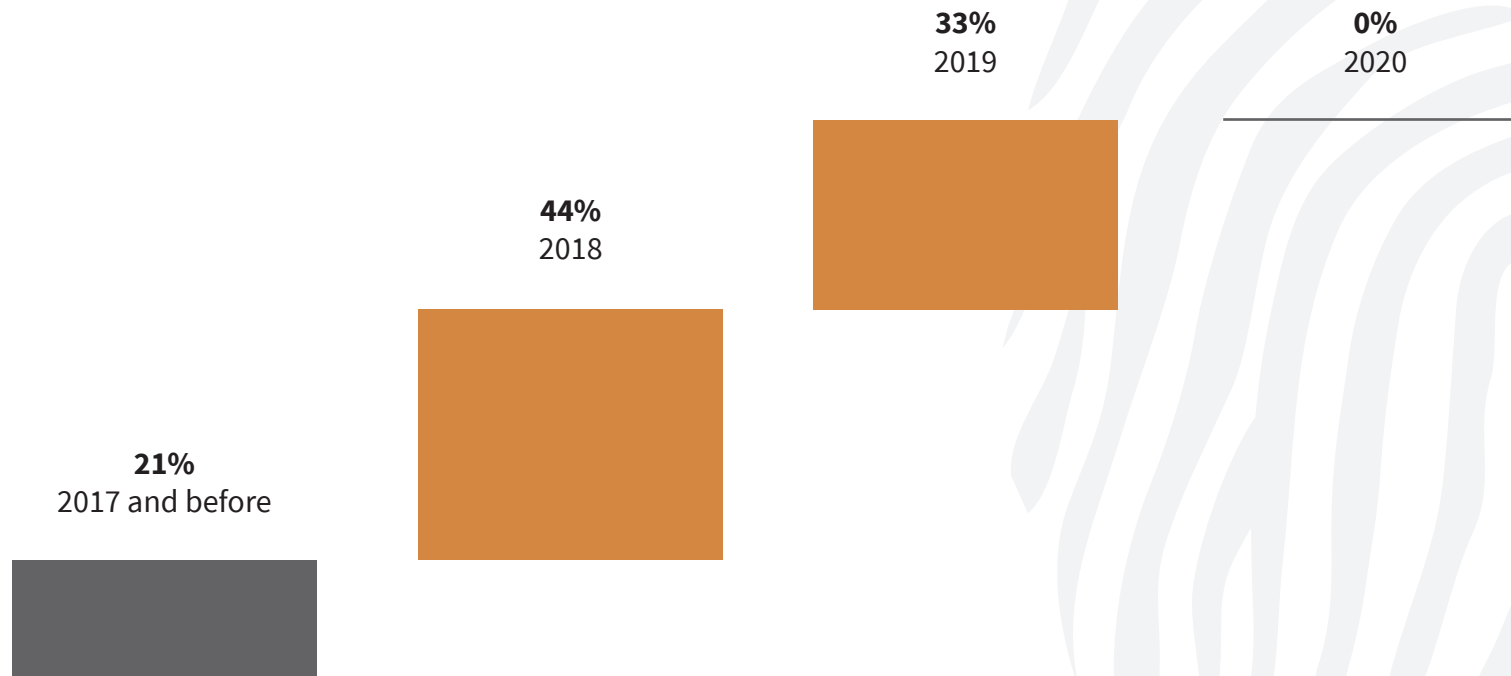


Figure 1. Customised Travel: when did you first hear about customised travel? (n=299, panel response only)

Friends and family continue to be the main source of travel information

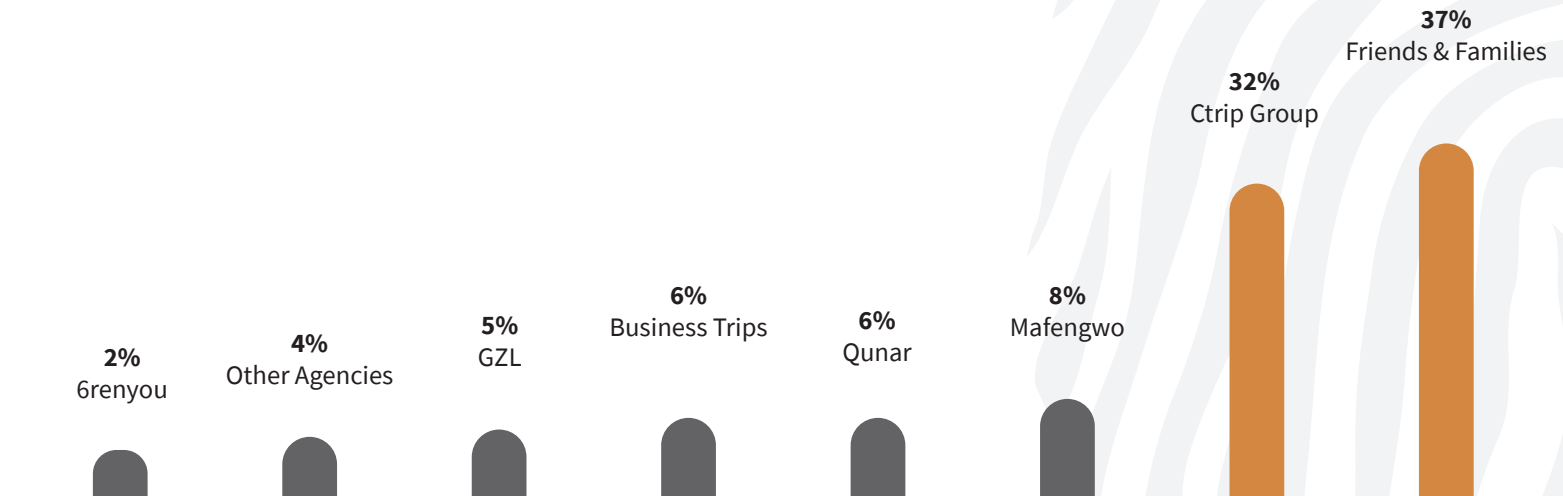


Figure 2. Travel Information: primary source of travel information. (n=299, panel response only)

**More than 65% are willing to spend more than
usd\$3000 per person in customise travel**

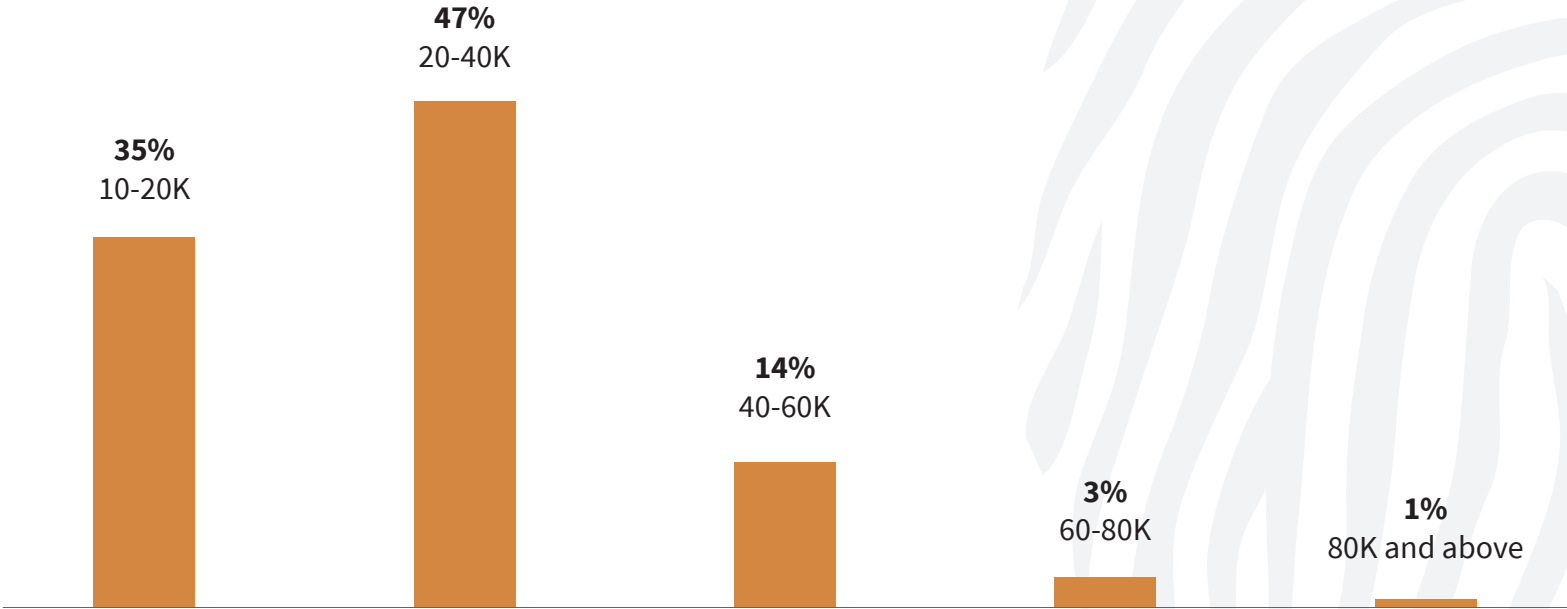


Figure 3. Willingness to spend in customise travel:
(n=299, panel response only)

Source: Dragon Trail

68% of the improvement comes from personalised service and experience of the travel consultants

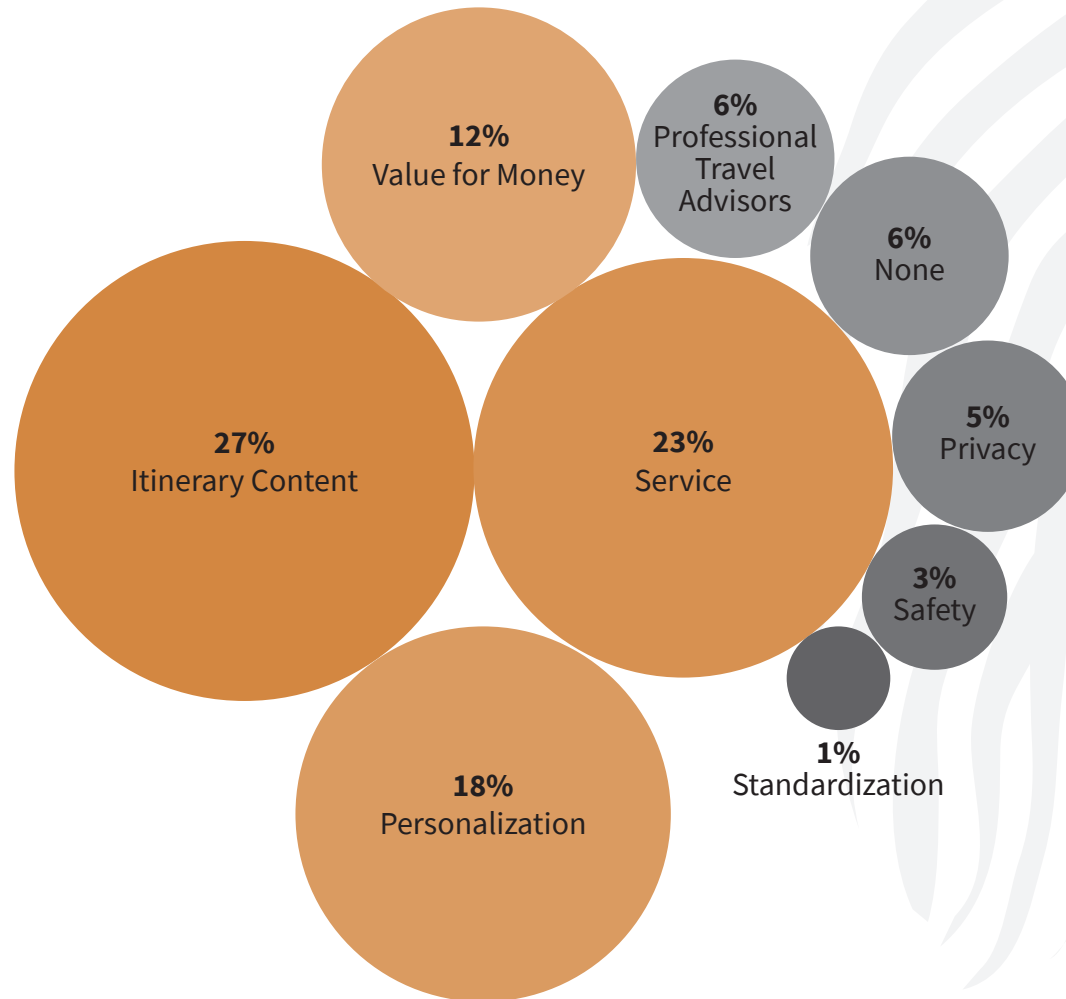


Figure 4. Areas of improvement in customise travel (n=427, all responses)

More than 60% says they will travel in FIT basis.

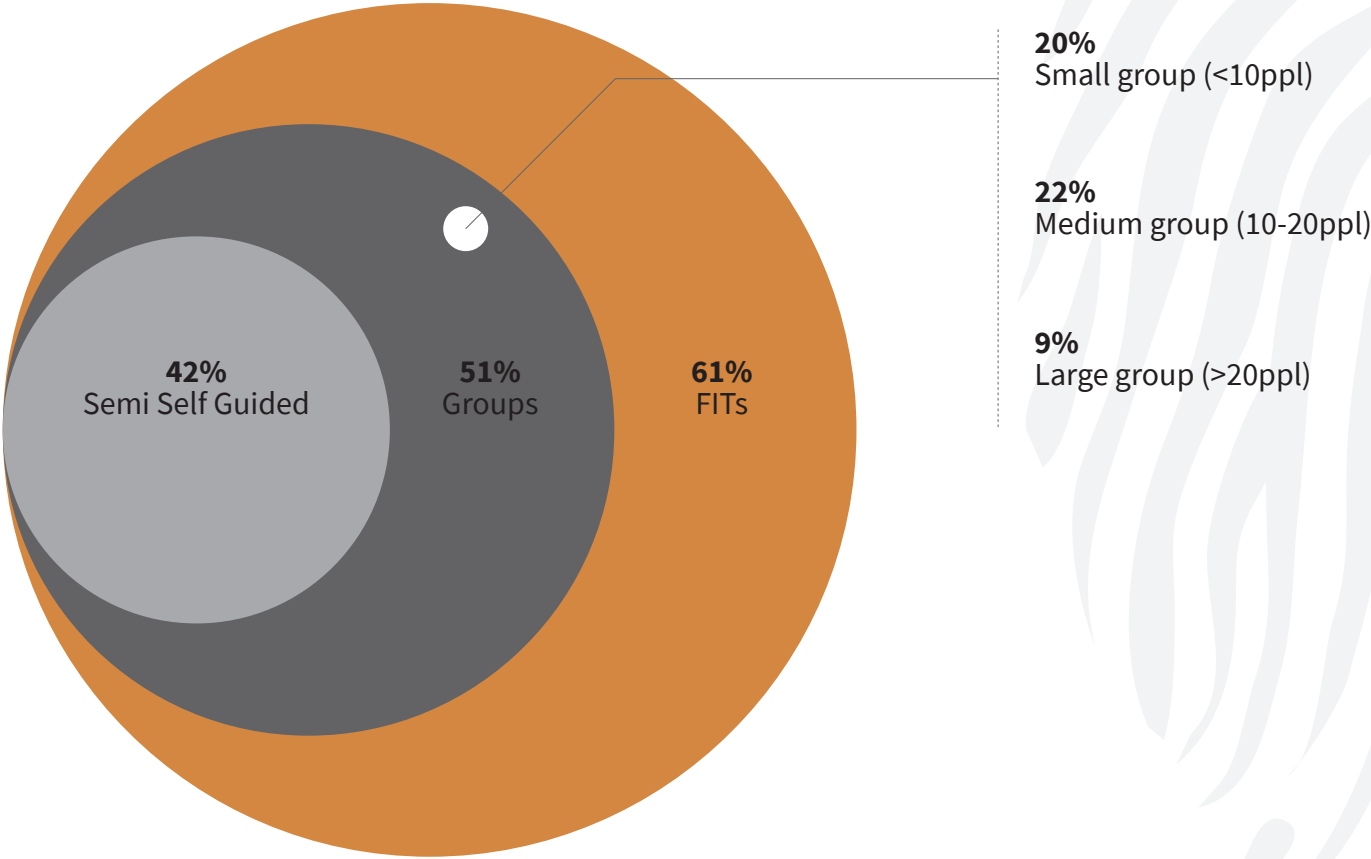


Figure 5. Style of Travel:
(n=427, all responses)

Flexibility is the key to improve FIT travel.

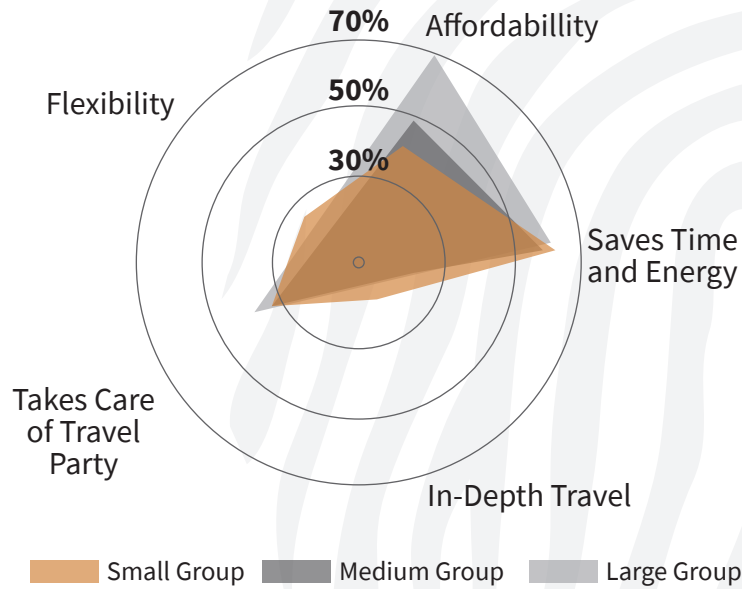
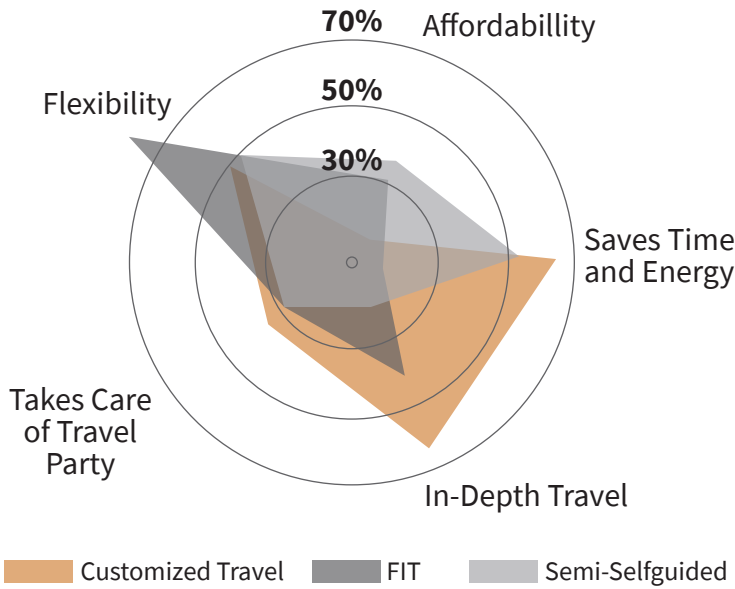
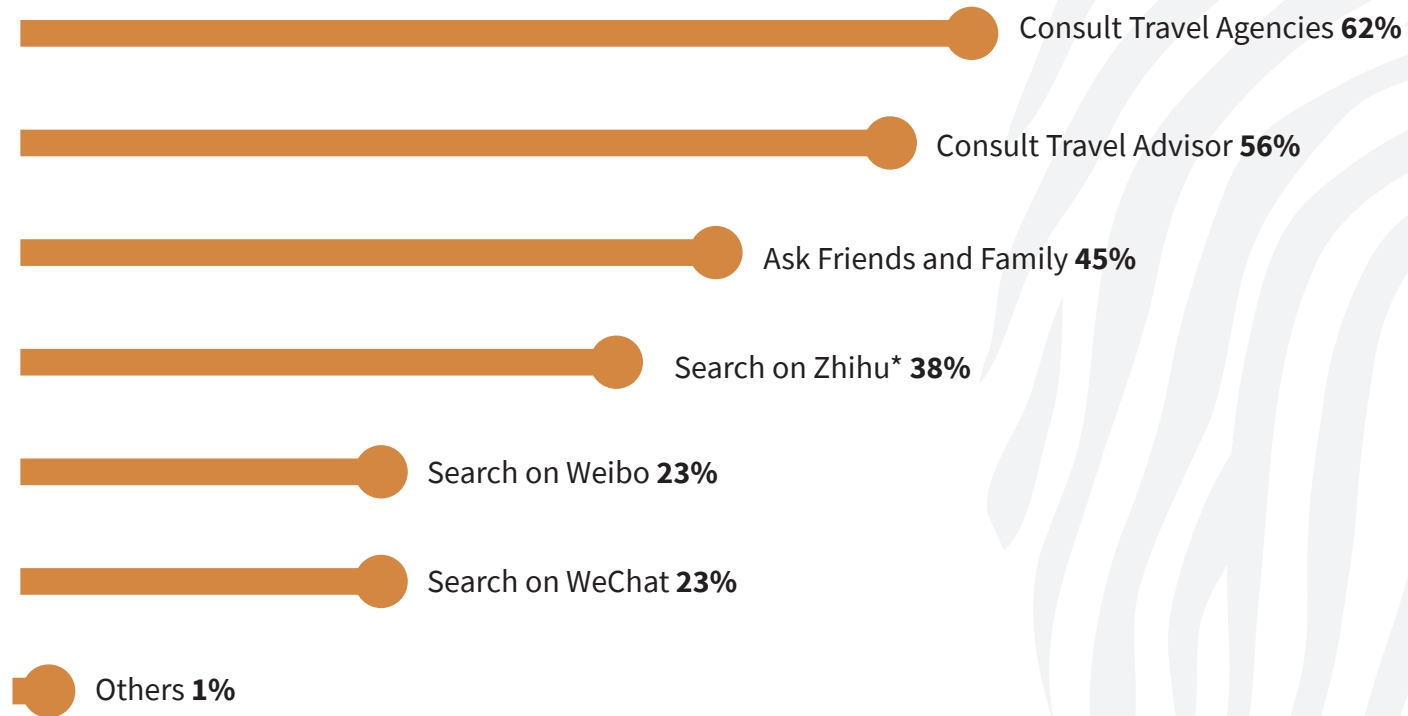


Figure 6. Choosing how to travel (n=427, all responses)

Source: Dragon Trail

More than 60% goes to a travel professional when planning their trip



*Zhihu is an Q&A forum similar to Quora, with significant amount of travel-related content and advice.

Figure 7. Planning your trip
(n=427, all responses)

Lack of personalization would be the main factor of disappointment for customise travel

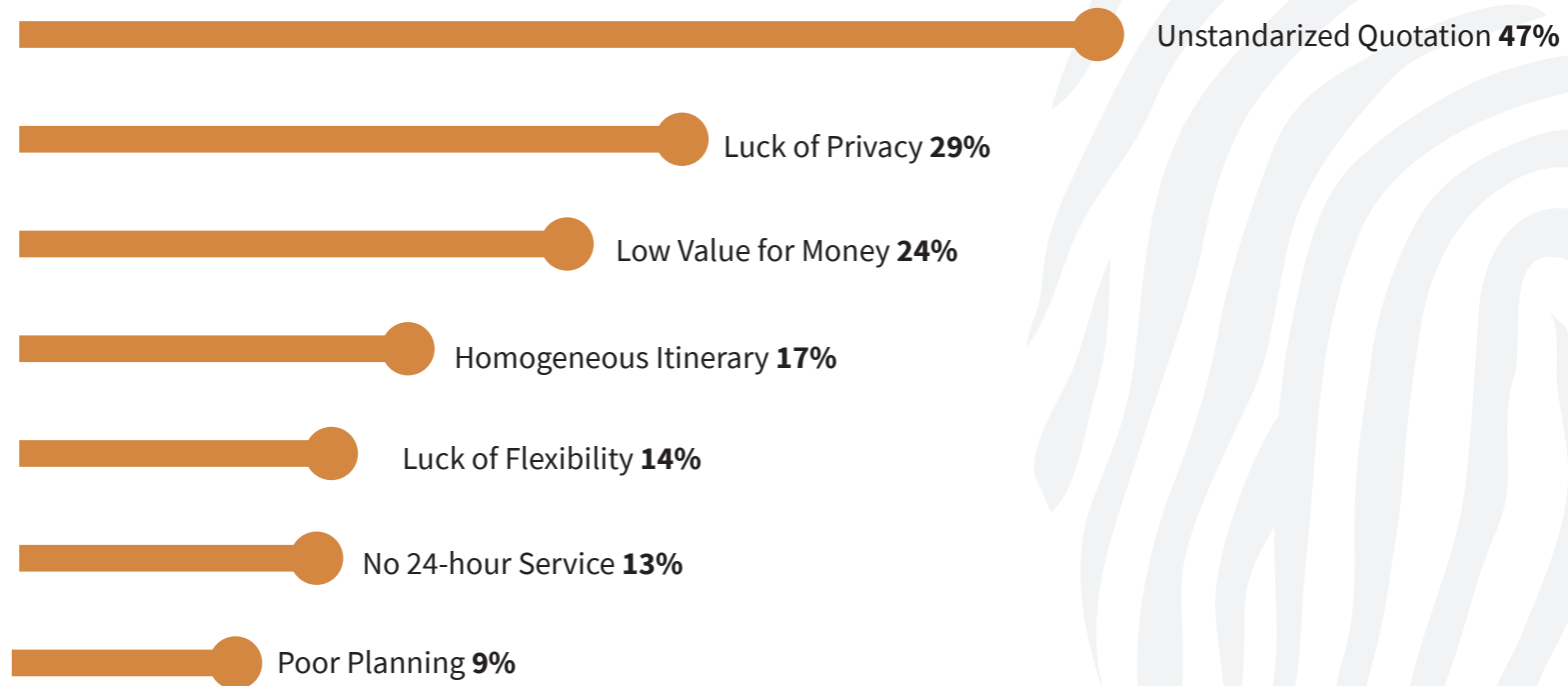


Figure 8. Dissatisfaction when planning:
(n=299, panel responses ony)

14% considers South America as part of their plans

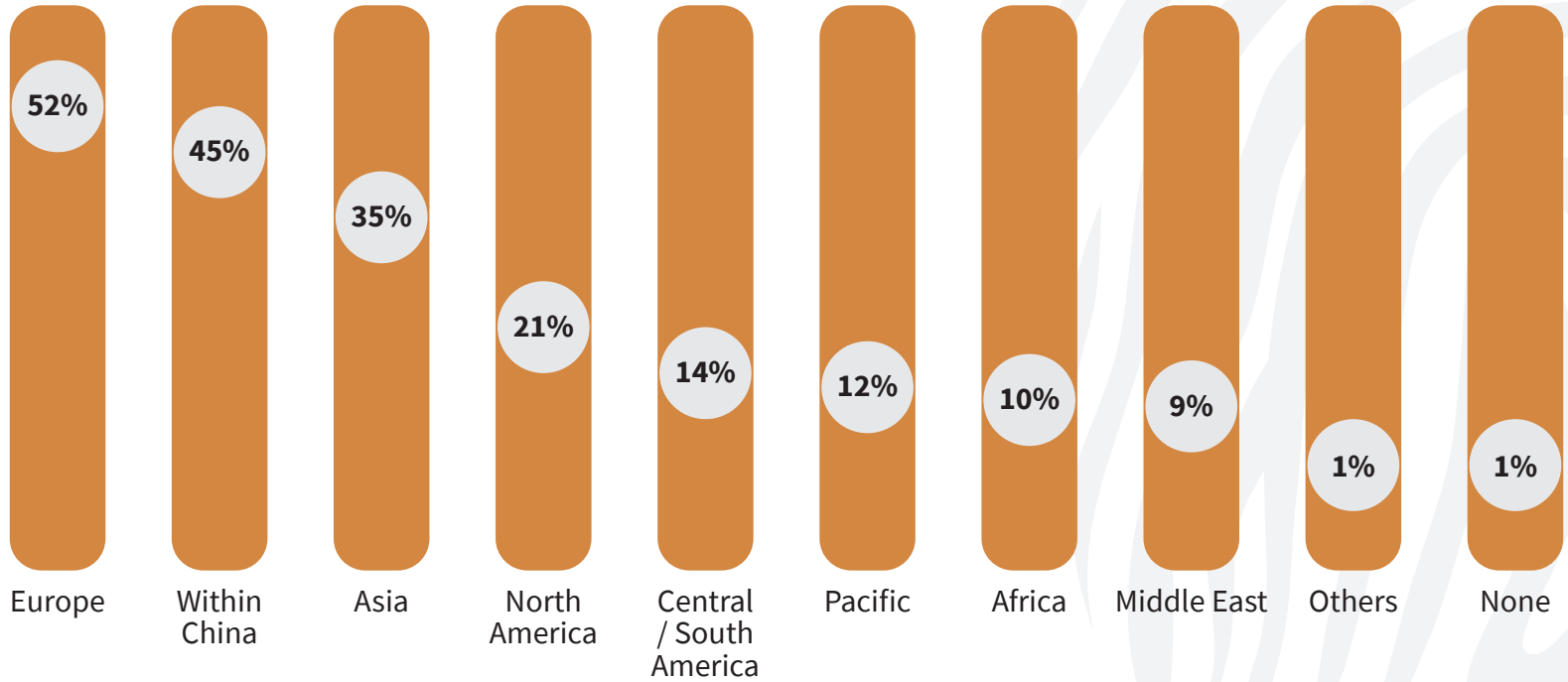


Figure 9. Preferred destination for cutomised travel: (n=427, all responses)

Source: Dragon Trail

In depth travel and a comfortable itinerary are key.

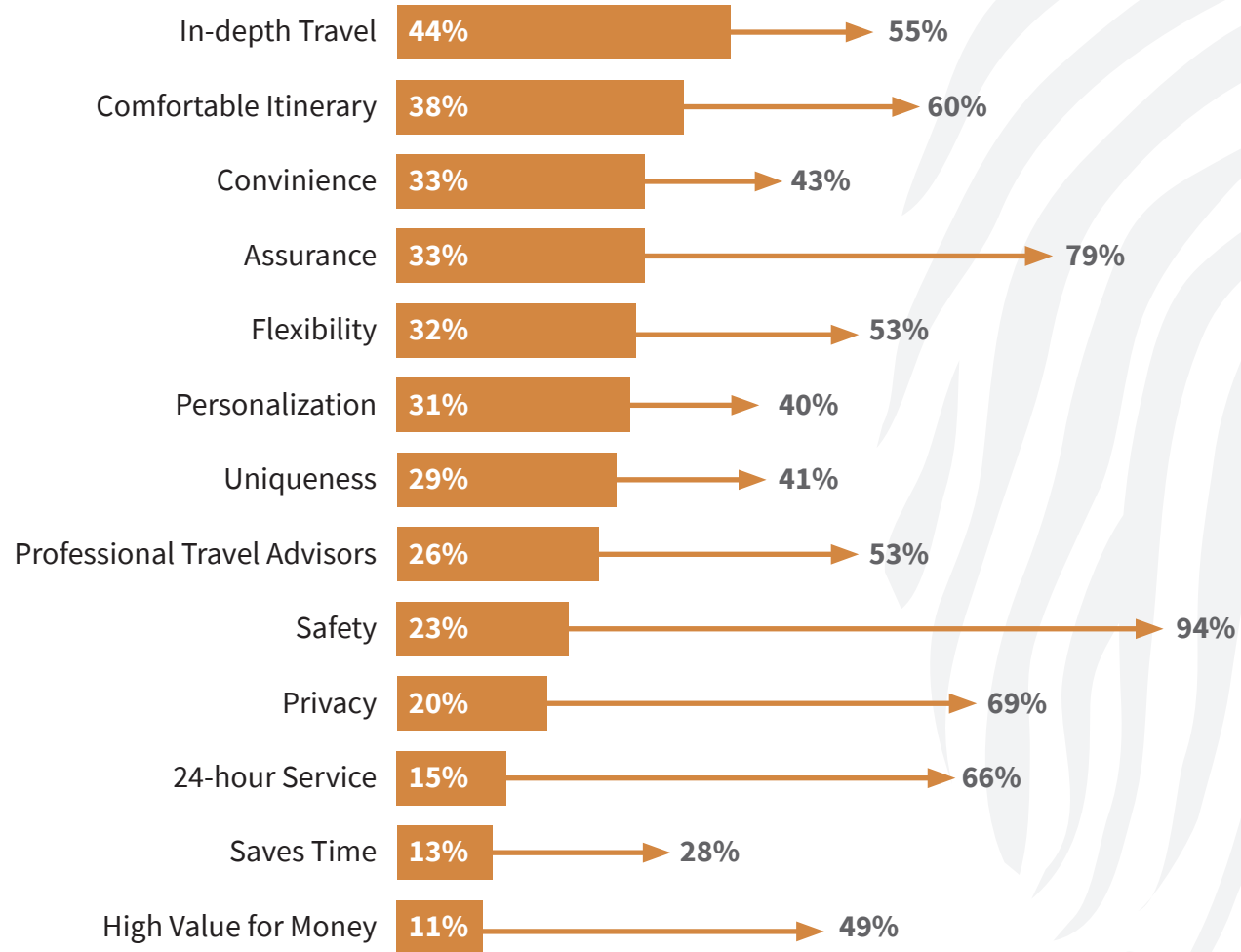


Figure 10. Benefits of Customised travel:
(n=299, panel responses only)

ASIA: MARKET DEMANDS



ACCESS

Online access to rates and availability. Instant booking.



LANGUAGE

Local language information, combined with local support.



SUPPORT

Local Support to provide Hotel information and help set up itineraries.



INCREASED OFFER

Provide a selection of hotels per destination in different categories.



PRESENCE

Onsite sales calls and destination & product presentations

TOURISM REPRESENTATION MODEL 2.0

Our services: Choose the level of services your tourism product needs

COMMERCIAL

- 01** Dedicated commercial Plan / Commission structure
- 02** Onsite sales calls with key players in each market
- 03** Monthly Performance & Activity Reports
- 04** Local Account Manager: local support

MARKETING

- 01** Dedicated Marketing Plan
- 02** Online + Dedicated printed brochures in local language
- 03** Travel Expos Participation
- 04** Nomade Roadshow

BOOKING PLATFORM

- 01** Part of Structural online offer in local language
- 02** Access to preferred spots within platform
- 03** Local currency payment gateway: Alipay & Unionpay
- 04** Access to developed dedicated commercial strategies: sales incentives

NOMADE BOOKING PLATFORM



NOMADE
UNIQUE EXPERIENCES

Language Currency Sign in Register

DESTINATIONS PLACES TO STAY PROGRAMS

Enter destination

Check in

Check out

0 Adults · 0 Children · 1 Room



JOIN NOMADE'S COMMUNITY

TRAVEL AGENTS
Organizing a trip has never been so easy!

Access net rates, Check live availability, Pay in local currency and more! Everything you were looking for now in one place.

[Learn more](#)

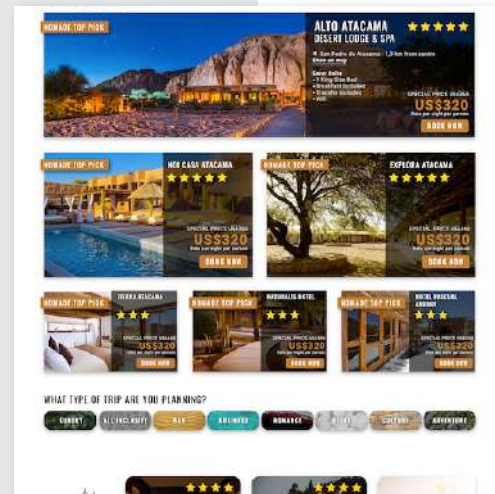
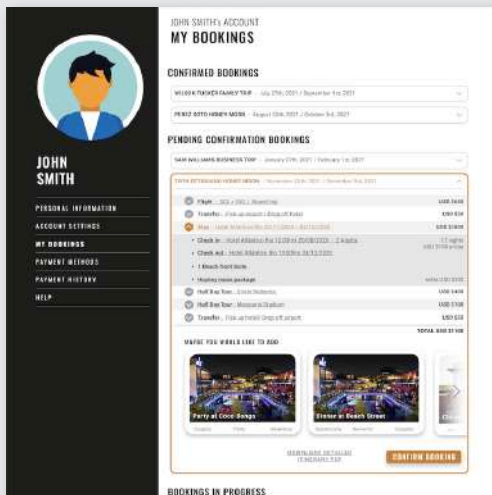
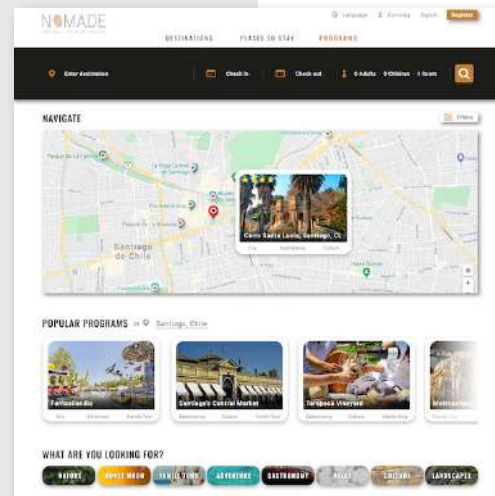
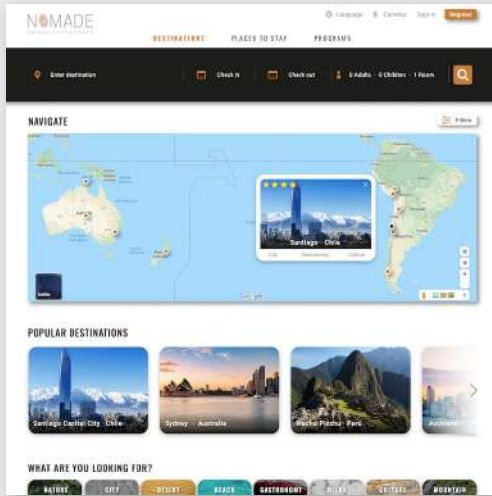
REGISTER NOW

HOTELIERS
Become part of our portfolio!

Allow travel agents to automatically book at your hotel, for stays and activities!

[Learn more](#)

REGISTER NOW



ABOUT NOMADE BOOKING PLATFORM

- Nomade - Unique Experiences has created the first comprehensive B2B booking platform for unique tourism experiences targeting Asian Markets.
- Allowing travel companies from Singapore, Hong Kong, China and Japan to access unique tourism experiences experiences with availability and net rates.
- Allowing hotels and tourism experiences to increase their presence in outbound Asian travel companies as part of a unique portfolio, always in control of their product and offer, opening opportunities to diversify and increase revenue.

VALUE PROPOSAL FOR HOTELS & TOURISM EXPERIENCES



UNIQUE PORTFOLIO

Become part of an exclusive portfolio of unique tourism experiences that will target a network of more than 150+ travel companies in Asia by developing and implementing strong commercial and marketing plans.



CONTROL

With a dedicated Hotelier panel, each hotel and tourism experience will be able to manage their commercial strategy by uploading availability and rates:

- Dedicated rates for the market according to the demand
- Manage availability shown for this markets



MARKETING

Get access to our complete marketing strategy that has been tailor made for the market in local language.



COMMERCIAL

Developed dedicated commercial plans, including setting up revenue targets, when becoming an exclusive segment/destination product on Nomade Unique Experiences portfolio.



HOTEL ADMIN CAPABILITIES



CONTROL PANEL

Informative dashboard will display basic statistics data along with navigation shortcuts. The dashboard will have the following statistics data: Total number of booking (number & valuation) & Booking of Last 7 days.



HOTEL MANAGEMENT

Add Hotel details in english, Chinese & Japanese (translations will be provided by Nomade).



ROOM MANAGEMENT

- Add/edit room package type
- Push/Update RACK RATE, for each room for each package type
- View final price matrix



REPORTS

- Report of overall reservation/day/week/month/year
- Report of reservations based on room type
- Report of reservations based on rate plan
- Report of reservations based on length of stay



BOOKING MANAGEMENT

- View booking details
- View day wise total earning
- Generate Invoice
- View raised invoice status



ROOM AVAILABILITY MANAGEMENT

- Update room availability
- View latest room availability status.

MARKETING PLAN 2020-2021



BROCHURE

Become part of our e-brochure that will have a massive distribution within our network of travel companies in Asia. Dedicated print versions for special events such as product & destination events and travel expos.



SALES CALLS

3 times a year we will personally visit key partners in each market to educate in both destinations and products, promote and maximise sales opportunities.



TRAVEL EXPOS

Expos to participate:

- ITB China & ILTM China



ROADSHOWS

Roadshows:

Leg 1: Hong Kong, Guangzhou, Shanghai & Beijing. Oct 2021

Leg 2: Japan & Singapore Jan - Feb 2022

AGENT ADMIN CAPABILITIES



ROOM DETAILS

- Basic room information with pictures
- Package option available for the room with RACK price and Net price.
- The net package is calculated based on the discount amount set to the agent profile.



REPORTS

- Update room availability
- View latest room availability status.



HOTEL DETAILS

- Basic hotel information with pictures
- Room list with package



BOOKING PROCESS

- Once a package is selected, user need to choose the desired date.
- Need to fill up the guest information
- Need to enter the payment details



DASHBOARD

- Total number of booking (number & valuation)
- Booking of Last 7 days



SEARCH HOTEL

- Can search hotel based on the location, price range and dates.
- Search result will be listed on the page.

MEMBERSHIP PLANS HOTELS

	NOMADE BOOKING PLATFORM				MARKETING			COMMERCIAL			
MONTHLY FEE	Part of Structural online offer	Preferred spot (x3) of destination	Top Hotel of Destination	Exclusive Segment Hotel	Online + Printed brochure	Sales Calls	Access to participate in Roadshow	Dedicated Commercial & Marketing Plan	Commission Structure	Monthly Performance + Activity Report	Weekly or Monthly conference calls
SILVER USD\$500	Yes	-	-	-	¼ Page	Yes	Yes	-	Fixed over sales 0% to 3,5%	Yes	Quarterly
GOLD USD\$750	Yes	Yes	-	-	½ Page	Yes	Yes	Yes	Fixed over sales 0% to 3,5%	Yes	Monthly
PLATINUM USD\$1500	Yes	Yes	Yes	Yes	Double Page	Yes	Yes / Priority + Discounted Price (cost of participation and own travel costs apply)	Yes: set up tailor made plan with revenue target and commission plan	Based on potential sales: 0% to 3,5%	Yes: Tailor made reports to managed markets	Weekly



MEMBERSHIP PLANS

NET REVENUE PER YEAR	USD\$0 to USD\$ USD\$25.000	USD\$25001 to USD\$50.000	USD\$50001 to USD\$100.000	USD\$100001 to USD\$250.000	USD\$250.001 to USD\$500.00	USD\$500.000+
% COMMISSION OVER TOTAL SALES	0%	1%	2%	2.5%	3%	3.5%

MEMBERSHIP PLANS DMC

Exclusive representation per country to cater for all tailor made requests.

	NOMADE BOOKING PLATFORM				MARKETING			COMMERCIAL			
MONTHLY FEE	Part of Structural online offer	Dedicated Destination website	Upload top Tailor made itineraries	Exclusive DMC	Online + Printed brochure	Sales Calls	Access to participate in Roadshow	Dedicated Commercial & Marketing Plan	Commission Structure	Monthly Performance + Activity Report	Weekly or Monthly conference calls
USD\$1500	Yes	Yes	Yes	Yes	1 Page	Yes	Yes (cost of participation and own travel costs apply)	Yes: set up tailor made plan with revenue target and commission plan	Based on potential sales: 0% to 3,5%	Yes	When necessary

MEMBERSHIP PLANS DESTINATIONS

Allowing up to 10 properties/experiences from non primary destinations, with the aim to position and promote the destination in the market.

	NOMADE BOOKING PLATFORM				MARKETING			COMMERCIAL			
MONTHLY FEE	Part of Structural online offer	Dedicated Destination website	Upload top Tailor made itineraries	Exclusive DMC	Online + Printed brochure	Sales Calls	Access to participate in Roadshow	Dedicated Commercial & Marketing Plan	Commission Structure	Monthly Performance + Activity Report	Weekly or Monthly conference calls
USD\$1500	Yes	Yes	Yes	Yes	1 Page	Yes	Yes (cost of participation and own travel costs apply)	Destination marketing plan	No commission	Yes	Quarterly sessions

NOMADE BOOKING PLATFORM NEXT STEPS

- Connect with Hotel PMS to retrieve live availability & rates (from 2021)

