



SIESTA  
CLOUD

DIGITAL TRAVEL ECOSYSTEM



# INDUSTRY OVERVIEW

## INDUSTRY TRENDS

Due to the digitalization, the travel industry has significantly changed in the last decade, and new online business models take over the market. However, these big companies offer only generalized products and there is no space for highlighting personalized features and targeting a specific audience.

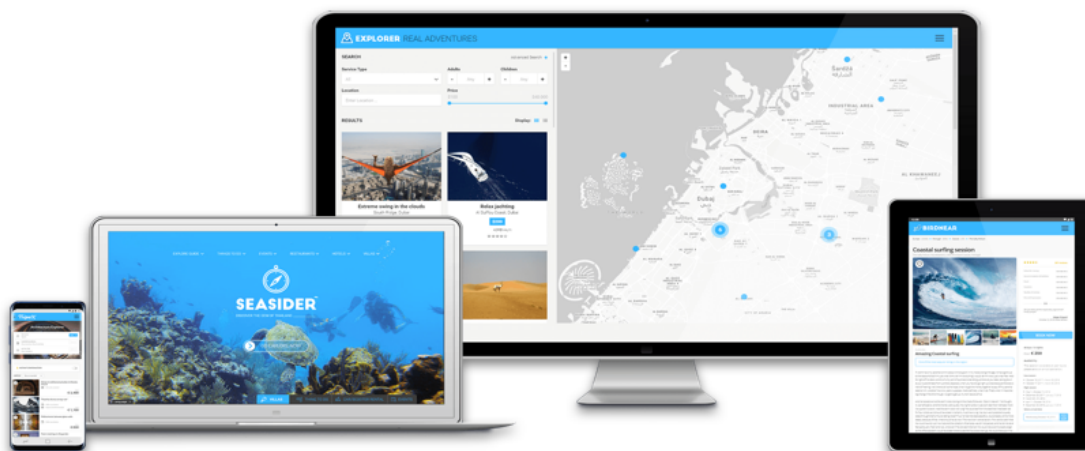
Siesta Cloud offers a new way of reaching customers using specialized portals for communities, regions, enterprise companies and others. In order to compete with big online travel agencies, small travel agencies need an access to the latest technologies to build their brand and serve their particular audience, and this is exactly what Siesta Cloud provides.



CHALLENGES	SOLUTIONS
Digitalization of travel industry	<b>New technology</b> Siesta Cloud enables access to the global travel ecosystem. Join the travel chain where everyone has its own place and purpose.
Sales management	<b>Sales automation</b> Automatic money management will distribute every payment between you and other involved parties.
Connection management	<b>Cooperation with partners</b> Access to the simplified tool and get the reward from each cooperation.



# PRODUCT INTRODUCTION



## WHAT IS SIESTA CLOUD?

Siesta Cloud is a multifunctional platform for business in the travel industry. The main added value of the platform is easy management of travel services, such as accommodation, transport, experiences and events. The second added value is the possibility to create travel portals without the need for any software development, on these you can offer your own services or 3rd party services to your customers.

The platform offers a variety of other features, such as payment gateway, automated money distribution, affiliate programs and much more. Also, it provides the connection to distribution systems, online travel agencies and property management systems.



HOME PAGE

SEARCH

BOOKING & PAYMENT



# GROWTH

## TRAFFIC GROWTH



### Search Engine Optimization

Increase the visibility of the website or a web page to users of a web search engine.



### Affiliate Programs

Easily promote services and accommodations and receive unlimited commission.



### Content Marketing

Write valuable content and share it in the ecosystem.



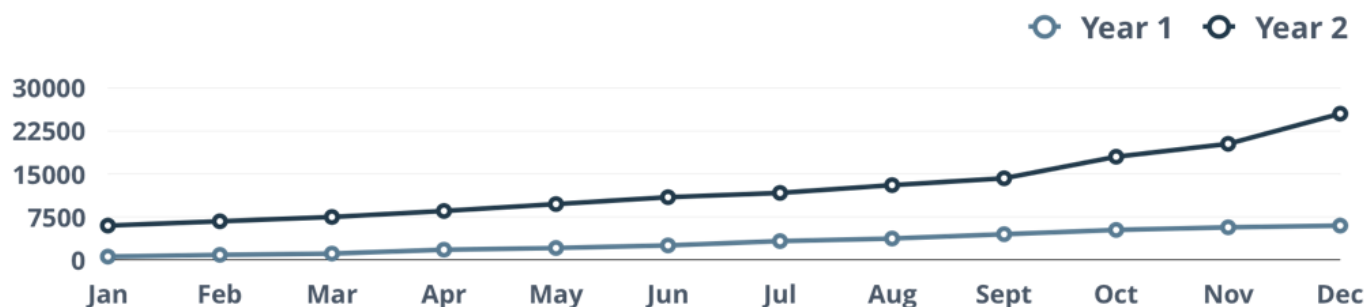
### Social Media Marketing

Create unique social media strategy to reach your potential customers.



## REVENUE

When you enable 3rd party services to be sold on your portal, you can easily set up the percentage of the commission on your side per every single reservation. The more traffic will be driven to your portal, the bigger profit you will have, so you and service providers will have higher revenue. Thanks to distributed management of service content and automation of money distribution, the operational expenses for running a portal are very low. Also, you don't have to invest your profit to software development of additional features because the platform is being constantly updated.



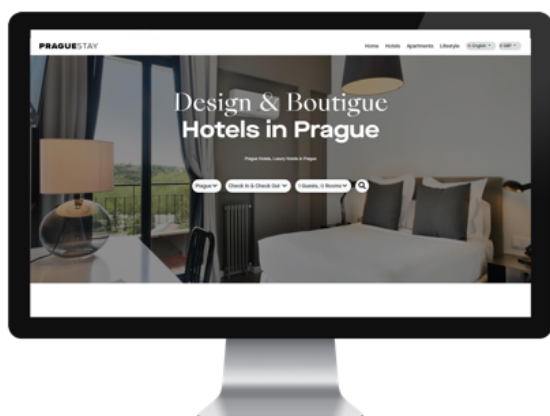
# CASE STUDY

## PRAGUE STAY

### Enterprise Portal



- Fully serviced apartments located in Prague.
- Brand of short term rental agency.
- Connected Siesta Extranet property management system.



## NOMADIC6

### Community Portal



- A community portal for digital nomads.
- Curated accommodation and experiences.
- Benchmarking co-living spaces in tropical destinations.

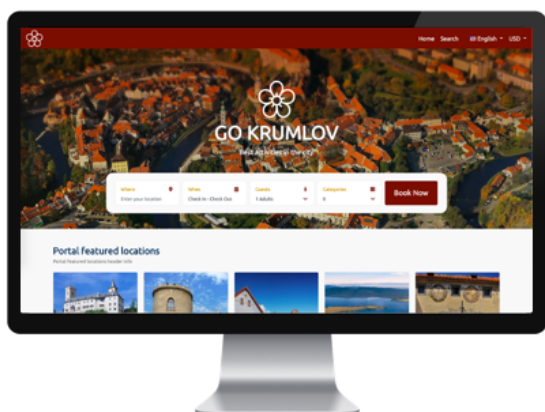


## GOKRUMLOV

### Regional Portal



- Regional portal for UNESCO city Český Krumlov.
- Local accommodation and experiences.
- Partnering hotels to drive more traffic via affiliate.



## NEJCR

### Nonprofit Portal



- Ecology oriented portal.
- Offering curated products and services.
- Custom attributes and review values.

