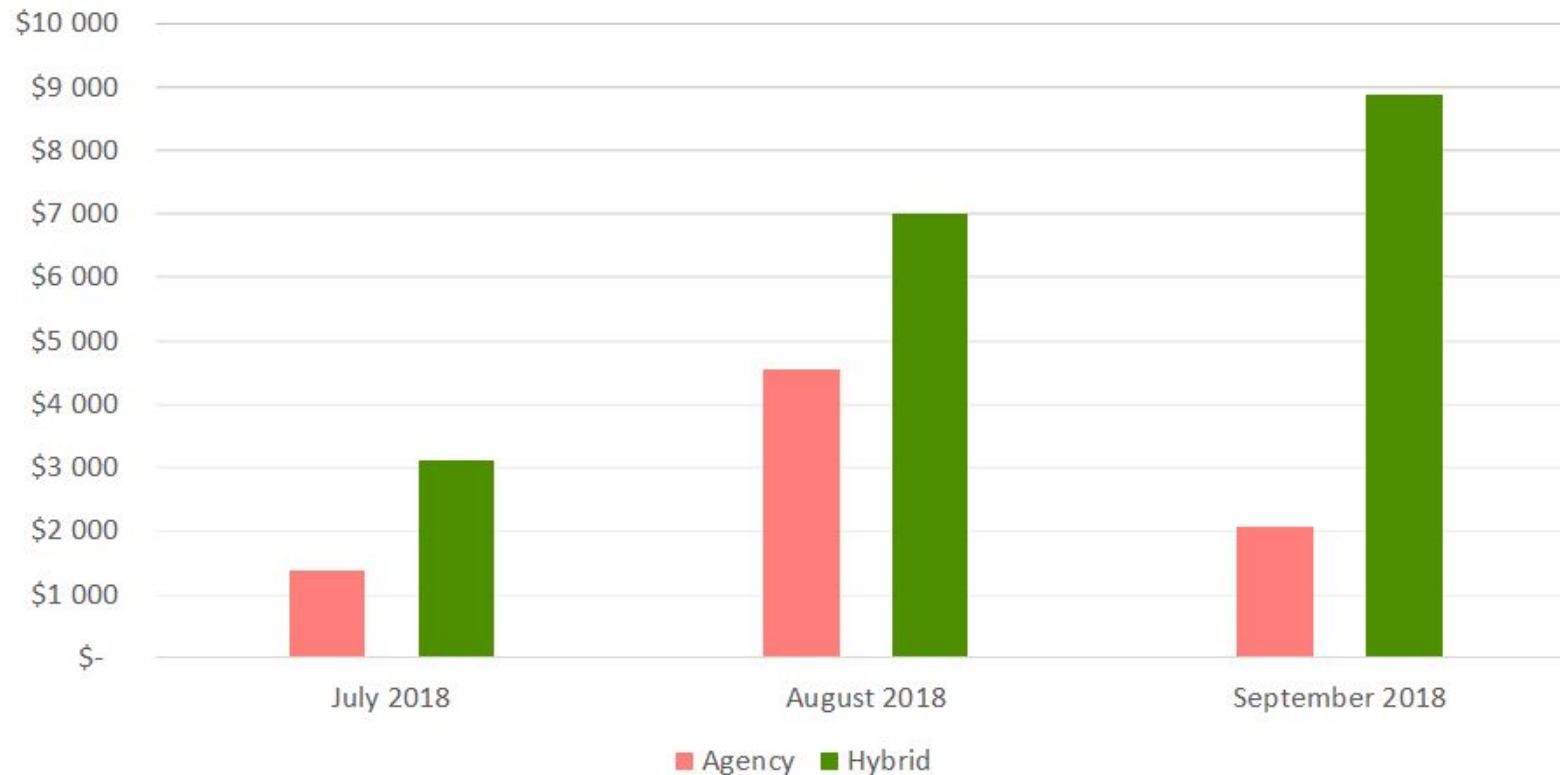




What are the advantages of the Hybrid contract type?

Monthly sales of two similar hotels

Hotels income from the sales through Ostrovok.ru
in months



There are two similar hotels on the chart:

- **Stars:** 4 *
- **Location:** Moscow center
- **Rooms number:** 40-60
- **ADR:** \$110 (average daily price for the third quarter)

- **Agency** – payments in the hotel only
- **Hybrid** – payments in the hotel or through Ostrovok.ru websites

So why do these two similar hotels have such different sales?

Agency (booking payments through the Hotel only):

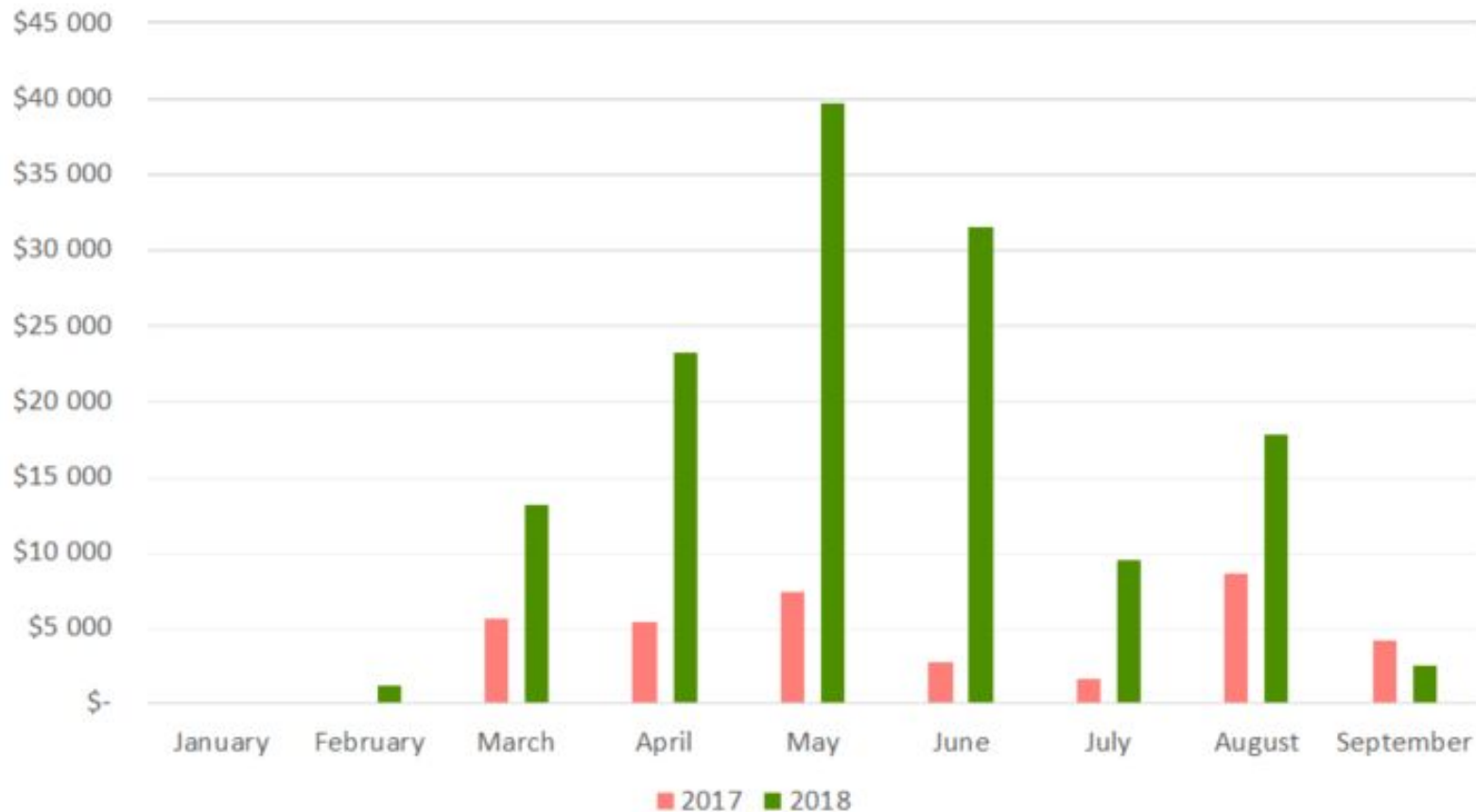
- Sales only on 2 websites (Ostrovok.ru and Zenhotels.com)
- Credit card needed for warranty – not every customer is ready to provide the hotel with the card information
- When booking the customer gets fewer Dreams (loyalty points from Ostrovok.ru), if they decide to pay in the hotel
- No possibility to spend their Dreams when booking

Hybrid (booking payments in the hotel or through

Ostrovok):

- Sales on two b2c websites (Ostrovok.ru and Zenhotels.com)
- Sales on two b2b websites (B2B.OSTROVOK.RU and Ratehawk.com)
- Cross sell – sales through API to wholesalers and consolidators
- Sales to large TMC through API (for example, Lufthansa City Center)
- Customers can pay for bookings using their loyalty points (Dreams)

Sales of one of the hotels before and after payment arrangement through Ostrovok.ru



You can see year-to-year sales difference for a hotel on the chart:

- **Stars:** 5*
- **Location:** South of Russia
- **Rooms number:** 425
- **ADR:** \$335

2017 – Agency type, payments through the hotel only

2018 – type change to Hybrid in March

The year-to-year income increase by months

How to arrange payment possibility through Ostrovok.ru?

Send an email to us or give us a call.

Our e-mail: hotels@ostrovok.ru

Our phone number: +7 499 705-79-45