



Corporate Brochure

About Holi-swAP

I am like a number of people who work long hours each week, a family man and someone who looked forward to their well-earned holidays. During a family holiday, I had an idea! That was transformed into a vocation.

Generally, my family and I stayed in nice hotels and decent resorts, after a few days I couldn't help feeling a bit trapped and that repetitive boredom had crept in. I just wanted to enjoy a different experience during my stay at minimal or no extra cost.

As my family had already paid a considerable amount of money up front for our holiday, I felt reluctant to spend even more money outside the hotel to get away from the repetition. But this was the only way to break the monotony and enjoy something different.

When visiting local bars and restaurants, I spoke with many people in a similar situation who begrudgingly had spent additional money to get a change of environment and experience.



During many conversations, I discovered that it wasn't just the food or entertainment that people would swap. Better beach access, swimming pools, daily activities, and to meet friends all scored high as reasons people would have swapped a hotel.

It got me thinking.... What if there was a simple solution to enhance a holiday and give people the ability to have new experiences. Technology is moving rapidly and we can connect so easily.

The idea to create a simple to use app was born. Holi-swAP is going to provide you with a new experience and broaden your horizons.

Francis Barrett

Francis Barrett
Founder and Director
Holi-swAP Limited

How we work for you.

Current statistics suggests purchasing an annual holiday is in the top 3 outgoings for an average UK household. **29 million Britons** visit the same destination year on year; as they like the familiarity, whilst a fear of the unknown and potential disappointment prevents them from trying a new resort.*

Word of mouth to a friend or family member is the most powerful recommendation to influence peoples decisions when choosing a holiday. Word of mouth is growing exponentially on social media and customer reviews have a major impact on people's holiday decisions.

Holi-swAP will allow you to **invite new clients into your facility** to help them familiarise themselves with your product.

Holi-swAP is live on all the major social media channels so clients can review, rate and market your product to their personal connections.

Why is it important to partner with us?

Becoming a Holi-swAP partner means you will be able to **connect with many new potential clients** who may not have known about your product or service previously.

You will gain a lot of new contact details to target market new clients who have shown interest in purchasing and using your product and services in the future.

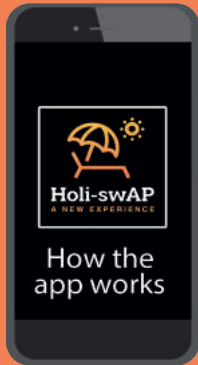
Learn more about your market and the competition directly from clients.

Increase your market potential, **expand** your network, and **boost** your profits.

*ABTA 2017

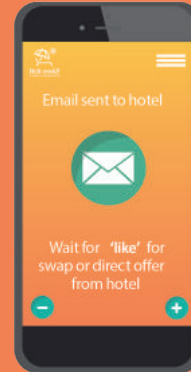


How it works.



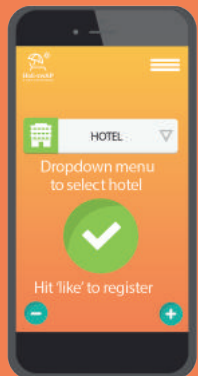
Step 1

Download the free app from selected app stores: Apple Store, Google Store and Microsoft Store.



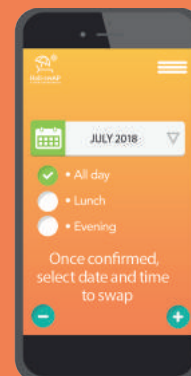
Step 3

You then will receive a number of results based on the information you provided. Here you can decide if you like the hotels or not in one simple swipe.



Step 2

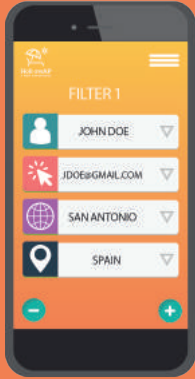
Insert your holiday information into the filter system. This will include: Location, Hotel Name, Duration, Party Size and your preferred Distance to travel.



Step 4

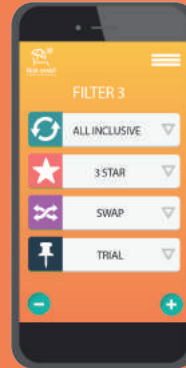
Each hotel result will contain images and a detailed description allowing you to learn more about the hotels that match your filtered results.

8 Simple steps.



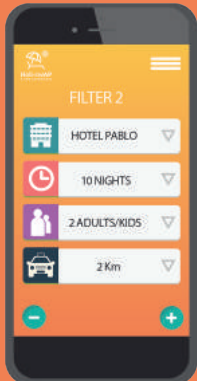
Step 5

On each result you have the option to like or dislike. If you like a hotel, you will then become an active exchange participant for that hotel. You then list the dates and times you wish to exchange on.



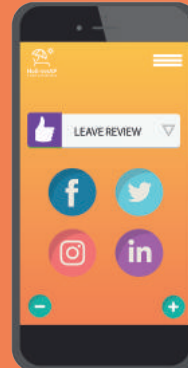
Step 7

The results at this stage do not include a bedroom - Unless the hotel chooses at their own discretion to provide one.



Step 6

Once you have matched with another active exchange member, you can agree to swap hotels & the hotel will receive a notice of the agreement.



Step 8

If a direct customer swap is not made the chosen hotel can choose if it wants to invite the interested party for a sample session.

Features.

MULTI-CHOICE

Holi-swAP will provide more choice of where you can eat, drink and relax during your vacation.

CLEAN & FRESH

Technology at your fingertips that's clear, concise, fast and functional. This innovative easy to use app can enhance your holiday experience.

JOIN A COMMUNITY

Share your hotel experiences and leave feedback and reviews on our social media platforms such as Twitter, Facebook and Instagram.



Become a Partner.

We would be delighted to have you on board and it's easy to join us. Holi-swAP are looking for partners to link up with and grow a global network.

Partners we would like to work with:

- Hotel groups
- Independent hotels
- Tour operators
- Travel & tourism companies

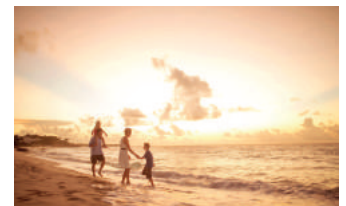
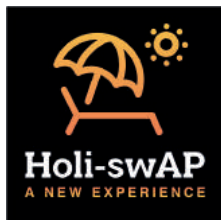


For more information about becoming part of our network contact Francis Barrett.

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The world is too big to stay in one place,
and life is too short to do just one thing...