

BONOTEL EXCLUSIVE TRAVEL

Sonoma County Tourism - Annual Meeting

September 12, 2023.



COMPANY HISTORY

1990

Bonotel Exclusive Travel opens its doors in Cologne, Germany.

1996

Headquarters are moved to Las Vegas and Bonotel enters into an exclusive agreement with Mirage Resorts' five prominent area casinos.

2004

Mirage Resorts, MGM and Mandalay Bay all merge to form MGM Resorts International, **expanding its exclusive partnerships** to the majority of prime Las Vegas hotels.

2005

With a strong hotel partner base, Bonotel differentiates itself as the **premier tech-enabled, luxury-focused North American travel distributor** for international tourists coming to Las Vegas. The company breaks \$50M in gross revenue.

2007

Bonotel continues to build its network of high-end tour operators and bed banks, including Trailfinders, Virgin Holidays, Hotelbeds, and more. The company breaks \$100M in gross revenue and opens a representative office in Brazil.

2011

Bonotel expands beyond Las Vegas and contracts with further high-end hotels & resorts throughout the US, Mexico & the Caribbean, such as Loews Hotels, Four Seasons, Hyatt, Kimpton, Gansevoort, etc. The company breaks \$150M in gross revenue and opens additional international representative offices.

2013

The Carlyle Group acquires a majority stake in Bonotel. The company hires key personnel and begins an initiative to **create an enhanced IT platform**.

2016

Bonotel continues to diversify hotel offerings through the addition of new hotel partners. Bonotel serves over 2,425 (or 60%) of the roughly 4,060 luxury and upper upscale hotels in the U.S.

2018

Bonotel is acquired by Internova Travel Group (formerly Travel Leaders Group) and joins their premium collection of luxury, leisure, and corporate travel advisors.

TODAY

Bonotel continues to extend its portfolio and enhance marketing capabilities and technology platforms.

ACCESS TO 65,000+ AGENTS WORLDWIDE

Internova Travel Group is a unified collection of premium brands that empowers our international community of luxury, leisure and corporate travel advisors to create unique travel experiences for their clients through the world's leading travel companies.

Internova

TRAVEL GROUP

TRAVEL
LEADERS®
GROUP

Network, Host & Vacation

BONOTEL
EXCLUSIVE
TRAVEL

BarrheadTravel

CruCon Cruise Outlet

CRUISE
Specialists

neXion
TRAVEL GROUP

ROADTRIPS

TRAVEL
LEADERS®
VACATION CENTER

TRAVEL
LEADERS®
NETWORK

ALTOUR

Corporate &
Entertainment

ALTOUR

cts

TRAVEL
LEADERS
CORPORATE

yes
your event solutions



GLOBAL TRAVEL
COLLECTION

Premium Travel

Andrew
Harper

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CT COLLETT'S TRAVEL
CORPORATE TRAVEL AGENTS

IN THE KNOW
EXPERIENCES

PROTRAVEL
INTERNATIONAL

R. Crusoe & Son

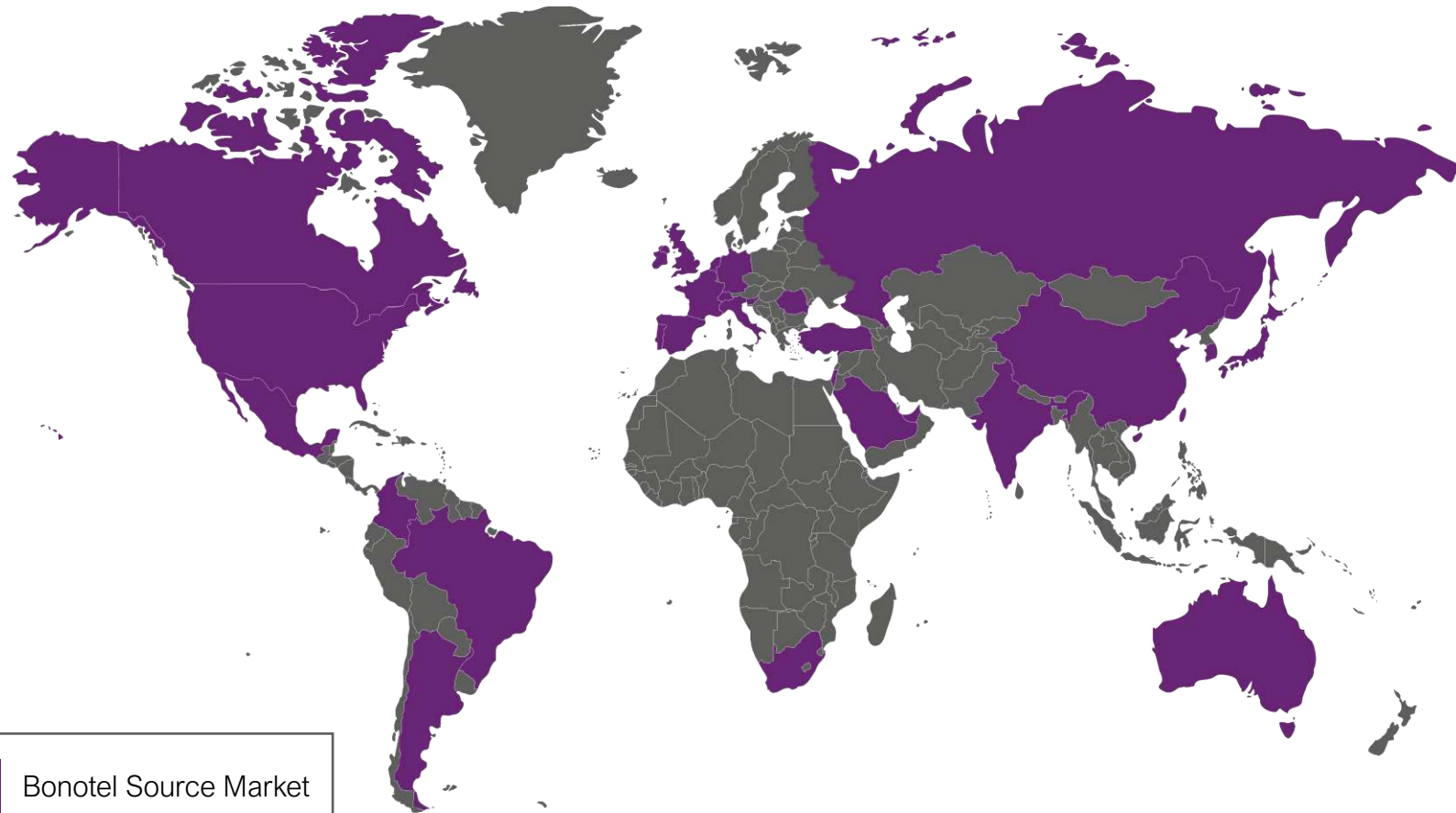
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TRAVEL GROUP



BONOTEL
EXCLUSIVE
TRAVEL

WE HAVE A GLOBAL REACH

Bonotel's distribution and marketing capabilities and direct access to a high-value domestic and international client base - which spans 6 continents and over 70 countries - instantly provides its partners with global scale that sets it apart from all other North American inbound operators.



Bonotel Source Market

65K+
AGENT REACH
THROUGH
INTERNOVA
TRAVEL GROUP

4,600+
CUSTOMERS
WORLDWIDE

5,300+
AVERAGE UNIQUE
WEBSITE USERS
PER MONTH

10K+
NEWSLETTER
SUBSCRIBERS

TOUR OPERATORS OFFERING USA

We continue to expand our geographic footprint in venture markets like Africa, India, & Mexico.



CONNECTIONS USED IN FIT SEGMENT



BENEFITS OF FIT

- Longer lead time – often 200+ day out.
- Longer Vacations = Longer stays
- Higher Spending – hotels, dining, shopping, sightseeing.
- Leisure Travel Rebounds Faster than Corporate Travel
- Higher ADR
- Return Visitors
- Year-Round Travel - Seasonality.
- International Visibility with Sonoma County Tourism at Travel Industry Trade Shows and Sales Missions.
- Influenced by Social Media.
- Global Client Base – all in one contract!
- One Stop Shop – streamlined reservations & accounting.



MARKET SEGMENT OVERVIEW

Factors That Can Impact Visitation.

Internal Factors

- Having rates as far out as possible – long booking windows.
- Connectivity: Static Rates vs. Dynamic % Off Rates.
- Availability – excessive stop sells/close outs.
- Resort Fees!!!
- Value Added Promotions – Stay/Pay, Dining Credits etc.
- Inaccurate perception of the FIT market – “Cheap & Cheerful”
- FIT vs. “Lucrative” Group & Corporate Business
- Not looking at the long term “Big Picture”
- Complacency “build it and they will come....”
- Managing expectations – Not a quick fix segment.

External Factors

- Exchange Rate – currently a strong USD is making the US an expensive destination.
- Airlift – reduced services, smaller aircraft.
- Competing Destinations – both domestic and international
- Politics – international visitors follow US politics
- Media portrayal – is it a safe destination? Will we be welcome?



BENEFITS FOR SUPPLIERS



ACCESS TO A GLOBAL MARKETPLACE

Our global footprint provides access to over 4.600 tour operators around the world. By aligning with Bonotel, hotels have immediate access to our client base.



INTELLIGENCE TO MARKET CONDITIONS

International sales offices provide timely intelligence on market conditions and direct connections with their local customers.



CAPTURE ADVANCED BOOKINGS

Bonotel gives you access to work with in-house contracting specialists for best practices on how to capture advanced bookings, in addition to capturing domestic business.



EFFICIENT PRODUCT LOADING

Bonotel has relationships with various integration platforms, as well as an in-house product loading team. In addition, Bonotel has launched a new technology platform that will enhance loading capabilities and offer much more to customers.



IN-HOUSE MARKET ANALYSTS

Access to in-house revenue management and yielding team, market analysts, and in-house marketing specialists to create unique content and increase exposure and awareness domestically and internationally.

REMEMBER – WE ARE AN
EXTENSION OF YOU!

MUTUAL SUCCESS THROUGH
SHARED RESOURCES





THANK YOU FOR YOUR TIME

QUESTIONS?

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I LOOK FORWARD TO PARTNERING WITH YOU