



### *Two-Pronged Evaluation*

We believe that the best way to know a hotel is to visit in person: to spend time in the lobby, settle into the guest rooms, dine at the restaurant. Currently, our staff members are diligently conducting site evaluations at hundreds of properties around the world to select those that meet Stay Collection's high standards, factoring in everything from employee attentiveness to artistic design to facility upkeep. The data gleaned from these trips will be featured on our site. However, like the luxury hotels we work with, we also value guest feedback. Our travelers have the opportunity to evaluate each hotel they visit. Their comments are shared with hoteliers as well as with members of the Stay Collection online community.

### *BUSINESS MODEL*

Since Stay Collection works with Alliance International, we have access to published room rates through the main Internet Distribution System. We operate using the classic commission-based model, which means that there is no fee for hotels to be integrated into staycollection.com.

- **Once we generate a sustained number of bookings, each property will have the opportunity to contractually grant Stay Collection access to its online distribution system.**
- **We will also offer the option of a pay-per-click link directly to each property's website. Bookings generated this way will not be subject to commission.**
- **A package to increase property exposure on staycollection.com will be available, at a fixed price.**

We look forward to working with you to guide travelers on their road to discovery.

### *WEBSITE* *staycollection.com*

Our website, staycollection.com is editorial, dynamic, bright, visual and young.

stay<sup>TM</sup>  
COLLECTION

THE EXPERIENTIAL  
ONLINE TRAVEL  
INTERFACE  
see it live at  
staycollection.com

## *STAY COLLECTION*

TAKES A FRESH APPROACH TO WEB-BASED TRAVEL BOOKING, INFUSING THE PERSONALIZED SERVICE OF A TRADITIONAL TRAVEL AGENCY INTO THE ONLINE REALM.

We define luxury in experiential terms, and we believe that travel feeds the soul. Our unique, rich content instills a sense of place, whetting the traveler's appetite for the voyage that lies ahead. We consider every facet of a trip with a discerning eye, selecting only the most elegant, authentic choices.

Stay Collection celebrates the art of traveling well. We find luxury in connection and discovery, and we revel in the bliss that comes from feeling relaxed amidst the unfamiliar. We inspire our travelers to put their own stamps on the world and to let their journeys shape who they will become.

## *THE FOUNDERS*

MATTHIEU DELAVENNE & ADRIEN DELATRE  
FOUNDED STAY COLLECTION IN 2010.

Their complementary backgrounds yield distinct strengths, making them ideal business partners.

A travel industry expert, Matthieu has held positions both corporate and customer facing. He cultivated his skills at leading international companies including Qatar Airways, Starwood Hotels & Resorts Worldwide, Louvre Hotels, Jet Tours, Accor and Air France.

With vast corporate finance experience, Adrien brings the business training needed to turn a start-up venture into a successful, profit-generating enterprise. Before pursuing his dream of running his own company, Adrien worked at BNP Paribas and EDF Trading. He holds a Masters in Finance from Ecole Centrale Paris.

*TARGET MARKET*  
**25-54**  
*EUROPEAN  
WELL  
EDUCATED  
\$60K+/YEAR*

*We bring humanity to the web interface, working closely with our partners to foster an early connection between the traveler and the host.*

## *GUEST EXPERIENCE*

Stay Collection meets the needs of a consumer segment previously overlooked in online travel. We cater to a young, vibrant audience that aspires to experience all the wonder of the world. We provide credible recommendations, vivid imagery, a stylized aesthetic, and an authentic voice.

Through our secure online booking and payment system and 24/7 support, Stay Collection instills confidence from the moment our travelers visit our site until they return home from their journeys.

## *PARTNER EXPERIENCE*

### *Hotelier Questionnaire*

A manager from each hotel that we feature is asked to fill out an online questionnaire designed to provide travelers with the knowledge they need to plan their journeys. The requested information ranges from a description of the hotel's social responsibility efforts to an introduction to the general manager. This innovative third-party model enables hoteliers to communicate directly with travelers in their brand's unique voice and tone. Although Stay Collection reserves the right to edit for length, content and grammar, we maintain the authenticity of each response.

### *Rich Local Content*

Stay Collection provides much more than the practical details; we choreograph memorable experiences. To enhance our property-driven content, we collaborate with tourist offices around the world to provide travelers with suggested itineraries and insiders' tips. We also encourage staff at each hotel to log onto our extranet to offer suggestions for exploring the local area, including restaurant and attraction recommendations.

### *Engaging Imagery*

To complement the site's text, staycollection.com features oversized photographs, offering a striking visual representation of the experience to come. We use press photos rather than images pulled from the traditional distribution system. We strive to display pictures of each room category, as well as of the property's public areas, and we make it easy for hoteliers to upload files to our extranet. Stay Collection staff reviews all submitted photos and promptly posts them on our website.

### *Exclusive Privileges*

Stay Collection travelers look for more than standard amenities like champagne and fruit baskets; they crave authenticity and local culture. Through staycollection.com, hoteliers can offer premium privileges that inspire guests and highlight the brand in a creative way, whether it's a cooking lesson with the hotel chef, a behind-the-scenes tour of the property, or a shopping trip with a local fashion designer.