

Freedreams BV
a BurdaDirect company

Does your hotel have

Rooms available?

daydreams has the customers.

www.daydreams.com

Freedreams BV in a few points

- Main office: Nijmegen, Netherlands
- Partners in: Germany, Austria, Switzerland, Italy, France, Belgium, Netherlands
- Over 20 years the expert for low-season short-trips with vouchers.
- 2000 selected partner hotels in 17 countries
- Mediator from over 1.5 million room nights annual
- Individual service to all partner hotels.

Our customers

- Over 500.000 active customers (vouchers)
- Over 30.000 active members (club)
- Wealthy customer group (> 40 years)
- Over 400.000 new customers yearly through marketing actions and Partner

What we need from Partner hotels

- High quality standard with excellent kitchen
- High level of services in of nearby at the hotel
- Online handling of reservations (requests)
- Online handling of availability.



How does it work?



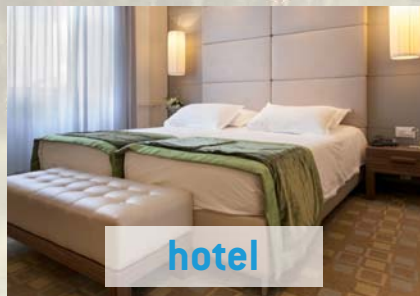
daydreams

Free marketing for your hotel over our European websites, email marketing campaigns, social media campaigns, catalogues and (inter-)national B2B-Partner.

Direct communications with customers through Email marketing campaigns, socials media campaigns, European websites, local customer services, (online) reservations assistance, B2B-partners.

Availability of your free rooms against daydreams conditions.

Reservations over our European websites and (online) reservations assistance.



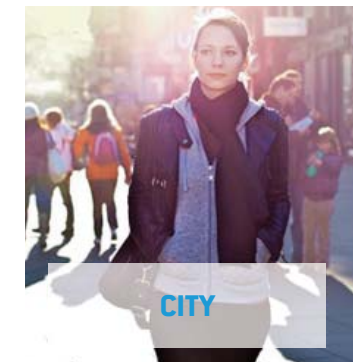
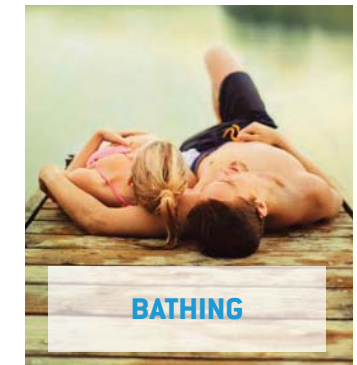
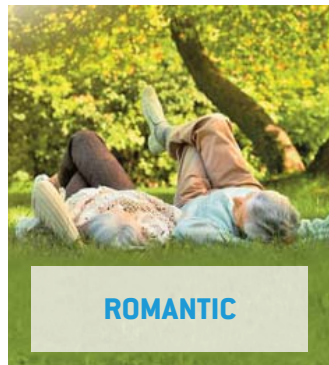
Lodgement of daydreams customers.

Payment of the booked package directly in the hotel.



Our online themes

daydreams has integrated the most requested themes in its websites.
Through this we can offer you selected target groups marketing of your hotel.



Our theme worlds are updated on a regular basis, based on the new travel trends.

The daydreams concept

Guests stay in a double room and pay the contracted price for a stay with half board and the extras (tourist tax, drinks, services) directly in the hotel.

Reservation process

1. Allotment

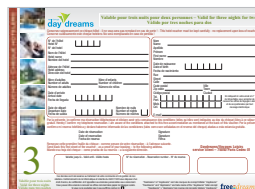
- ✓ Reservations are done directly online
- ✓ Email notification is sent to the hotel
- ✓ Reservations can be seen online in the hotel backend

2. On request

- ✓ Availability request is sent to the hotel
- ✓ Hotel confirms or declines the request for availability within 24 hour
- ✓ In case of confirmation of availability the customer confirms within 24 hour
- ✓ Reservation details are sent with the confirmation to the hotel and customer

daydreams products

Vouchers



Cards/Boxes



Overview European websites



Germany
www.daydreams.de



Switzerland
www.freedreams.ch



Belgium
www.daydreams.be



Netherlands
www.hotelbon.nl



France
www.daydreams.fr



Italy
www.daydreams.it

Email campaigns

Germany



Switzerland



France



Italy

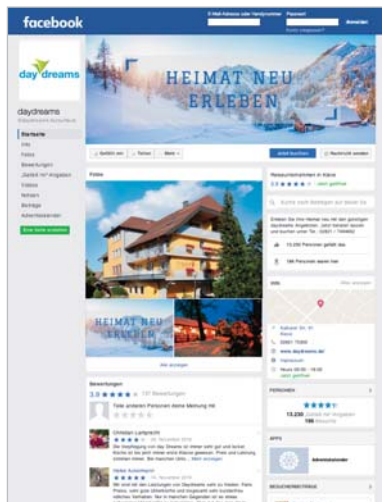


Netherlands

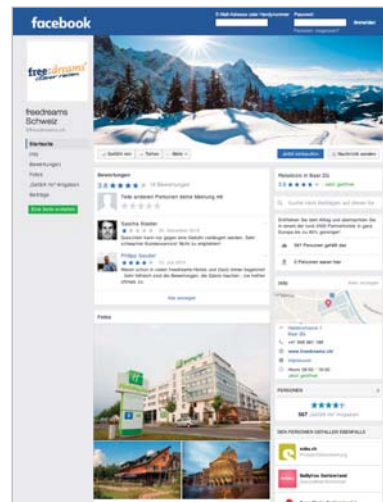


Social Media (Facebook)

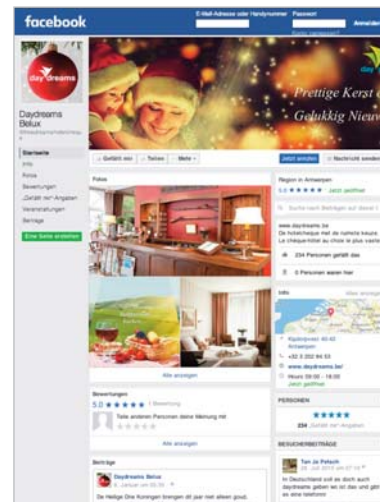
Germany



Switzerland



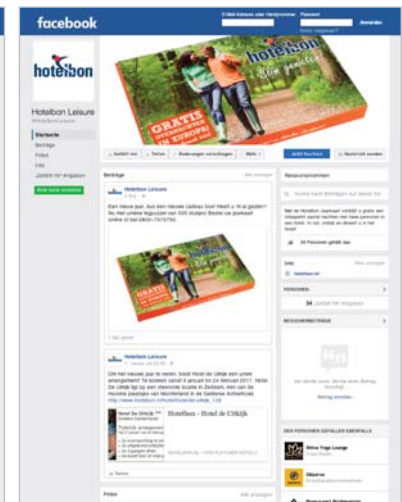
Belgium



Italy



Netherlands



Partners



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