

Fantastic Holidays in Greece I.K.E.

Athens, December 2015

BUSINES PLAN

CREATING THE ULTIMATE TOURISTIC PRODUCT, FOR
PROMOTING GREECE AS THE ULTIMATE TOURISTIC
DESTINATION FOR CHINESE

The background of the slide features a blurred financial chart. It shows a line graph with a series of vertical bars, likely representing stock prices or market data, set against a grid. The chart is oriented diagonally, rising from the bottom-left towards the top-right. The color palette is a mix of muted blues and warm oranges/browns.

Mission Statement

TO CREATE THE MOST VALUABLE AND MOST INNOVATIVE DESTINATION MANAGEMENT PORTAL, WHICH WILL BECOME THE CLEAR CHINESE MARKET LEADER FOR ANY KIND OF TRAVEL TO GREECE.

The Market (2014 data)



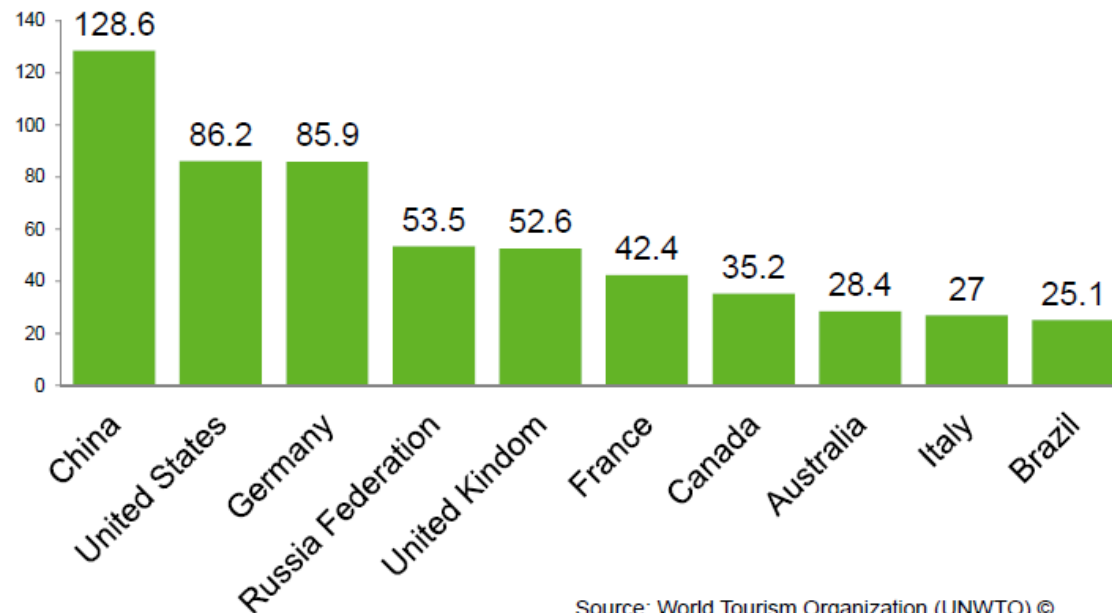
- 22,033 M inbound Tourists
- 71 € / day average spending
- mid June – mid. Sep. peak
- Main sources:
 - ✓ Germany: 2,459 M (11,2%)
 - ✓ UK: 2,089 M (9,5%)
 - ✓ Bulgaria: 1,534 M (7,0%)
 - ...
 - ✓ USA: 591 K (2,7%)
 - ...
 - ✓ China: 47,4 K (0,2%)

- 1,35 B total population
- 116 M outbound Tourists
- Over 10% y-o-y growth for the next 10 years
- ~ 14-15% visiting Europe
- Spend 12-15 days
- Visit 2-3 countries
- 1,086 USD / day average spending
- Feb./May/Oct. Peak periods
- ~ 0% English speaking population
- No Google, Facebook, Twitter, Youtube, Tripadvisor, etc
- ~ 0,04% (!!!) Greece's Market share



The China's Market size

International Travel Expenditures 2013 (US\$ billion)

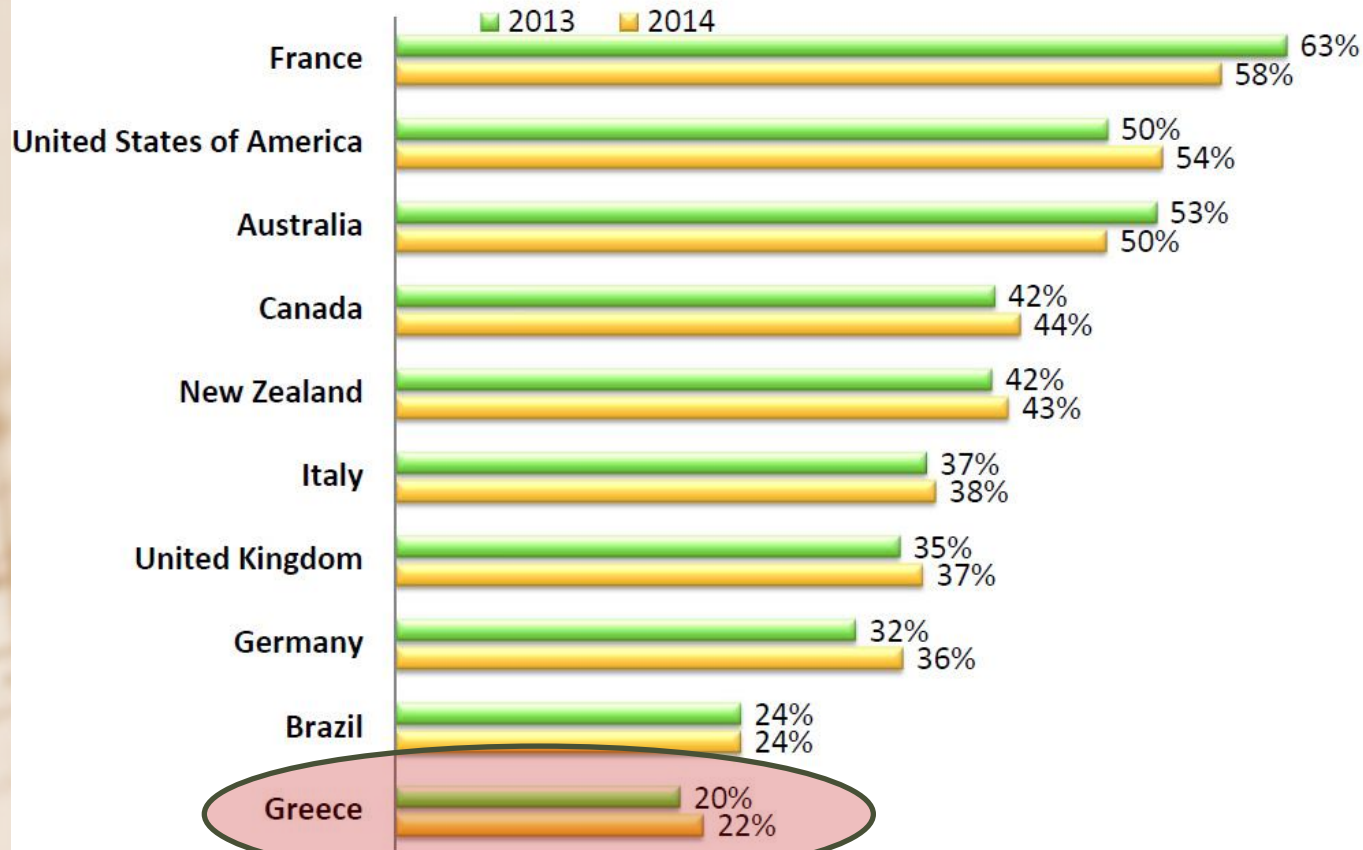


Source: World Tourism Organization (UNWTO) ©



The Opportunity

Aspirational Long-haul Destinations for Chinese



Question: What country(ies) will you likely visit during your next holiday to a destination outside of Asia? Select all that apply.

Base: China intercontinental travelers (2013 N=1,475, 2014 N=1002)

Source: Brand USA Custom Study



The Business Opportunity

Bridging the barriers

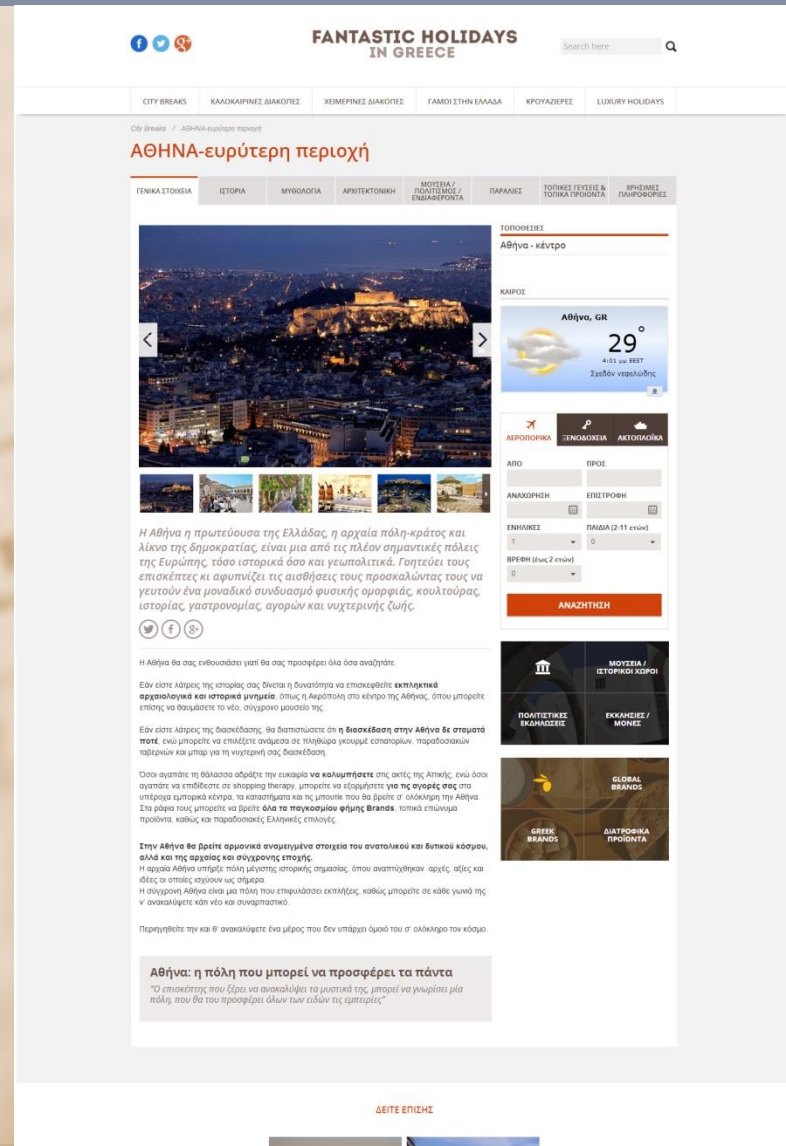
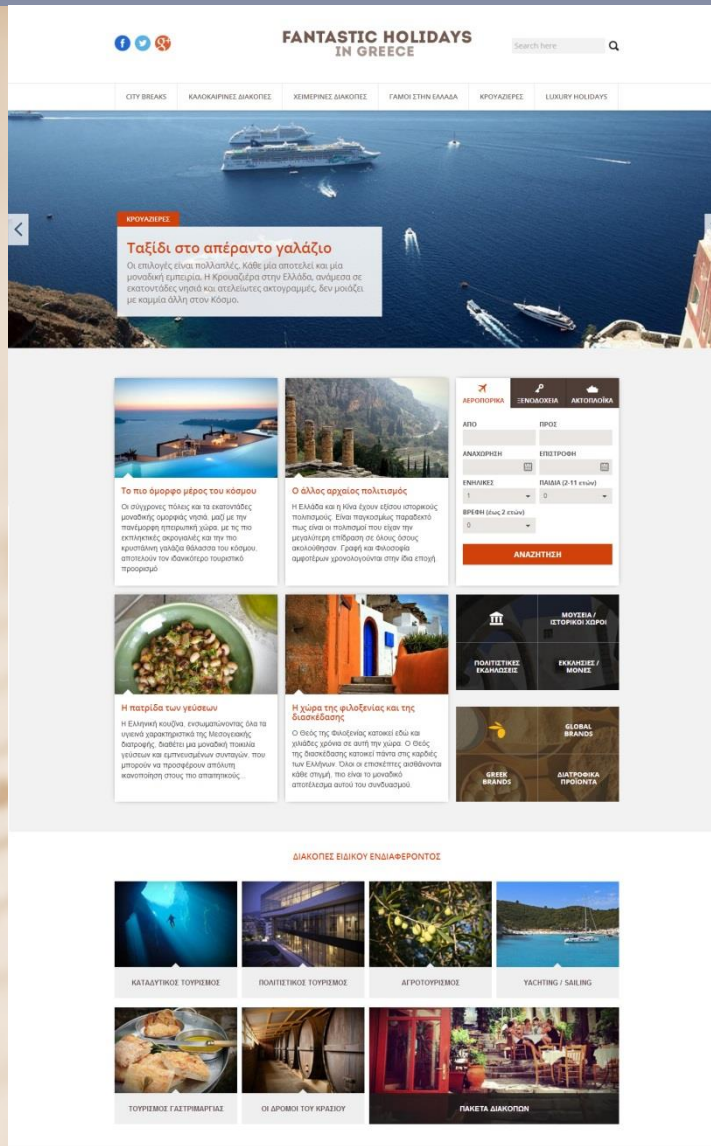
- In this **huge Chinese Market**, which becomes even bigger every year, there is a remarkable part (22% for 2014) which would like to visit Greece for Long-haul vacations (*Brand USA custom study data*)
- Compared with that 22%, the today's actual Chinese Tourists who visit Greece is a very small (near zero) portion, counting **28.328 tourists in total for 2013** (< 0,03% of Chinese Outbound Tourism) and **47.482 tourists** for 2014 (according to the official Greek Statistic Bureau data)

This means that – with the right conditions – the today's actual trips of Chinese Outbound Tourists to Greece could be increased more than 50 times (5.000%) within the next years

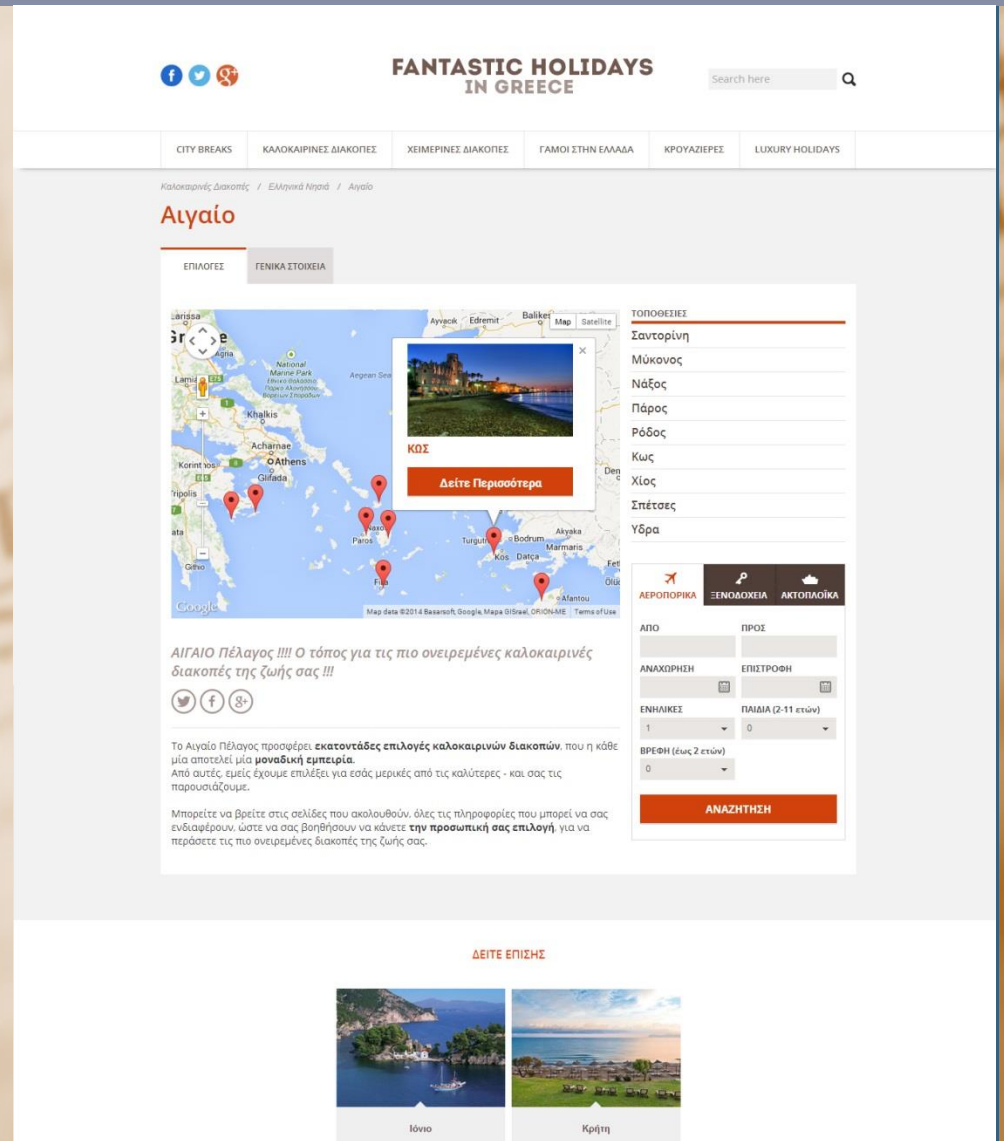
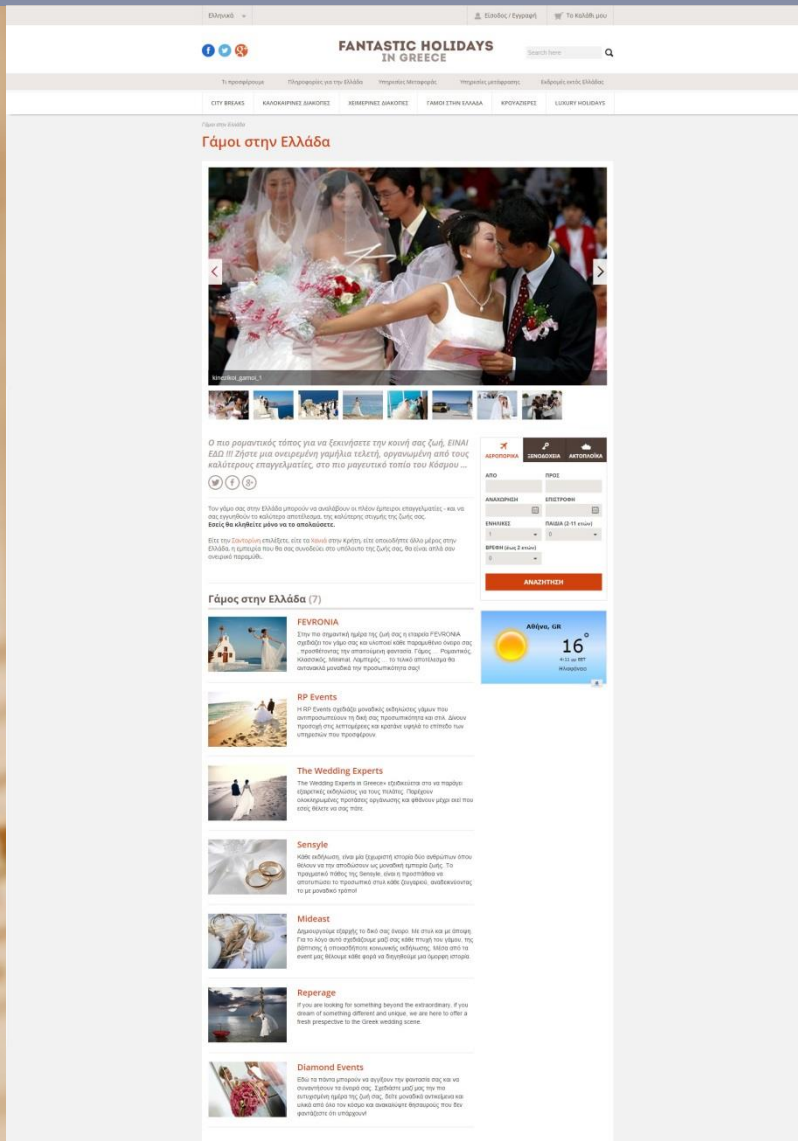
Our project

- The ONLY way to address effectively the (B2C) Chinese Market is on-line. So, we have developed **THE MOST POWERFULL Destination Management Portal (DMP) for Greece**, build upon the specific needs and likes of Chinese tourists
- Our DMP has certain **unique characteristics**, of a Touristic Market-place which offers strong competitive advantage, such as:
 - Certain suggested destinations, chosen upon the Chinese tourists preferences (for City Breaks, Summer vacations AND Winter vacations)
 - Extensive information, covering **EVERY possible tourist need** and places of interest, for the chosen destinations (with info, photos, maps, etc)
 - Complete range of **ALL the available tourists activities**, for the chosen destinations (with info, photos, maps, etc)
 - On-line booking capabilities **for ALL the possible activities, covering EVERY possible needs** (including e.g. transfers, museums, trips - excursions and theme tours, entertainment, shopping, bars, special interests tourism, etc)

Our project (sample screens)



Our project (sample screens)



The team



**John
Vatikiotis**

Founder, 25

Environmental Engineer
with education in
finance.



**Manolis
Orfanoudakis**

General Operations
Manager, 49

MSc in Information
Systems Engineering

Over 20 years of
multinational
experience
Management positions
for Greek and
Multinational
companies



**Dimos
Vatikiotis**

Pioneer Field founder,
53

Managing Director of
Dionic SA. Founder of
start-up companies

Over 20 years of
experience in General
Management positions
for Greek and
Multinational companies

The team (Bios)

- **The current team exists on :**
 - **John Vatikiotis, 25** – founder /major shareholder
 - **Manolis Orfanoudakis, 49** – General Operations Manager
 - **Dimos Vatikiotis, 53** – major shareholder of Pioneer Field Ltd
- **John** completed his studies in Environmental Engineering at the University of Crete. During the same period, developing interest in the field of finance, had parallel studies at Deree College, taking individual financial courses. Today he is focused on Fantastic Holidays in Greece's development.
- **Manolis** holds an MSc in Information Systems Engineering from South Bank Uni, London. He has more than 20 years of multinational experience working in the areas of consulting, Internet and mobile marketing & advertising, IT services and as B. U. Manager and Managing Director in Greek and Multinational companies in Greece and abroad. His last position was as Sales Director for PK Consulting Dubai.
- **Dimos**, who is a Technical Engineer and has over 30 years of business experience, working as Sales Director, General Manager or Managing Director in Greek and Multinational companies, as well as Founder and shareholder of Greek Start-up companies. Today work as Chairman & Managing Director of Dionic SA and he is co-founder and Director of Pioneer Fields Ltd.

Fund needed and Use of it

- **One Hundred and Fifty K (150.000) Euro** Funding is requested

The use of the funding is planned as follows:

- The investment amount is needed in order the company to become operational
- The current company's offices are in Dionic's premises (at Acharnai, Athens), where will remain and after starting the operational mode
- There is also an existing (ΕΣΠΑ) funding approved – remain to be fulfilled

Activity	Budget
Start-up costs	40 K Euro
Payroll	80 K Euro
Operational expenses	10 K Euro
Digital Marketing consulting	10 K Euro

The financials

Profit & Loss Statement

Κατηγορία	1ο Έτος	2ο Έτος	3ο Έτος	4ο Έτος
Κύκλος Εργασιών	732.379 €	2.563.315 €	7.490.418 €	19.044.247 €
Μείον: Κόστος πωλήσεων	481.800 €	1.005.220 €	1.873.187 €	3.087.317 €
Μικτά αποτελέσματα (κέρδη) εκμετάλλευσης	250.579 €	1.558.095 €	5.617.232 €	15.956.930 €
% Μικτού κέρδους	34,21%	60,78%	74,99%	83,79%
Αποτελέσματα προ τόκων, αποσβέσεων & φόρων	49.175 €	853.184 €	3.557.367 €	10.719.762 €
% επί κύκλου εργασιών	6,71%	33,28%	47,49%	56,29%
Αποτελέσματα προ αποσβέσεων & φόρων	49.175 €	853.184 €	3.557.367 €	10.719.762 €
% επί κύκλου εργασιών	6,71%	33,28%	47,49%	56,29%
Αποτελέσματα προ φόρων	47.675 €	851.684 €	3.555.867 €	10.719.762 €
% επί κύκλου εργασιών	6,51%	33,23%	47,47%	56,29%
Καθαρό Αποτέλεσμα	35.279 €	630.246 €	2.631.341 €	7.932.624 €

The background of the slide features a faint, sepia-toned image of a financial chart, likely a stock price or index over time, with a grid of horizontal and vertical lines. A solid blue border frames the entire slide.

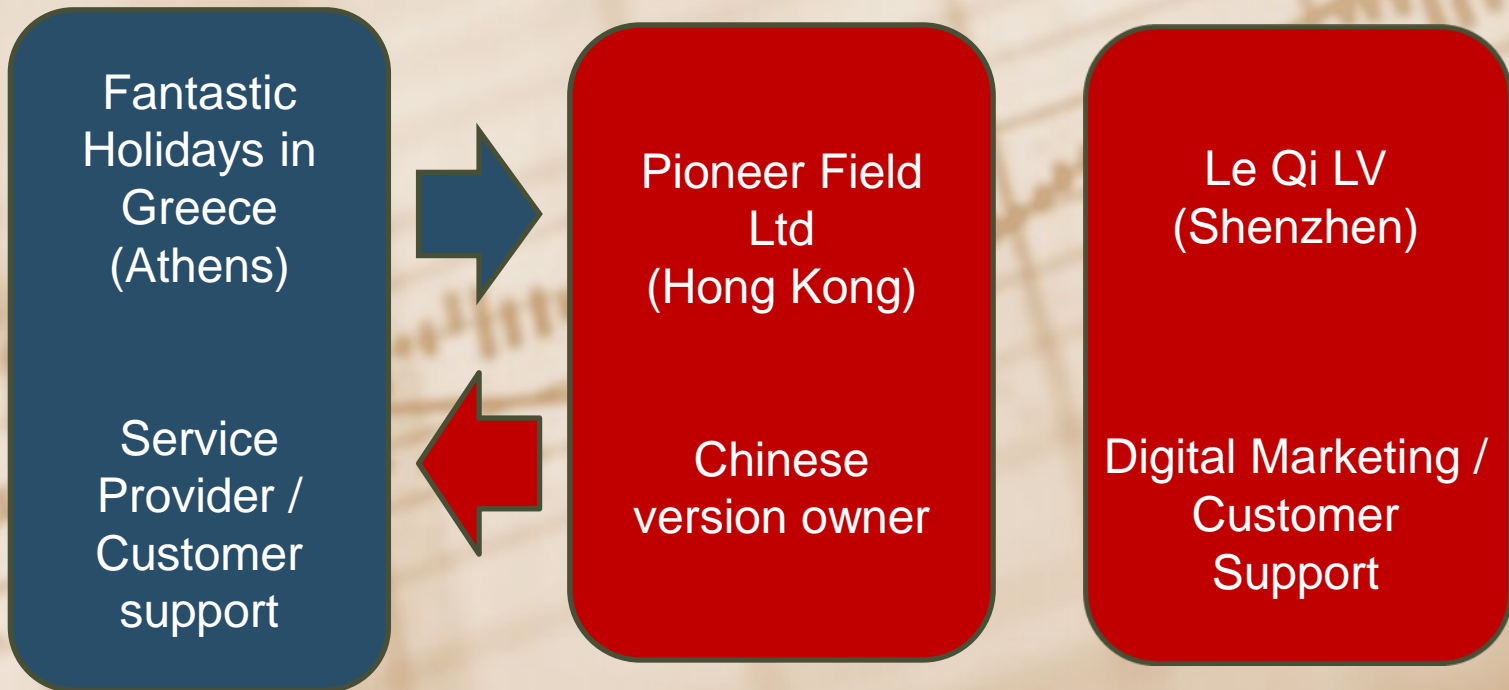
**Ευχαριστούμε
για την προσοχή σας**

Αθήνα, Δεκέμβριος 2015

Additional (supporting) slides

Athens, December 2015

Business structure



Vertical Affiliations

Airplane Tickets

- Chinese Affiliate
- (C-trip / Qunar, etc)

Hotel Bookings

- Vertical Affiliation
- Booking.com

Restaurants / Taverns

- Vertical Affiliation
- e-table.gr

Yachting / Sailing

- Vertical Affiliation
- Incrediblue.com

Beaches multimedia

- Vertical Affiliation
- tiprinvew

Tours & Excursions

- Vertical Affiliation
- Key Tours
- Additional local co-operations

Outdoor Activities

- Vertical Affiliation
- Trekking Hellas

Greek Organization

Λίστα Προσωπικού	Έτος 0	1ο Έτος	2ο Έτος	3ο Έτος	4ο Έτος
Management					
MD	1	1	1	1	1
GMO	1	1	1	1	1
Προσωπικό					
Υπεύθυνος αντιπροσώπων / συνεργατών	1	1	1	1	1
Παρακολούθηση κρατήσεων		1	5	10	15
Υπεύθυνοι οικ. Εκκαθάρισης συνεργατών		1	2	3	4
Customer Support		2	6	15	25
Secretary / Εισαγωγή περιεχομένου		1	2	4	4
Developer	1	1	2	2	2
Υπεύθυνοι διαχείρισης περιεχομένου	2	2	2	2	2
Υπεύθυνος ελέγχου μεταφράσεων	1	1	1	1	1
Υπεύθυνος προσωπικού			1	1	1
M/Γ υποστήριξη			1	2	2
Εξωτερικές εργασίες		1	2	5	8
Σύνολο	7	13	27	48	67

The MARKET:

Chinese Tourism and Greece

- Chinese Outbound Tourists Market is **the biggest in the world** – and , at the same time, the **fastest growing** one (*according the World Travel Organization data*)
- Chinese outbound tourists are also the **biggest spenders in the world**, reaching \$128,6 B (USD) annual spending in 2013 and \$164,8 B (USD) in 2014
 - Greek islands, as well as Greece in general is among the **most preferable and aspirational long haul** tourist destinations of the world
 - However, Greece is very low positioned in the Chinese Tourist Market (almost non-existent), **with current Market-share far below 1%** (0,029% in 2013 and 0,041% in 2014)
- Greece, as a tourist destination, can lead to great profits, since there is:
 - ❖ Lack of current promotions of Greece as destination in the Chinese Tourist market
 - ❖ Shortage of **structured tourism information of Greece** available to the Chinese tourists

The Market size

- 98,19 Million Chinese travelled abroad in 2013 and around 115 Million in 2014 (*CNTA data – China National Tourism Administration*), making the Chinese Outbound Tourists Market size **the biggest in the world**
- At the same time, the Chinese Outbound Tourists Market is growing with more than 18% y-o-y, for the last 3 years, making it the **fastest growing** one in the world (in 2012 18,41% up from 2011, in 2013 18% up from 2012 and in 2014 19,49% up from 2013)
- The prediction for the next years is that the growing trend is on track to reach 200 Million outbound travellers by 2020 (*CLSA's report: Social Pressures – Chinese tourists keep exploring*)
- Chinese outbound tourists are also the **biggest spenders in the world**, reaching \$128,6 B (USD) annual spending in 2013 and **\$164,8 B (USD) in 2014**, while USA outbound tourists, which are in the second place reached \$86,2 B (USD) in 2013 (*UNWTO data – the United Nations World Tourism Organization*)

Our project

- The Greek version of DMP **is completed** (functionality, destinations info, photos, maps, lists of local tourist enterprises, stores, transfer services, etc). We are working now on the contracts signing with the local enterprises and tourists professionals – and on the web-site content **translation** (Chinese version)
 - The ownership of the Greek version and the local agreements handling, belongs to Fantastic Holidays in Greece IKE, which will act as **the exclusive service provider** of our Chinese company: Pioneer Field Inc. Limited
- Pioneer Field Inc. will establish **the Chinese co-operations** (with the local Digital marketing Agency, Chinese Social Media platforms, Baidu, Chinese Affiliate Marketing partners, Data Center, etc), implement **the (digital) promotion** of our DMP to the Chinese Market and deliver the **local Customer Support**
- The TARGETED starting point is on April, 2016

The Business Model

- Our Go-to-Market model is completely **B2C (on-line)**
- We have developed a promotion plan, **based 100% on Digital Marketing (Social Media, mobile advertising, Baidu (Search Engine) paid ads)**
- The bookings will be on-line, with availability of Customer Support
 - We will build co-operations with **Chinese Affiliate Marketing networks** to provide the standard services (Air-plane tickets, Hotel bookings)
 - We will provide **the on-line bookings** directly **for all the other services** (local transfers & ground transports, local sightseeing, tickets & passes, restaurants, museums, galleries, day trips and excursions, cultural & theme tours, cruises, sailing & diving, shopping, bars and clubs, etc) **via printed vouchers**
- Our income will be generated from agreed margins on all of the transactions (on-line bookings)

Competition

The project is unique.

There is not direct competition (globally), at this point of time, since:

- **There are no Travel Agencies** which operate (specifically) on the **Chinese Market promoting Greece**, as a Tourist Destination
- **There is not any tourist web-site** which provides **structured information about Greece**, as a Tourist Destination, to Chinese people
- **There are not any Travel Agencies** which offer to Chinese Tourists the capability to **modify their visit in Greece**, by themselves, according to their own preferences
- **There are not any e-travel web-sites**, which provide the functionality of **on-line booking to ALL the tourist activities**, which would interest a candidate visitor
- **There are no Travel Agencies** (in general) which operate on the targeted Market **focusing on the In-bound tourists of a certain Destination**

Competition

There is only in-direct competition, which is **very weak**, since:

- There are few Chinese Travel Agencies, which offer **very limited choices to Chinese tourists for visiting Greece, without any essential information** (e.g. Ctrip.com, Qunar.com, go.qq.com, eLong.com)
- They provide only packaged offers, which include only **basic services (air-tickets and accommodation)**, without any capability for the tourists to modify their visit in Greece, by themselves, according to their own preferences
- Given the fact that more and more Chinese travelers are roaming the planet **on self-organized tours**, freed from being the hostages of tour guides and the limitations of mainstream Chinese tour operators, **this is a HUGE opportunity of a well-organized OTA**
- **The big players** of the global Travel business (big global Travel Agencies) **have not strong presence in the Chinese Market** – and they **do not include Greece in their proposed destinations, anyway**