

A full-page background image of a lush green Tuscan landscape. In the foreground, a vibrant green field stretches across the frame. In the middle ground, a dense cluster of tall, slender cypress trees stands on a slight rise. In the background, a small white building with a red roof is visible on a distant hill under a clear blue sky.

GOTUSCANY.INFO

**YOUR PROFESSIONAL RENTAL PARTNER FOR
HOLIDAY ACCOMMODATIONS WORLD WIDEWIDE**

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ABOUT GOTUSCANY.INFO

The website GoTuscany.info is a professional tourism website focused on the region of Tuscany in Italy. It's philosophy is to offer **high quality private accommodation** to travellers world wide.

Our success is based on:

- 1 a high service orientation
- 2 an international and multilingual team
- 3 a deep understanding of the client's needs
- 4 a strong dedication to quality & formality
- 5 a successful world wide marketing strategy
- 6 an advanced reservation system developed for private holiday rentals
- 7 insider travel information as important element of our marketing concept



GoTuscany.info is part of THE GO-GROUP which runs professional tourism websites since 1999.
Founder of THE GO-GROUP is Michael Glögger.

The current rental target markets of THE GO-GROUP are Spain and Italy. More than 5.000 private holiday accommodations are being managed professionally through the various web sites within the THE GO-GROUP.

Over the last 13 years THE GO-GROUP has gathered a stock of nearly 50.000 potential clients which receive season specific offers by email several times per year.

Some relevant websites of THE GO-GROUP are



PROFESSIONAL FULL SERVICES FOR YOU

As renting of private holiday accommodations is getting more and more professional our clients expect a **formal and well organized service** from us.

FROM REQUEST TO BINDING BOOKING

GoTuscany.info handles the entire booking process in order to turn an incoming request into a **binding reservation**. This includes the communication with the clients and landlords in **6 languages**, consultations for clients and landlords, the claiming and handling of advanced payments, the contractual link with the client, the issuing of a voucher and many other efforts, to convince our clients to finalize their reservations.

PROVISION OF AN EFFICIENT TECHNOLOGICAL PLATFORM

The core of our performance is a complex but highly efficient reservation software which perfectly meets the requirements for the business of private holiday rentals. It consists of a **modern reservation system** and an administration area for landlords.

THE RESERVATION SYSTEM

The reservation system enables our customers to find holiday accommodations matching their personally selected choices. A big advantage is the immediate **online calculation of rental prices** as well as the checking of availability for requested periods respecting any blocked or reserved period. The inclusion of new technologies allows you to present your holiday accommodation with pictures, videos and descriptions in up to 6 languages.

THE ADMINISTRATION AREA

The landlord log-in enables you to **easily manage your accommodation** offers and to keep yourself updated about your reservations and requests. Our fantastic pricing module lets you define extra prices for obligatory or optional extra services, or specify different discount types for any season you like. All price components will be summed up to **one final rental price**, which makes it easier for our clients to make a booking decision.

EXPERIENCED EDITORIAL DEPARTMENT

The members of our editorial department count many years of experience in properly describing a holiday accommodation. Before any new accommodation goes online, we will check the entered data and provide a **professional description**.

TRANSLATION BY NATIVE SPEAKERS

The translation of a description is not being provided by translation software, but by **native speakers** in order to guarantee the standard.

PERSONAL AND PROFESSIONAL SERVICE

Our team members are service oriented, help you to find the best description and prices and talk to you in **your mother tongue**.

ONLINE TRAVEL GUIDE & EVENT CALENDAR

Our portal GoTuscany.info provides countless **interesting informations** about the place and region, as well as insider tips on how to get here or what to see. Our international clients appreciate our hand-picked information about sports offers, upcoming events, recommendable restaurants, shopping offers, nightlife guide and much more.



WORLDWIDE ONLINE MARKETING

The marketing strategy of THE GO-GROUP is fully online based. Thanks to our professional **in-house online marketing department**, all our websites reach a worldwide visibility throughout all channels.

1

SEARCH ENGINE MARKETING

The key marketing strategy focuses on an excellent positioning of GoTuscany.info on

Google™ bing™ YAHOO! Яндекс

and many more national or regional search engines.

As clients usually make searches in their mother tongue we create top positions for websites not only in English or Italian **but in all languages** of our target markets :



2

INSIDER TRAVEL TIPPS CAUSE VISIBILITY

A long term analysis carried out by THE GO-GROUP on the search behaviour of travelers has shown that nearly 80 % of all visits are being initiated by searches referred to **specific touristic information**.

Therefore all websites of THE GO-GROUP contain a wide range of touristic insider information such as:

- city information,
- information on beaches, sports, leisure activities,
- events and night life,
- restaurants, bars, clubs,
- how to arrive,
- and many more.

E-MAIL MARKETING

The client database of THE GO-GROUP contains more than **200.000 email addresses** of potential clients.

All clients of THE GO-GROUP receive season specific offers several times a year which significantly increases the number of inquiries.

SOCIAL NETWORKS

GoTuscany.info is having a well frequented **website in Google +1** creating frequent visits and recommendations by past and future customers. Up to date travel offers posted on Google +1 make our website an attractive meeting place for our clients.

THE 10 STEPS OF A RESERVATION

The 10 steps of a reservation from the request to the rest payment of the rent:

1

IDENTIFYING AVAILABLE ACCOMMODATIONS

Our clients can request any accommodation in the offer range as long as they are available for the requested period. The system **recognises automatically** which offers are already booked and lists only **available accommodations**.

2

IMMEDIATE CALCULATION OF THE RENTAL PRICE

Our reservation system calculates in **real time the exact price based** on the period, number of persons and optional extra costs. The shown price includes our success based commission.

3

WE WILL CONTACT YOU AT ONCE

After our client has made his request, you immediately **receive an email** and a **SMS** in your language showing the exact price calculation and asking to confirm the availability.

4

FULL FLEXIBILITY IN ACCEPTING INQUIRIES

You can **accept** an incoming reservation request or reject it within a maximum of **12 hours**. In case you accept our request, we will send our client the corresponding confirmation of availability.

5

REQUEST PREPAYMENT

We ask our client for the obligatory **prepayment** to be paid **within 3-5 days**. The amount of prepayment includes your chosen percentage of advanced payment and our commission.

6

REMINDER TO EFFECT PREPAYMENT

One day after our client received our request of payment, we will send him a **reminder** to immediately **pay the prepayment**. If the amount remains unpaid, then we have to cancel the request and inform you about the recent cancellation by email.

7

VOUCHER SENT TO CLIENT

If we do receive the prepayment of the client, the inquiry turns into a **binding reservation** for both sides. The client will receive from us a voucher with your contact data in his language.

8

IMMEDIATE TRANSFER OF PREPAYMENT

We transfer you **immediately** your amount of prepayment onto **your bank account**.

9

BOOKING CONFIRMATION SENT TO YOU

After receiving the client's prepayment, we will send you a **booking confirmation in your language** showing an exact calculation of the rent, the prepayment sent already to you, the amount of rest payment and the contact data of the client.

10

REST PAYMENT

The rest payment will be made by GoTuscany.info **before the arrival of the client** onto your bank account.

IT'S EASY TO WORK WITH US

NO MONTHLY OR HIDDEN COSTS

GoTuscany.info offers an easy and **most flexible way** to rent your holiday accommodation world wide:

- GoTuscany.info works exclusively on a **success based commission**
- Our commission is included in the sales price shown online
- You have full control to **decide your rental prices**
- There are **no** monthly or hidden costs
- The registering of your ad is **free of charge**
- There is **no obligation** to accept any of our inquiries
- You are free to rent on your own behalf
- Our wide range of services is fully covered by the commission
- All the marketing costs are being paid by us
- We are happy **to assist you** in any matter

WHAT YOU NEED TO TAKE CARE OF

- Provide us with an realistic description and good pictures
- Accept or refuse an inquiry within 12 hours
- Reservations confirmed by you are fully binding
- Update your rental prices once for the full year
- Keep your booking calendar always updated

HOW TO GET STARTED?

Simply register yourself on our website and add you accommodation offer:

<http://www.gotuscany.info/it/user/register>





YOUR REGIONAL PARTNER

INSERTION OF ACCOMMODATIONS

THE GO-GROUP - GOTUSCANY.INFO
Regional Partner
Mrs. Natalie Fritsch
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ADVERTISE YOUR BUSINESS

THE GO-GROUP-GOTUSCANY.INFO
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