

Bookings all year long.

You provide a great house, we ensure the excellency in sales.

Naturaki, what do we do

At Naturaki we manage touristic accommodation and independent rural houses. We extensively use internet both as a technical and promotional tool, in order to offer an integrated service to all owners, which enables a higher occupation of the accommodation as well as a reduction of costs, this way increasing return on investment.

How do we work

We work exclusively. This allows us to:

- Be faster and more efficient in all services.
- Instantly confirm the availability of an accommodation – by email, by phone and online.
- Create a centralized booking system.
- Avoid the risk of duplicate bookings.
- Avoid having to confirm every booking request with the owner.
- Promote and advertise more intensively in different websites.
- Develop a personalized online campaign for every accommodation, assuming the costs ourselves.
- Create an ongoing commercialization work all year long.

We work on commission. This allows us to:

- Ensure that the cost we assume is based on the volume of bookings we make. We charge for what we generate, not for the promise or expectation of what we can generate.
- Match your goal with ours. Both parties want the maximum volume of bookings for the accommodation at the end of the year. We are looking for a real deseasonalization
- The commission includes all promotional costs (advertising, portals, web, maintenance,

photographs, etc). This allows the accommodation to keep score of the advertising costs.

- We charge between 17.5% and 20% + VAT (depending on accommodation, availability given by the owners and billing volume achieved) on the annual billing generated by the accommodation.

Which is our work process

First step

- We visit the accommodation and value its potential. No fees charged and no commitment.
- We make a proposal for the commercial focus of the accommodation (how we intend to sell it), the improvements to be made in the short and long term (if any) and the estimated annual turnover.
- If necessary, we specifically indicate the improvements to be made and help you throughout the process of redecoration and / or re-launching of the accommodation. We will even go shopping with you, in order to minimize the cost of this redecoration and to follow Naturaki's quality standards.

Once the lodging is ready to be marketed

- Photo shooting.
- Preparation of all necessary material: inventory, services, characteristics
- Assistance in the final prices setting (according to the demand and characteristics of the accommodation).
- Creation of the website
- Change of telephone number by Naturaki and redirection of the email of the house to info@naturaki.com.
- Registration on the Naturaki system (website + booking system).
- Personalized promotion of the accommodation (valuing the effectiveness of existing promotions).

Once inside Naturaki

- We start by answering the telephone requests, via email and via the web for the respective accommodation. The goal is to respond with maximum time availability and as quickly as possible. We offer customer service 7 days a week.
- If other similar accommodations are fully booked, we will forward those requests to your accommodation. The advantage of cross booking.
- Once a customer wants to make the booking, we register him in the reservation manager and he is requested to pay the booking fee.
- You have an extranet through which you can check at any time all reservations for your accommodation and their status (Pending of booking fee, confirmed, etc) in real time. It is exactly the same information that we have written down in our central system. We also offer personalized rental contracts in 4 languages.
- Once the booking fee is paid, the booking confirmation is sent to the client and a copy of the confirmation is also sent to you in your email. In this email we give your contact details to the client.
- The client, a few days prior to the arrival, will call you to confirm the arrival time at the house. Otherwise, you also have their contact phone number.
- The check-in is made directly by you, making the relevant rental contract, charging the remaining amount of the stay and the deposit fee.
- Should the clients have any problems or doubts during their stay, they will contact directly with you.
- The check-out is also done by you, while supervising that the house is in the proper conditions.
- The day after their stay, we send the clients an email to rate their stay and leave an opinion either on the website of the accommodation or on one of the portals where your accommodation is advertised.

Which are our principles?

- Development of own technology, including the booking system.
- Quality throughout the whole process in order to ensure the satisfaction of the final customer.
- Quality accommodation.
- Prices designed to maximize the annual turnover of the accommodation.

What are the advantages that we offer?

- Time saving.
- Higher volume of bookings (cross-booking, deseasonalisation, etc)
- Sales and marketing experts dedicated especially to you (are you an expert in web analytics?, do you know which are the most profitable portals?, do you know where is it worth it to advertise and where not?, do you know how to make AdWords campaigns in Google?, what about optimizing them?, do you know how to advertise on facebook?, do you fluently speak Catalan, Spanish, English and French?, are you an expert in facebook?, are you an expert in twitter?, what do you know about positioning?, do you have an effective and quick promotions system?, etc).
- Marketing (promotion, web, maintenance, image, etc) becomes a variable cost.
- Advertising on a different scale and with volumes that a single house can not assume.

Some figures

- More than 24,600 visits per month on our website (a single house has an average of about 600-800). Source: Google Analytics. + 27% over last year
- Quarterly mailing to 37,000 people (09/10/2017).
- Mailing with last minute promotions to more than 5000 people.
- We have increased the billing in all the accommodations we have taken so far, and by more than 17.5%.
- During 2017 more than 18% of the guests were from abroad.
- More than 18.800 people staying in our homes the last 12 months.
- More than 4240 real customer reviews.
- 55 houses currently managed, all in the province of Girona.

FAQ

I'm afraid to give you the exclusive business management.

Providing us with the commercial management is an important step that generates many doubts at first, since it supposes outsourcing a key part of your business. Therefore, the management contract is renewed annually and can be canceled in the year that is desired by reopening Naturaki the previous website and the previous configuration and also guaranteed a minimum volume of annual reserves. No penalty is applied.

Our experience in rural tourism and tourist accommodation goes back to 1999, with 16 years of experience. During this time we have seen many companies that promise bookings for the accommodation, even if not exclusively. The problem is that they only send reservations during high season. We manage them exclusively because the billing volumes that an accommodation generates annually, makes it impossible to pay all the expenses that entails the commercial effort necessary to book the whole year, including the low seasons, if it's not managed exclusively. When approximate the billing of the house, we do this in view of the statistics of the 55 houses we are already managing.

If you manage the house exclusively, can we also book directly?

In order to unify the bookings and to homogenize the entire process, this is not possible. Should customers directly contact you, simply give them our contact, telling them that Naturaki are the ones managing the bookings. Then we attend the booking request and take the necessary steps to confirm it.

Is the house still available for us?

Yes, the house is still at your disposal at all times. You only give us the commercial management, it is not a rent. We also give you up to 8 days in low season (4 weekends) so that you can enjoy the house by yourselves or with friends, etc. In certain accommodations these conditions can be

agreed with the owner.

What happens if we give you the management and you don't generate bookings?

The first thing that would happen to us is that we would lose money because adding a house in Naturaki has a significant cost (photo shooting, web, marketing, promotion on the websites) and until we don't generate a minimum level of bookings we lose money because we don't cover the costs that we assume. We're not interested in having a house on our website that does not generate bookings, since it occupies a commercial space (the same as a shopwindow) that does not monetize.

Therefore, our goal is the same as yours. If, for whatever reason, we do not achieve this volume, you can cancel the contract with us and re-manage your bookings.

Should we want to leave Naturaki?

We tirelessly work so this is not the case, but if you decide to leave, you can continue to market the house directly without problem. You simply have to notify the recession of the contract.

We have been marketing the house for years and we have our own customers

This is positive and says a lot about the accommodation. It is a fact that the consumer of rural tourism will come back to this type of holidays, but rarely repeats an accommodation. We bring all the clientele we have already made, the clientele of the rest of the houses that we can derive and you bring your own clientele. We probably bring you more customers than you already have, but the combination of our customers, customers from the other houses and your own customers generates a win win situation.

¿ How do you work with the foreign market?

To achieve this, we advertise in foreign markets through specific portals (which have multiple languages or exclusively in English), we have webs translated in several languages, we speak fluent English and French and also collaborate with foreign agencies. We must keep in mind that it is a market that mostly demands proximity to the sea

Do you rent only rooms in a rural lodgement?

No, we only rent the full house.

¿Do you work with self-catering cottages with multiple accommodations within the same complex?

We will study each case in particular.

Can you manage everything?

Yes. We can rent it, at a fixed monthly price or depending on the volume of bookings.

Last, but not least, we can give you the contact of any of the owners to whom we manage the house so that they give you their opinion about how they feel working with us. You just have to ask, without any commitment.