

A scenic photograph of a beach with several people paragliding in the sky. The sky is blue with scattered white clouds. In the background, there are green mountains. The foreground shows a grassy dune area. A blue and green wavy graphic separates the image from the text below.

# **GOTARIFA.COM**

## **YOUR PROFESSIONAL PARTNER FOR HOLIDAY RENTALS WORLD WIDE**

### **CONTENTS**

- 1 / About Us ▶
- 2 / Full Service ▶
- 3 / Worldwide Marketing ▶
- 4 / Steps of reservation ▶
- 5 / Working with us ▶
- 6 / Contact ▶

## ABOUT GOTARIFA.COM

The website Gotarifa.com is a professional tourism website focusing on the region of Tarifa, Cádiz in Spain. Its philosophy is to offer high quality private accommodations to travelers 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 & seriousness
- 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



Gotarifa.com is owned by THE GO-GROUP - I.R.E. Ltd. which runs professional tourism websites since 1999. Founder and managing director of THE GO-GROUP is the engineer Michael Glögger.

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

Over the last 13 years THE GO-GROUP has achieved to gain nearly 50.000 potential clients which receive several times per year season specific offers by email.

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 serious and well organized service from us.

#### FROM REQUEST TO BINDING BOOKING

Gotarifa.com 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 our many other activities, convincing 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 new pricing module lets you add extra prices for obligatory or optional extra costs, or define different discount types for any season you like. All price components will be summed up to one final price, this makes it easier for our clients to make a buying decision.

#### EXPERIENCED EDITORIAL DEPARTMENT

The members of our editorial department count many years of experience in properly describing a holiday accommodation. Before any new offer 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 a translation software, but by native speakers making perfect translations.

#### 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 Gotarifa.com provides countless interesting informations about the place and region, as well as insider tips on how to get here or what to do. In our experience, the clients like our hand-picked information about events, restaurants or shopping.



## WORLDWIDE ONLINE MARKETING

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

1

### SEARCH ENGINE MARKETING

The key marketing strategy focuses on an excellent position of Gotarifa.com on

Google™ bing™ YAHOO! ЯНДЕКС

and many more national or local search engines.

As clients mostly 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 get created by searches referred to specific tourism information.

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

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

### E-MAIL MARKETING

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

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

### SOCIAL NETWORKS

GoTuscany is having a well frequented website in facebook and receives frequent visits and accommodations by its customers. Attractive travel offers posted in facebook make our website an attractive sport for our clients.



### THE 10 STEPS OF A RESERVATION

In the following we describe 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 online 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, we send you an SMS and an email in your language showing the exact price calculation asking for availability.

**4**

#### FULL FLEXIBILITY TO ACCEPT INQUIRIES

You can accept our 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**

#### WE REQUEST A PREPAYMENT FROM THE CLIENT

We ask our client for the obligatory prepayment to be paid within 3-5 days (depending on the season). The amount of prepayment includes your advanced payment and our commission.

**6**

#### REMINDER TO MAKE PREPAYMENT

If the prepayment is not being effected, our client will receive a reminder to pay the prepayment immediately. If the amount remains unpaid, then we cancel the request and inform you about the recent cancellation by email.

**7**

#### VOUCHER SENT TO CLIENT

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

**10**

#### REST PAYMENT IS BEING PAYED DIRECTLY TO YOU

The rest payment will be made by the client at arrival in order to receive the keys from you.

## IT'S EASY TO WORK WITH US

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

## NO MONTHLY OR HIDDEN COSTS

Gotarifa.com offers an easy and most flexibal way to rent your holiday accommodation world wide:

- Gotarifa.com works exclusively on a success based commission
- Our commission gets included in the sales price shown online
- You have full power to decide the rental prices
- There are no monthly or hidden costs
- The inscription of your ad is free of charge
- There is no obligation to accept an inquiry sent to you
- You are free to rent on your own behalf or through other websites
- Our wide range of services is fully covered by the commission
- All the marketing costs are being paied by us
- We are happy to assist you in any means

## WE ASK YOU TO DO:

- Provide us with an realistic description and pictures
- Accept or refuse an inquiry within 12 hours
- Reservations confirmed by you are fully binding
- Maintain the prices always up dated
- Insert periods rented by you in our system

## HOW TO GET STARTED?

Just register youself on our web site and add you accommodation:  
<http://www.gotarifa.com/en/user/register>





## YOUR REGIONAL PARTNER

### INSERTION OF ACCOMMODATIONS

**THE GO-GROUP - GOTARIFA.COM**  
Regional Partner  
Phone: +34 615 668 399  
Email: [propietarios@gocostadelaluz.com](mailto:propietarios@gocostadelaluz.com)

### ADVERTISE YOUR BUSINESS

**THE GO-GROUP - GOTARIFA.COM**  
Advertisement Department  
Phone: +34 615 668 399  
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