



CREATE YOUR OWN WEATHER CAMPAIGN...

You can offer professional weather protection as a value added service in your marketing campaign. CelsiusPro allows you to protect pre-defined weather conditions to benefit your guests and your hotel.

How does it work:

Define the weather condition you wish to protect, and select the nearest weather station in your area. Determine the amount you wish to pass on to your guests in the form of a conditional rebate.

Create a marketing campaign highlighting the concept of a weather protection guarantee, and rebate offered.

Purchase a corresponding weather certificate from CelsiusPro with the total number of rebates/ products sold as your protected amount of coverage.

If your defined weather conditions occur, CelsiusPro automatically pays you the amount of coverage. You then simply send vouchers out to your guests allowing them to claim their rebate.



Why does it work:

With climate change increasingly dominating media headlines, a campaign taking into account weather concerns generates attention, and positions your company as forward thinking and customer friendly. You've created an additional incentive for your guests to stay at your hotel. A low-cost, no-risk weather campaign is a very attractive, and highly effective way to stand out from the competition, and increase sales.

Your Advantage:

- Competitive advantage in marketplace
- Positive brand awareness
- Increased brand loyalty
- Added value for customers
- Return visits from customers
- Customer database retention
- Additional media coverage
- Online interactive quoting system
- Immediate pay-out without submitting a claim

Our Certificates:

-  **Cold Day** - Pays a pre-defined amount for every day that the daily average temperature is below your specified level.
-  **Rain Day** - Pays a pre-defined amount for every day that daily rainfall is above your specified level.
-  **Hot Day** - Pays a pre-defined amount for every day that the daily average temperature is above your specified level.

More certificates, including seasonal, are available

DEFINE YOUR CAMPAIGN...

With our interactive website you define the amount of coverage, and weather condition you wish to protect. Our online tools allow you to instantly compare the weather risk and budget involved for any campaign. The Process below provides an example of how CelsiusPro could work for you:

FOUR SIMPLE STEPS:



1. Weather protection marketing campaign to guest, guest books and qualifies for weather guarantee.

2. Hotel aggregates guarantees and offsets risk with purchase of a CelsiusPro Certificate.

4. Hotel sends out vouchers to guest for rebate redemption. Guests returns to redeem voucher.

3. If Hotel's defined weather conditions occur, CelsiusPro pays out the full amount of coverage to the hotel.

EXAMPLE: - We guarantee you sunshine or have you stay for free! -

A Hotel decides to offer a weather marketing campaign for its guests in autumn. The night at the hotel will be for free if there is excess rain during their holiday. This shall help to increase the occupancy rate in Autumn and to differentiate themselves from competitors.

The hotel wants to offer their guests free nights if it rains more than 2 days during their vacation. The Hotel chooses to protect a contribution margin of EUR 100 per rain day up to a maximum of EUR 1'000 per room. A rain day is defined as a day with more than 3mm of rain and the hotel chooses a deductible of 2 days.

The cost of the campaign was calculated based on last year's occupancy rates and will cost the hotel EUR 25'000. The hotel executes the protection contract and starts marketing the guarantee. Only actual bookings will be charged. Hence, the cost of the campaign fluctuates in line with the bookings!

PROCESS:

1. Structure the guarantee and cost estimate based on previous years occupancy figures.
2. Sign contract and start with marketing campaign.
3. Prepayment for the guarantee.
4. Start of the guarantee period
5. Delivery of actual guests numbers 2 weeks before arrival
6. Individual booking of guarantees
7. End of guarantee period
8. Offset the prepayment with the effective cost of the guarantees and the payouts of the guarantee.
9. Equalisation payment of the party in debt.

PRICE INFLUENCING FACTORS:

Likelihood of rain at weather station:
=> The higher the likelihood, the higher the cost.

Payout per rain day:
=> The higher the payout, the higher the cost.

Definition of rain day in mm:
=> The higher, the lower the cost.

Deductible in days:
=> The higher, the lower the cost.

Length of stay of a guest:
=> The longer, the higher the cost

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CelsiusPro AG

Lavaterstrasse 44 | 8002 Zurich | Switzerland | T: +41 44 205 99 10 | F: +41 44 205 99 19