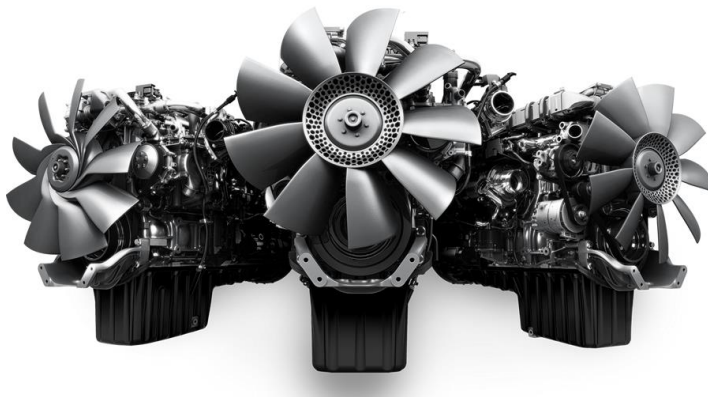


MARKETS ACCESS & DEVELOPMENT (MAD)

UNLEASH THE FULL POTENTIAL OF YOUR SALES MACHINE



We are your hospitality sales capability building partner for training & skill development, operational excellence, talent resourcing and prospect markets advancement.

We are a leading authority on business maximization in a fast evolving and ever more complicated theatre by going against the tide and bringing back simplicity & fun to the hotel industry.

Market access & development is accomplished through the co-creation of fully customized commercial strategies with our partners to insert their product offering in the desired geographical source markets across key B2B channels, meetings industry professionals and airline partners depending on business needs and inherent potential.

AREA OF COVERAGE

Wherever you are placed in the world; your guests are travelling to you from international destinations. Some properties and places are more frequented than other.

It is a rare occurrence that a property's commercial team can provide knowledge, contacts and the overall ability to explore global key and prospect source markets. That is where we come in.

Rather than sign up a representation company on a costly retainer for a full year; MAD services provides you a flexible time specific and geographic focus approach.

The current list of markets in which we operate are:

United Arab Emirates, Kuwait, Qatar, Oman, Bahrain, Saudi Arabia, Turkey, Egypt, Jordan & Lebanon

THE FINE PRINT

- **Who will benefit from this service?** The market access & development offering is geared towards hotels only. Our core concepts relay into everything we do. Rather than do many things well; we aim to do a few things exceptionally.
- **What is included?** MAD is not a representation service, we will not promise every client media placements, PR exposure, a sales force on the ground; it is simply a commercial process to link hotels who desire to explore a specific market where they don't have any experience or ability to do so. It is a B2B high level connection and support service.
- **What if I want more?** Clients interested in a more in depth investment into a certain market or segment along with possible joint travel with an aQedina market champion, exhibition attendance and more. It is possible.
- **How much does it cost?** Pricing varies based on the desired area of coverage, and the depth of approach. A free consultation can be arranged to identify whether or not your property may benefit from enhanced exposure into specific markets; a quote will only be possible afterwards. We aim for results, and will not accept a project if there is no potential return.

AN OPPORTUNITY WAITING
TO BE EXPLOITED

