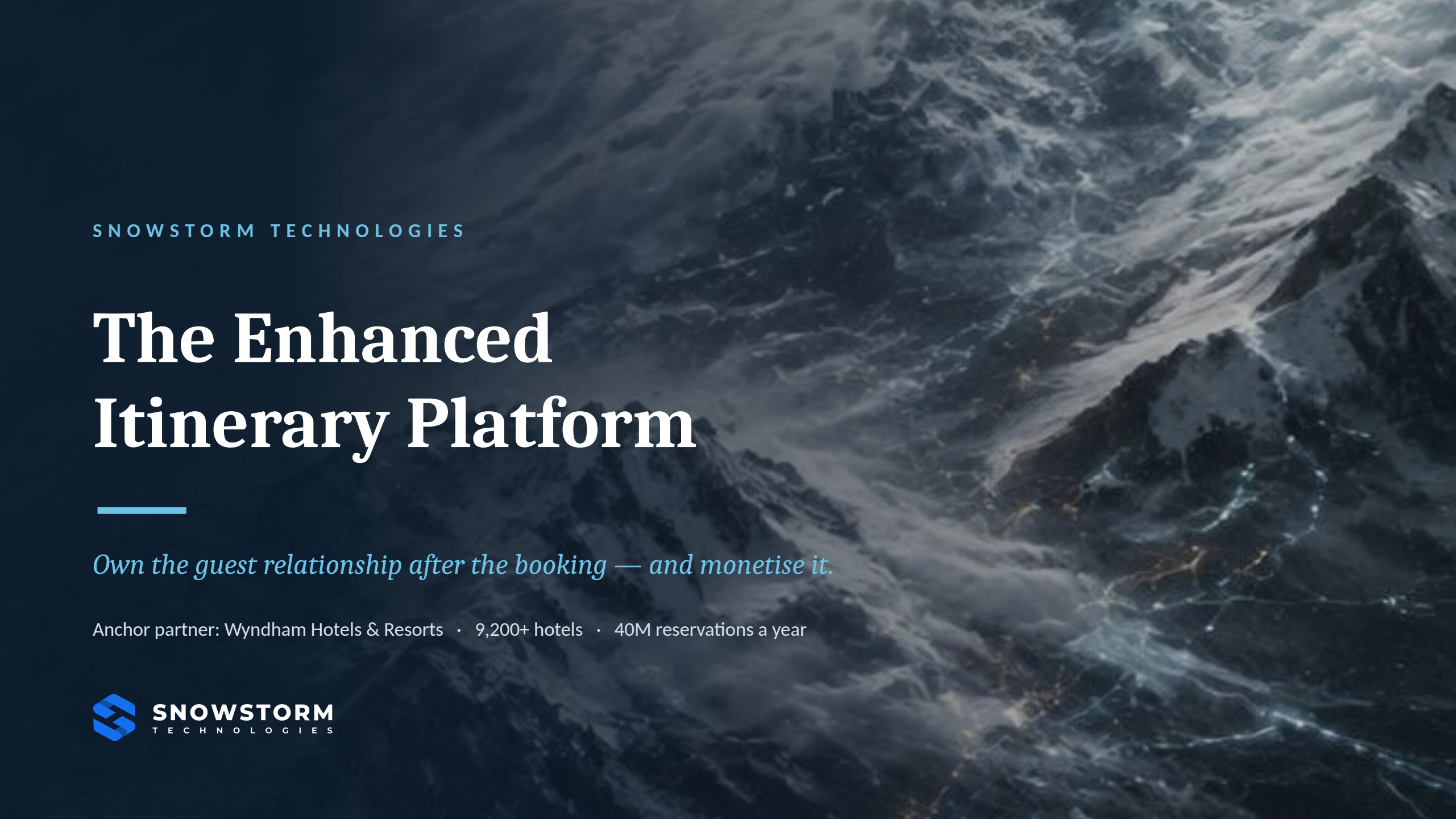


SNOWSTORM TECHNOLOGIES

The Enhanced Itinerary Platform

Own the guest relationship after the booking — and monetise it.

Anchor partner: Wyndham Hotels & Resorts · 9,200+ hotels · 40M reservations a year

SNOWSTORM
TECHNOLOGIES

THE PROBLEM

The booking ends. The journey doesn't.

Between the moment a guest books and the moment they arrive, they will think about their trip a dozen times. Almost none of that attention reaches the brand that sold them the room.

WHERE IT GOES TODAY

- OTAs upsell cars and activities on their own confirmation
- Search engines capture the destination research
- Third-party sites sell the transfer, the tour, the cover
- The brand sends one email and waits

WHAT IT COSTS

- Ancillary revenue earned by someone else entirely
- No relationship built between booking and arrival
- No data on what the guest actually wanted
- A loyalty programme that goes quiet for weeks

> *The confirmation page is the most-opened page in travel, and the least used.*

THE PLATFORM

A living itinerary, under your brand

EIP replaces the static confirmation with a page the guest returns to throughout their trip — carrying your brand, your loyalty programme and your partners, and selling on your behalf at every stage.

Fully branded

Your domain, your design system, your voice. No third-party marks anywhere.

Live reservation data

Every render reads the reservation live. Never cached, never stale.

Five journey stages

Confirmation, pre-arrival, in-stay, post-stay and cancelled — each with its own content.

Ten languages, every currency

The guest sees their booking in the language they made it.

Every screen a guest reaches for

Desktop, mobile and in-room TV, from one platform.

Zero build for you

We integrate to your reservation system. Nothing is built on your side.

THE JOURNEY

Five stages, five reasons to return

The page changes as the trip approaches. Each stage has its own purpose, its own content and its own commercial opportunity.



Confirmation

Cars, activities, transfers, trip protection — and membership offers at peak intent.

One week out

Weather, packing and local guidance. Late add-ons: parking, dining, events.

At stay

Things to do today. Room service, spa, late checkout — mobile and in-room TV.

Post stay

Points earned, receipts, review prompts. The next booking begins here.

Cancelled

Rebooking and credit retention — a reason to come back rather than go elsewhere.

> *Each stage is a separate opportunity to sell, and a separate reason to open the page again.*

WYNDHAM / WEIP + INSIDER

The return journey

The confirmation page closes. The guest relationship continues.

NORTH STAR

100%

email opens — ambition, not a forecast

01 / USEFUL EMAIL / DOCUMENT / LIVE WEIP / RELEVANT COMMERCE

Give guests a reason to come back.

1 BOOKING

Confirmation

Booking details

Calendar + itinerary

Trip essentials

Insider, cars, protection

2 7 DAYS BEFORE

Pre-arrival

Arrival preparation

Itinerary + travel docs

Complete the trip

Transfers, cars, activities

3 CHECK-IN

Arrival

Check-in information

Voucher / stay details

Make arrival easier

Transfers, parking, dining

4 DURING STAY

In-stay

Booked-service updates

Booked-service voucher

Explore the destination

Activities, dining, events

5 AFTER STAY

Post-stay

Folio ready[1]

Hotel-issued folio

Continue the relationship

Next-trip planning, Insider

6 NEXT BOOKING

Return

New booking details

New trip documents

Repeat the journey

Hotels, air, Homes & Havens

02 / ONE LIVE TRIP HUB

WEIP

Guest · Member · Insider

BOOKING ENGINES

Hotels · Air · Cars · Transfers

Activities · Homes & Havens · Protection

PARTNER EXPOSURE + INSIDER

Dining · Parking · Events · Cruises

Relevant placement. More return visits.

03 / SCALE IN SEQUENCE — PROPOSED ROADMAP, NOT A RELEASE SCHEDULE

A Establish the return path

- Connect trusted document sources
- Send expected service emails
- Link securely to the live trip

B Activate the stay lifecycle

- Trigger at seven days / check-in
- Suppress cancelled or stale trips
- Resolve locale + audience rules

C Expand conversion + reach

- Prioritise relevant verticals
- Place Insider in the trip context
- Measure partner reach + bookings

PROVE THE FUNNEL

Delivered → unique trip returns → document access → vertical clicks → bookings → Insider conversion

Service emails only; commercial offers live in WEIP. [1] Hotel folios require hotel delivery/access; never platform-generated.
Open tracking is imperfect; verify engagement with unique trip visits. Document integrations and stage triggers are proposed; availability varies.

THE REVENUE

What the page sells

Every product is booked in place, with live supplier inventory, and appears on the guest itinerary the moment it is confirmed.



Car rental

Major brands, live availability



Activities

300,000+ experiences



Airport transfers

Private and shared, both ways



Trip protection

Cover quoted on the trip



Airport parking

Pre-booked at departure



Flights

Full GDS and NDC content



Homes and villas

Whole-home beside your hotels



Partner offers

Dining, events, card, retail

Supply is ours. You carry no supplier contracts, no inventory risk and no settlement obligation.

YOUR PROGRAMME

Loyalty runs through everything

Earning on every product

Not just the room. Cars, activities, transfers and cover all earn in your currency.

Member pricing, shown as such

A member sees what they save by being a member, on every card.

Recognition at every stage

Tier status, benefits and entitlements carried through the whole journey.

Enrolment at the point of value

A non-member is shown what they would have earned, and offered the programme there.

Paid membership upsell

Where you run one, the itinerary is the strongest place to sell it.

Redemption where supported

Points spent against ancillaries, not only rooms.

PARTNER REVENUE

Your partners, in front of your guests

WHAT WE RUN TODAY

- Co-branded credit card acquisition
- National dining offers, geo-targeted to the stay
- Ticketing and live events
- Streaming, retail and lifestyle offers
- Destination and attraction partners

WHY IT WORKS HERE

The most targetable moment in travel

A guest on a confirmation page has told you where they are going and when — and that moment belongs to you rather than to an ad network.

Measured and attributed

Every impression, click and conversion is attributed, so a partner sees what the placement delivered and you can price it accordingly.

THE OPERATION BEHIND IT

A 24/7 contact centre, in your name

Selling a car rental on your confirmation page means someone has to answer when the flight is delayed. We do.

24/7, every day

Voice, email and chat across time zones, answered in your brand's name.

Full booking servicing

Changes, cancellations, modifications and refunds handled end to end.

Supplier escalation

We hold the supplier relationships, so we resolve rather than refer.

Your brand throughout

A guest never learns that servicing is outsourced, because to them it isn't.

Zero operational burden on your team. No new headcount, no new systems.

HOW IT CONNECTS

One call from you. Everything else is ours.



You send us a booking

A single call at the point of confirmation, with the reservation reference.

We return a link

A personalised itinerary URL, returned immediately and stored against the reservation.

You send the guest to it

In your confirmation email, your app, your booking flow.

We do everything after

Retrieval, content, supply, payment, servicing and reporting.

Typical integration: weeks, not quarters. Your engineering commitment is one endpoint and a link.

PROVEN AT SCALE

Live with Wyndham Hotels & Resorts

Not a pilot, not a prototype. Running across Wyndham’s estate, with every product live and selling.

40M

reservations a year reach the platform

9,200+

hotels across 95 countries

115M+

loyalty members recognised

10

languages, every major currency

> *Wyndham is taking the platform into its own booking flow from October 2026.*



COMMERCIAL MODEL

We are paid when you earn

A revenue share on ancillary sales. No licence fee, no build cost, no minimum commitment.

You pay nothing to launch

No platform fee, no integration charge, no professional services bill.

We share the ancillary revenue

On cars, activities, transfers, cover, parking and partner placements.

Your room revenue is untouched

We do not sell your rooms, discount them, or intermediate them in any way.

Aligned by construction

We only earn when the page performs. Our incentive is your ancillary revenue.

Specific terms are set per partner, against volume and the products enabled.

WHY SNOWSTORM

The pieces only work together

Plenty of vendors sell one part of this. The value is in holding all of it under one brand — yours.

The platform

Built, live, and running at 40 million reservations a year.

The supply

Hotel, air, car, ground, activities and cover, already connected at scale.

The loyalty engineering

Earning, recognition, member pricing and redemption across every product.

Payment and settlement

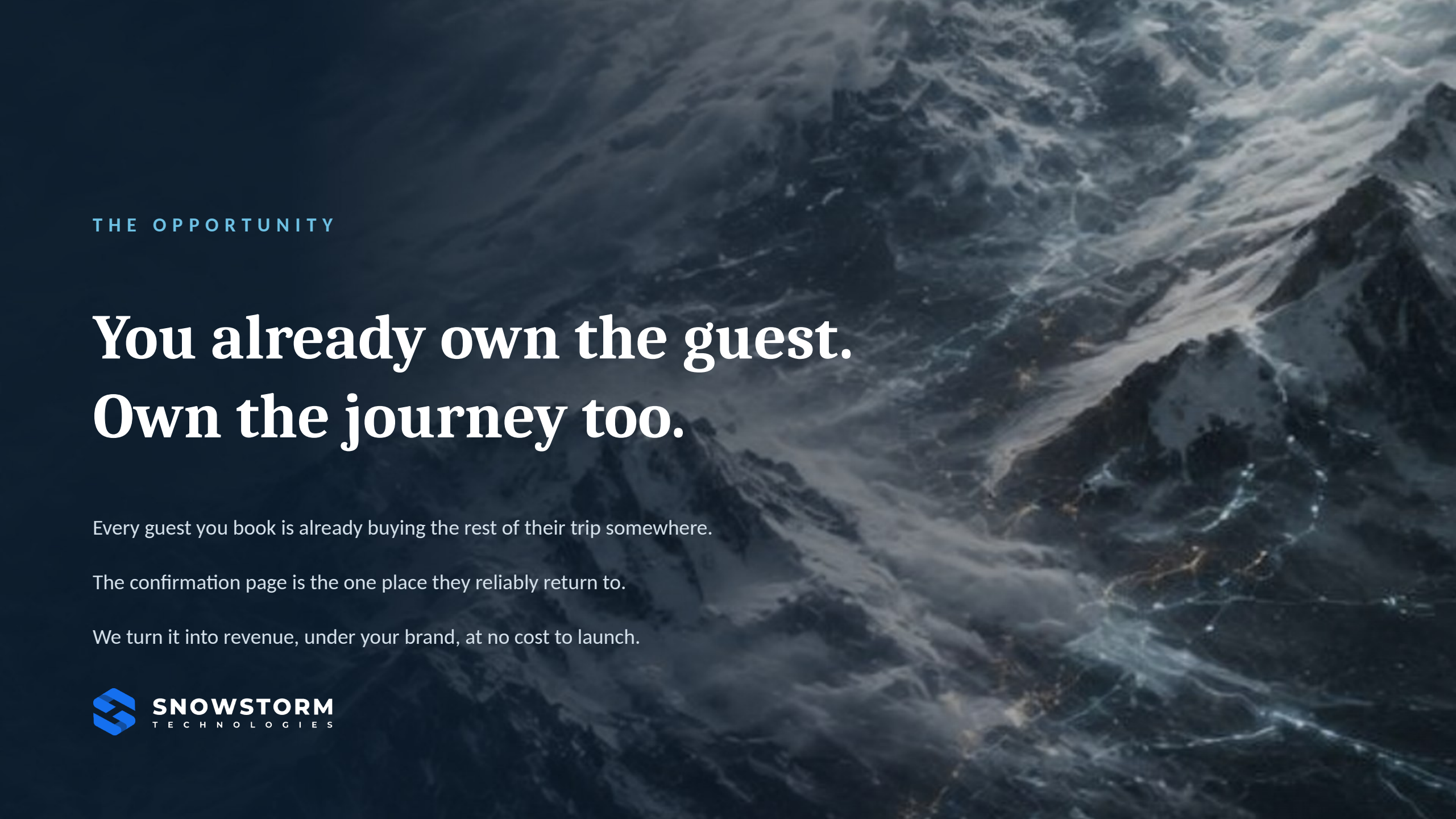
Merchant of record, virtual card settlement, refunds and chargebacks.

The contact centre

24/7 servicing in your name, with supplier escalation.

The partner network

Card, dining, ticketing and retail relationships already in place.



THE OPPORTUNITY

You already own the guest. Own the journey too.

Every guest you book is already buying the rest of their trip somewhere.

The confirmation page is the one place they reliably return to.

We turn it into revenue, under your brand, at no cost to launch.

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