



Supported by:



[www.ecalypso.eu](http://www.ecalypso.eu)

The B2B Solution for Social Tourism  
as an intermediate market



# *What is eCalypso*

- A B2B Platform bridging the offer and demand together through a network of enterprises and Social entities
- An alternative marketplace for service providers to do business within a social mind-set
- A platform offering a full range of tools giving even the smallest enterprise access to online commercialisation.
- A connector to a range of potential partners from the offer and demand side of the tourism market
- A means to promote activities as well as know what others are doing in the field
- A location to launch calls and projects or find partners for the same end.
- An educational/instructional area for expanding business horizons through Good Practices and supportive consulting services.



# ***eCalypso multi-structured Service Provider Solution***

- eCalypso offers quick/simple buyer/seller transactions
- eCalypso offers 3 specialised tools for service providers:
  - **Channel Manager ARPA** – build your hotel profile and offers (integrations possible)
  - **ORION – Product developer and Manager** –combine multiple products and channel package deals onto the platform
  - **Auriga** – the eCalypso reservation tool offering quick booking solutions and product searching.
- eCalypso = complete autonomy! Build your products, sell products in accordance to your needs, conditions and availability only in accordance to the social engagement of the eCalypso ethical and Commercial charter.
- Combine and build products directly through eCalypso offers and own activities.
- No commissions on your sales! Members only need to cover an operational charge of 5%/sale price + yearly membership fee.



## eCalypso 2<sup>nd</sup> level market solution

- **Ecalypso serves as a specialised market solution** parallel to mainstream booking platforms; Reducing last minute recourse
- **eCalypso parallel market service aimed at specific target groups:**
  - Social Action & Participation for Seniors, Disabled individuals, Youth and Families
- **eCalypso supports businesses to:**
  - Stabilize employment patterns
  - Sustain and economize on supply chain management
  - Supporting low season strains and uncertainty
  - The intermediate solution between mainstream channels and the final recourse of last minute offers



# eCalypso 2<sup>nd</sup> Level Concept

Early  
Booking  
Season

Price range 1

**Mainstream  
1st level  
Channels**

Booking.com, Ebookers,  
Opodo, Hotel Club, Expedia...

Price Range 2



Intermediate  
Specialised Market  
Channel

**eCalypso**

targeting special  
groups, operators &  
organisations

Late  
Booking  
Season

**Last  
Minute  
Recourse  
Channels**

Lastminute.com, last  
minute travel,...



## *eCalypso Right Partners & Strategy*

- **The need to partner with growth oriented partners**
- Balance Quality and Quantity of offers ensuring demand interest
- Support SME activities and innovation
- Seek out proper investments and members
- Building your commercial network and partnership
- Engaging regional support in product and package synergies
- Supporting your Social activity (business or otherwise)
- Provide a trans-border network sustaining related economic activity



## ***eCalypso, Where to Next***

### **eCalypso Priorities?**

- 1. Sustain an exclusive relation to social tourism service providers eCalypso as a sales representative to stakeholders*
- 2. Seek out third party market cooperation / support for growth and expansion / market guidance*
- 3. Supply stakeholder tool training*
- 4. Drive buyer interest*

### **■ The sustainable solution for eCalypso?**

***PPP = preferred choice.***

*Bridging the old with the new!!!*

# THANK YOU

Join us at

[www.ecalypso.eu](http://www.ecalypso.eu)

[www.ecalypso.eu](http://www.ecalypso.eu)

Join us at



Calypso