



**EQUATOR**  
Center of Travel



## Empowering your business

Private & Confidential  
Not for external circulation



## Travel Trade Marketplace Pte Ltd (TTM)

Thailand office  
opens Q2 2024!

Incorporation: 2019 - Singapore.  
Affiliation: Chan Brothers Group of companies (1963): China, Indonesia, Malaysia and Singapore

Platforms: EQUATOR – B2B for tourism sector.  
EQUINOX – B2B and B2B2C for SMEs and business associations.  
TOURISM-ID – B2C for personnel in travel & tourism.

### Key Objectives:

1. Revolutionise travel e-distribution and marketing.
2. Shorten the supply chain and remove unproductive policing of downstream activities.
3. Strengthen buyers and sellers' relationships.
4. Expand collaboration intra and inter industries.
5. Keep brand stories intact and content accurate.
6. Deliver stronger values to all parties especially customers.

**“Within the vast online landscape, Equator’s different way of addressing online travel distribution and marketing serve as the gateway to boundless new business opportunities.” ....Nicolas Ishkanian; Senior VP Global Distribution of Absolute Hotel Services that manages Eastin, Travelodge and U hotel brands.**





## Equator's competencies

### Technical capabilities

- ❖ Connectivity via 60+ hotels' channel managers.
- ❖ Multiple e-collection and e-payment options for buyers.
- ❖ Latest NDC format for airlines.
- ❖ Proprietary Market Segmented Pricing (MSP) System.
- ❖ Dynamic packaging system.
- ❖ Transparent affiliate marketing solution for sellers and buyers.

### Segmented approach for greater penetration and sales conversion.

- ❖ The MSP System lets sellers control viewership: who, where, what and when to sell.
- ❖ Focused marketing programs adds precision to penetrate different travel segments.

### Yield and Cost Control

- ❖ In-system yield tools optimize selling prices over markets, segments, seasonality etc.
- ❖ Cost sharing model lowers marketing and customer acquisition cost.
- ❖ In-system E-Wallet lowers transaction fees and expands marketing opportunities.

**Gary Tay, Head of Sales & Marketing of Berjaya Hotels & Resorts: "This collaboration with Equator epitomises our shared values of technological innovation, allowing us to complement our business by delivering new customer perspectives and dynamic synergies going forward."**





# EQUATOR'S UNIQUE COMMERCIAL MODELS

## TRANSPARENCY



**Buyers' profiles** are transparent to seller.

## ZERO INTERVENTION



**Zero markup** to buyer,  
**Zero commission** to seller.

## SEGMENTATION



**Target Marketing** by markets, industries & segments.

## TARGET MARKETING



**Tailored pricing mechanism** by purpose of travel.

## MARRIED DEALS



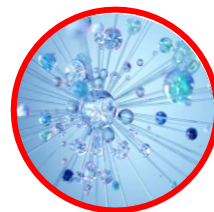
**Private rate negotiations** based on volume, period and activity.

## BETTER YIELD



**Static, dynamic + adaptive pricing**

## AI



**Industry intelligence** at your fingertips

## 1<sup>st</sup> MILE ACTIVITIES



Platform supports **FIT, GIT, Upsell. Cross-sell, packaging**

## MULTI FUNCTIONAL



**Multi products & services**

**Unprecedented business initiatives for hotels, tour operators, attractions and ancillary products**

**Win-win formulated strategies for sellers & buyers. No platforms offer these features.**

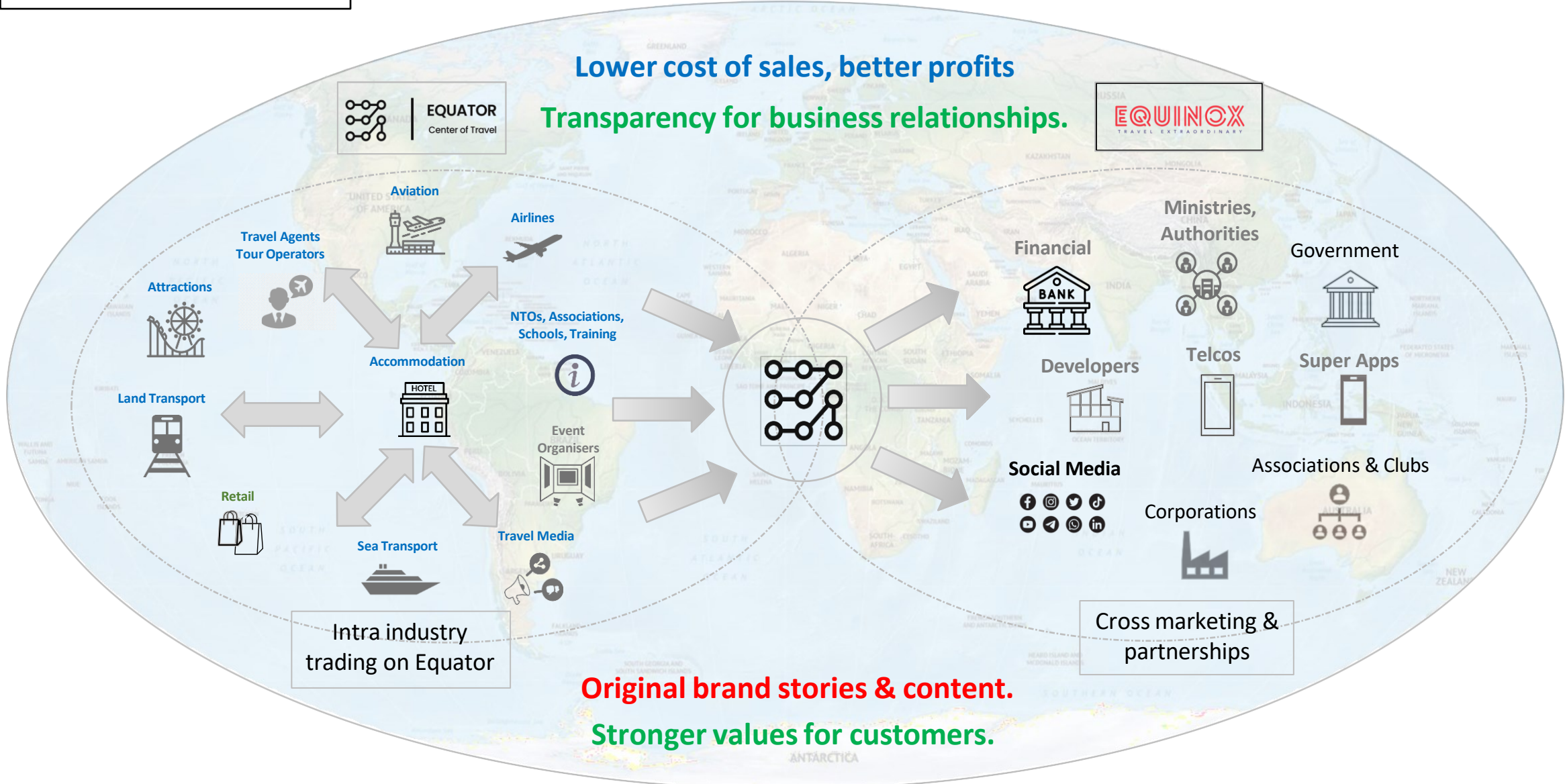


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# Eco-System & Key Value Propositions

**Lower cost of sales, better profits**

**Transparency for business relationships.**



Intra industry trading on Equator

Cross marketing & partnerships

**Original brand stories & content.**

**Stronger values for customers.**



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## EQUATOR'S TARGET AUDIENCE & MILESTONES

OTAs help operators with:



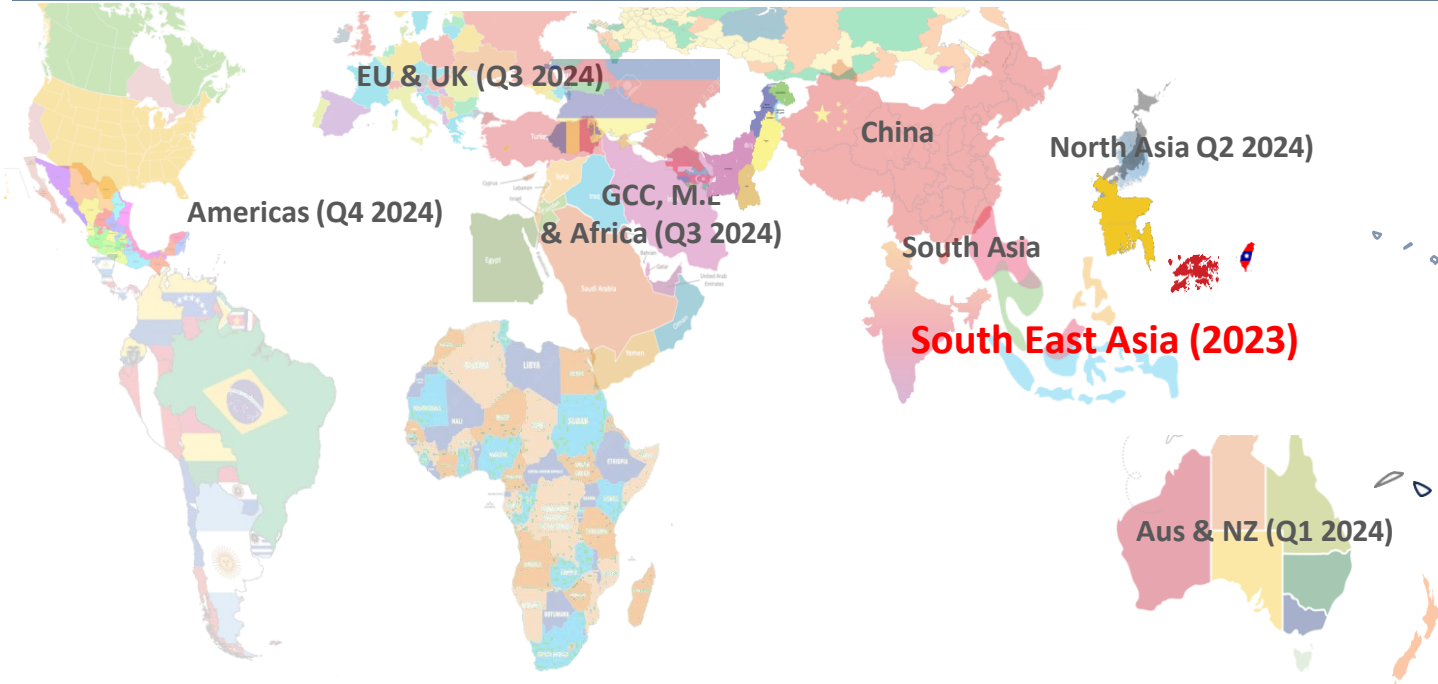
Product marketing



Engage 1st time customers



Promote into long haul markets



### Equator & Equinox's focus

Helps operators increase direct sales & more repeat customers

Our priorities & target audience for 2023/2024:



Tourism Workforce: >330m worldwide



>720m SMEs in ASEAN



>5,000 business associations in ASEAN



Penetrate different industries and travel segments



Expand referrals, word of mouth and new customers

Travel Agents/Operators help airlines and hotels with:



Group management

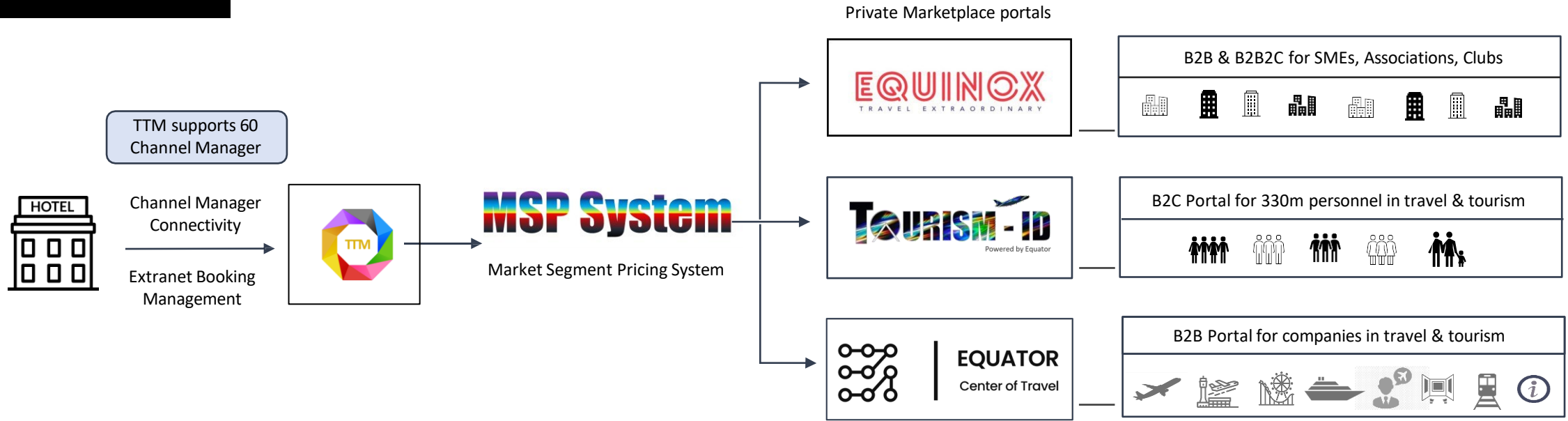


Ground services

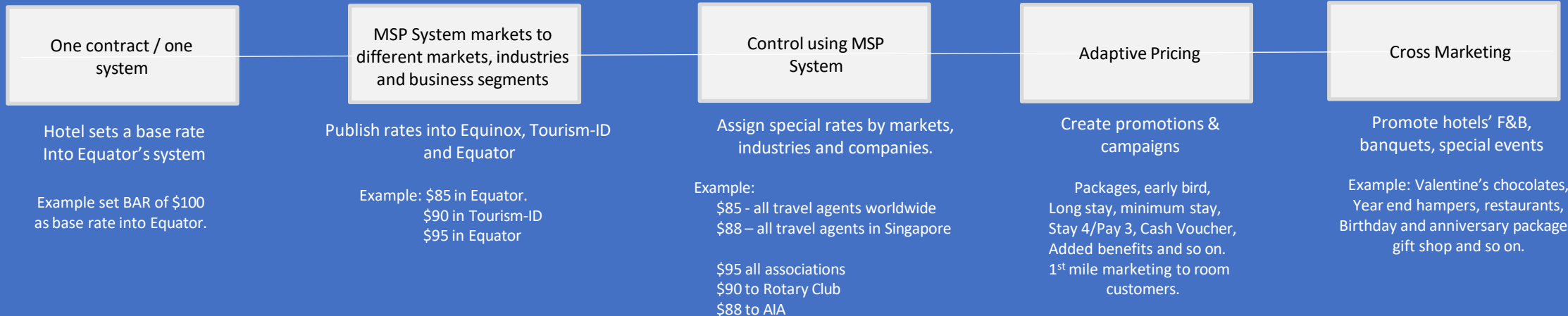


Ground operations

# Equator's eco-system



## Integrated B2CB and B2B2C Sales & Marketing





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# MARKETING MODULES

The screenshot shows the EQUATOR website interface. At the top, there is a navigation bar with the EQUATOR logo, the text 'Center of Travel', and menu items: FLIGHTS, STAY, ACTIVITIES, PACKAGES, LAND, OTHERS. A user profile 'Frederick Seow' is visible. Below the navigation is a search bar with fields for 'city / area / Property Name', 'Check In' (19 Dec 2023), 'Check Out' (21 Dec 2023), and 'Guest' (1 traveller, 1 room). A red 'SEARCH' button is positioned to the right of the search fields. Below the search bar is a row of four marketing modules: 'Connecting Pax' (with a group photo), 'Connecting Brands' (with a meeting photo), 'Connecting F&B' (with a restaurant photo), and 'Connecting Places' (with a road photo). Below this row are three tabs: 'Trending', 'Specials' (selected), and 'New Hotels'. Under the 'Specials' tab, there are four hotel cards: 'Village Residence Robertson Quay by Far East Hospitality' (5 stars), 'Oasia Resort Sentosa' (5 stars), 'Solitaire Bangkok Sukhumvit 11' (5 stars), and 'U Nimman Chiang Mai' (5 stars).

## Connecting Pax

Online group or MICE enquiry

## Connecting Brands

Online private / corporate rate negotiations

## Connecting Tastes

Online F&B reservations

## Connecting Places

Multi Destination Search and book

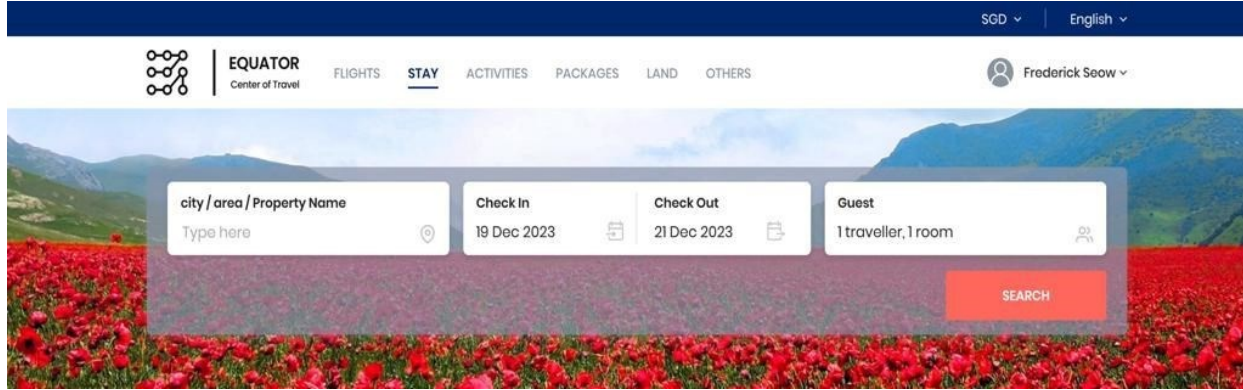




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# UNIQUE FEATURES

## Multi functional search box



## CLOSED USER GROUPS

### Lower cost of sales than OTAs

**Chateau de Khaoyai Hotel & Resort** ★★★★★

9 Moo18 Thamaprang-Nongkhum Road, Tambon Moosi, Pakchong District

Vicinity | [Show on map](#)

- ✓ Countryside
- ✓ Mountain Foot
- ✓ National Park

Top range : One Bedroom Suite 82 m

Highlight : Soak up the atmosphere and architecture in European style with Chateau de Khaoyai. A SHA Extra + certified hotel.

HONEY B2B BAR

11 HOUR

Total from: **SGD 107.34**

Includes tax & service charge

[See Availability](#)

**U Khao Yai** ★★★★★

99/22 Moo 1, Tanarat Road, Moosi, Pakchong, Khao Yai, Nakhonratchasima

Vicinity | [Show on map](#)

Hotel Type : Hotel

Lead in : Superior Pool View 37 m

Top range : Deluxe Pool View 47 m

Highlight : Discover our luxury boutique resort in Khao Yai - 24-Hour Use of Room

LONG B2B BAR

SHOP-WIN

Total from: **SGD 228.31**

~~SGD 285.39~~

Includes tax & service charge

[See Availability](#)

### Hotels' other services (F&B and Banquets)

**Hotel's F&B and Services**

- CAFÉ MOSAIC >
- MEETING & EVENT PACKAGES >
- WAH LOK >
- TUXEDO >

See Photos (18)

**Opening Hours** Mondays to Saturdays Lunch: 11.30am to 2.30pm (Saturday: 1st seating at 11.30am, 2nd seating at 1pm) Dinner: 6.30pm to 10.00pm Sundays & Public Holidays Lunch: 11.00am to 2.30pm (1st seating at 11am, 2nd seating at 1pm) Dinner: 6.30pm to 10.00pm

**Location** Level 2

**Cuisines** Cantonese

**Price Range** S\$7.00 - S\$1288.00

[30% Off](#) [Reserve](#)

Established in 1988, our award-winning Wah Lok Cantonese Restaurant has continually been applauded as Singapore Tatler magazine's "Singapore's Best Restaurants" since 1991 and "Singapore's Top Restaurants" by Wine & Dine magazine since 1997. With its elegant entrance, contemporary interiors accented with Oriental motifs and a rotunda illuminated by a cascading chandelier, the sophisticated atmosphere of our elegant restaurant in Singapore sets the stage for a bold display of culinary artistry, complemented by warm service. Be inspired by exquisitely crafted creations that showcase every nuance of authentic Cantonese cuisine, uplifted by modern interpretations and quality world-sourced ingredients. Starring classic dim sum favourites like Baked Barbecue Pork Buns and Steamed Crab Meat & Egg White Dumplings, stellar dishes such as Deep-fried Century Egg wrapped with Minced Shrimps, and Lobster Mee Sua, expect a dining experience well-deserving of an encore.

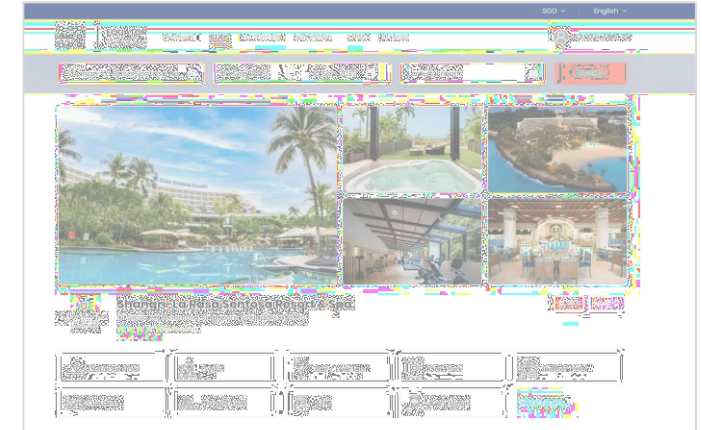
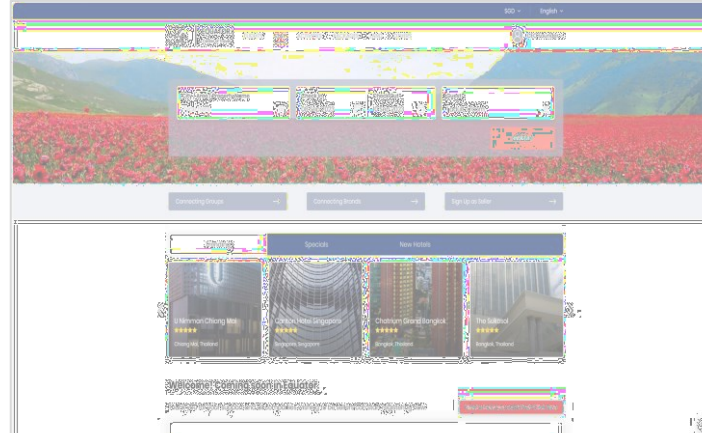
Authentic Cantonese Restaurant

**Menu**

<p><b>碧綠冷盤類</b> ROAST, BARBECUED &amp; COLD DISHES</p> <p>碧綠冷盤類 Roast Barbecue Smoking Pig</p> <p>紅燒大生翅 Fleming Duck</p>	<p>紅燒大生翅 Red Braised Duck</p> <p>碧綠冷盤類 Roast Barbecue Smoking Pig</p> <p>紅燒大生翅 Fleming Duck</p>	<p>碧綠冷盤類 Roast Barbecue Smoking Pig</p> <p>紅燒大生翅 Fleming Duck</p> <p>碧綠冷盤類 Roast Barbecue Smoking Pig</p>	<p>碧綠冷盤類 Roast Barbecue Smoking Pig</p> <p>紅燒大生翅 Fleming Duck</p> <p>碧綠冷盤類 Roast Barbecue Smoking Pig</p>
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# USER INTERFACE AND EXPERIENCE



## ACCESSIBILITY

Cloud hosted.  
Mobile responsive.  
Multi languages (phased).  
Online customer service chat.

## USER CENTRIC

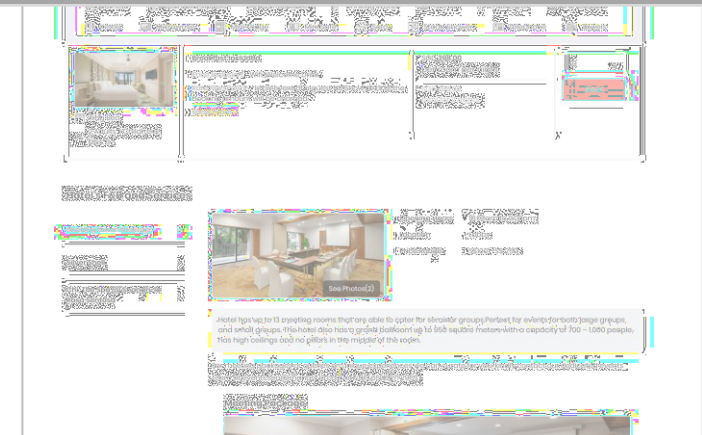
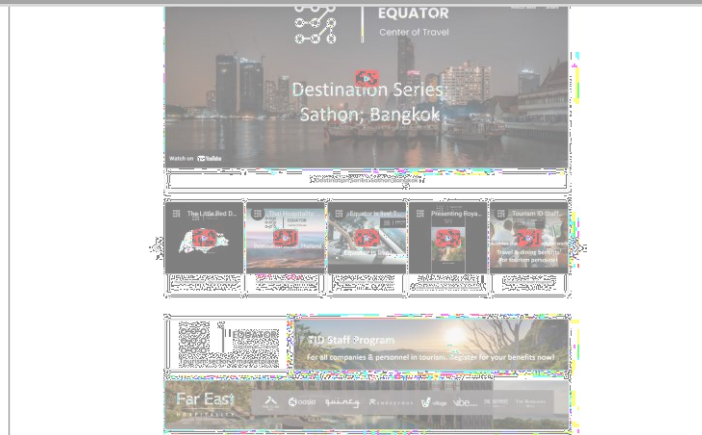
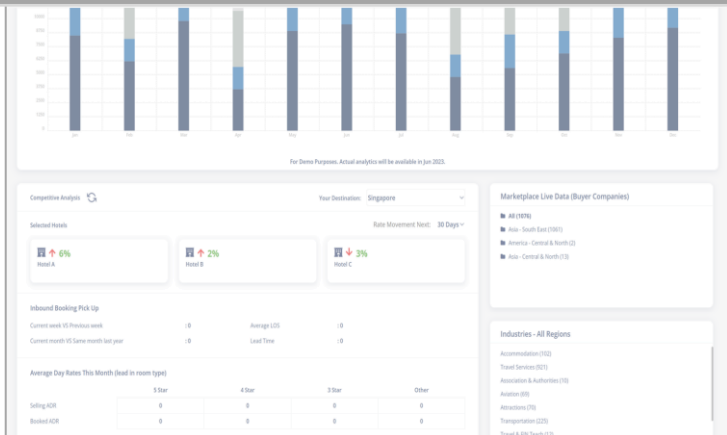
Brands and content direct from operators.  
Useful information for faster decision.  
Visual centric, great user experience and booking journey.

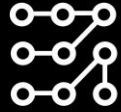
## COMPREHENSIVENESS

Different product groups.  
Online engagement tools.  
Profiling & qualification of buyers & sellers  
Cross selling and co-marketing modules.

## TARGETED

Products for different purpose of travel.  
Cost saving options.  
Benefits driven.  
AI enabled (next upgrade).





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Travel Trade  
**MARKETPLACE**



Click image to watch videos:

Company: Travel Trade Marketplace Pte Ltd (TA03273)

Brands: Equator, Equinox and Capricon

Domains: Equator.travel, Equinox.travel, Capricon.travel, Tourism-id.com

HQ: Singapore

Founder & CEO: Fred Seow

Contact: [Fred@ttmktplc.com](mailto:Fred@ttmktplc.com) ; [Fred@equator.travel](mailto:Fred@equator.travel)



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