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Why freshcreator?

Today's economy is pushing travellers into a mindset of deal seeking, preferring small hotels, B&Bs or apartments. Small businesses, on the other hand, are desperate to generate revenue lowering costs and commission dues. An increasing number of demand enquires the hospitality suppliers to have a **personal website** presenting promotional offers, online purchasing possibilities and a clear content and navigation. This is a growing trend.

Freshcreator brings **innovative technologies** to travel, giving possibility to accommodation managers to create and manage their own direct channel, through their own website. With it's seamless interface, freshcreator is the simplest way to **build and maintain a professional website**, designed especially for small hospitality suppliers.

The **fresh and simple booking solution** is designed for wide variety of small and medium hospitality suppliers. It is an economic set of tools, as it does only what it has to do, nothing more and nothing less.

Freshcreator demands 0% commission on bookings and transactions, it is paid yearly for the Software as a Service technology. It is a freemium model: the website is free. Premium plans include additional tools, such as personalisation of the Internet domain, graphics or SEO, website statistics or complete Booking system and e-commerce solution.

What's the story?

Fresh is based in Bologna Italy. It was founded in January 2010 mainly to build freshcreator, by 6 cofounders with different professional, geographical and cultural backgrounds, but with the same passion: web technologies and tourism.

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Società sottoposta all'attività di direzione e coordinamento, ai sensi dell'art. 2497 bis del codice civile, da parte della società "GH S.R.L." con sede in Bologna



The international Fresh team has merged significant experiences in both tour management and travel online itself into a beautifully designed and engineered solution that meets the needs of both the buyer and supplier. Freshcreator puts together the latest web application technologies, such as Cloud computing and hosting, API interfaces and technology mashup, to meet high standards in the web content delivery, stability and security.

The service is present on the Italian market **since October 2010** (motherland of small and medium hospitality, par excellence). Starting from **January 2011**, freshcreator **speaks English and Croatian** which is available in this interesting Mediterranean market thanks to the collaboration with **Croatian** partner.

How will the travel industry benefit from this innovation?

Tourism industry and distribution systems need this kind of innovations because they are asking for the standardisation in the booking processes and integration of various web systems, such as search engines, portals and booking systems. Travellers demand fresh content, deals and seamless booking experiences. Small accommodation suppliers are trying to cut out numerous middle hands and are asking for **cost effective, reliable, independent direct channel**.

Freshcreator is a smart tool that allows it's users to compete efficiently on the market. It is designed to benefit small and medium hotels, bed&breakfasts, agritourisms, holiday homes and guest houses. The key benefit for **suppliers**, by owning the direct website and e-commerce enabled service distribution channel, is more flexibility in planning independently the future investments and budgets. On the other hand, it is exactly what upcoming, demanding and deal-seeking **travellers** are looking for: simple to use, booking and e-commerce enabled, search and map engines positioned – owners websites.

The standardisation and efficient **competitiveness of the suppliers online** will lead to higher market transparency. This will change the industry leading to a major specialisation and focus in OTAs, social networks, travel guides and review websites giving back **more added value to the travellers**. Search engines, geo-navigation services and price comparison websites will integrate with direct channels the same way they integrate with other booking channels today.

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