

# Developing new service of online booking system of small accommodation facilities - WildDacha

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X-Systems LLC

# Plan. Outputs.

Total budget – 49 670 euro

01 of October 2018 – 30 of September 2019

	<b>LOGICAL FRAMEWORK MATRIX</b>	
	<b>Intervention logic</b>	
	<b>Overall objective</b>	Increased cross-border economic interaction and trade.
	<b>Specific objective</b>	Developed booking and sales system allows to remove barriers between owners of small accommodation facilities and tourists on both sides of the border.
<b>Outputs</b>	1. Prototype of web-based booking system and sales system is created and effectively functions using the servers of X-Systems company.	2. Level of knowledge required for the owners and managers of tourist facilities on tax regulations, marketing, insurance and service quality improvement has increased.

<b>Activities</b>	<p>1.1 Searching for the owners of accommodation facilities on both sides of the border and concluding agreements with them.</p> <p>1.2 The development and filling the website with the content during the first 6 months of the project.</p> <p>1.3 Development of instructions on working with the booking system for the potential clients (owners and managers of accommodation facilities).</p>
	2. Collecting statistical data about tourists preferences for the future training stuff.
	<p>3.1 Implementation of distance learning activities: 2 webinars for owners and/or management staff of accommodation facilities.</p> <p>3.2 Providing of individual consultations by telephone and via the Internet on a regular basis.</p> <p>3.3 Advising and training of the owners on the promotion of their accommodation and tourist services via VK, FB and other social nets</p>



# LOMA KARJALASSA

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Väli

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Laajennut suodatin +

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действительна на период с10.01.2019г. по 20.20.2019г.



## MAJATALO TULOSSASSA

Aunuksen piiri



5700 rub.

alkaen/päivässä

Lue lisää

Varaa



## MAJATOLO JOEN RANNALLA TULOSSASSA

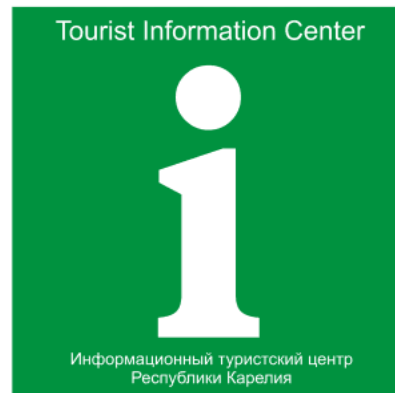
8550 rub

# Key features

- Guarantees for tourists
- Warranty to owners
- Adequate commission 15%
- On-line booking, confirmation and payment and support
- Promotion of the region of Karelia in the market of tourist services in Finland and Russia
- Cross-selling with Finnish partners

# Partners

- Petrozavodsk state university
- TICRK
- VisitKarelia.fi



VisitKarelia.fi  
Pohjois-Karjala

# Plans

- Creating a free database of small accommodation facilities in the Republic of Kazakhstan and Finland
- Promotion of the service wildacha.ru on the Internet and media
- Sales increase
- Conducting owner training events
- Participate in thematic exhibitions and conferences

## Traffic ▾

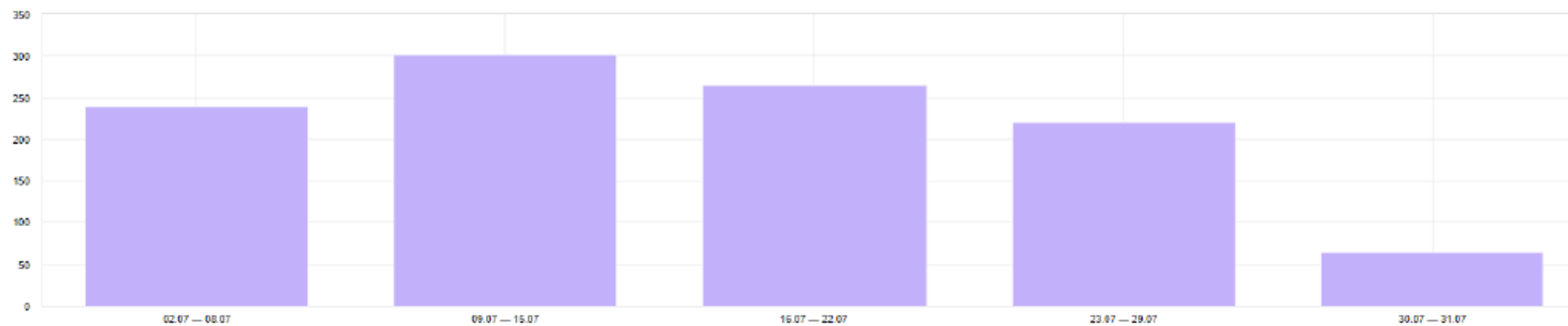
100% Sessions out of 1 000 📄 Save ▾

Today Yesterday Week Month Quarter Year 📅 2—31 Jul 2018 Group: by week ▾

👤 Segment ▾ 📊 Compare segments ▾ Accuracy: 100% ▾

Sessions in which + for people with +

### Sessions



Date interval of visit ▾	Choose goal ▾						
	Sessions	Users	Pageviews	Percentage of newusers	Bounce rate	Page depth	Time on site
Total and average	1 090	917	3 172	95.9%	17.5%	2.91	2:44
2018.07.30 — 2018.07.31	64	62	185	90.2%	12.5%	2.89	1:43
2018.07.23 — 2018.07.29	221	193	725	92.2%	14%	3.28	2:49

## Посещаемость

i Открытая статистика

Данные	День	Неделя	Месяц <span>📊</span>
Просмотры	207	1 449	6 210
Посетители	52	364	1 550

Источник: Alexa (примерно)



## Marketing plan

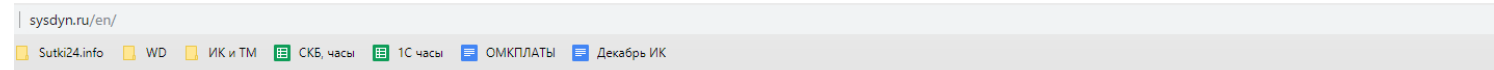
Our predictions for an advertising budget of 1000 euro per month by months. The table with various conversion predictions shows sales in pieces.

Year	Sessions	Pessimistic Sales (conversion 1%)	Basic Sales (conversion 3%)	Optimistic Sales (conversion 5%)
Jan	3 000	30	90	150
Feb	4 000	40	120	200
Mar	5 000	50	150	250
Apr	6 000	60	180	300
May	8 000	80	240	400
Jun	10 000	100	300	500
Jul	10 000	100	300	500
Aug	10 000	100	300	500
Sep	11 000	110	330	550
Oct	11 000	110	330	550
Nov	12 000	120	360	600
Dec	14 000	140	420	700



# About

[www.sysdyn.ru](http://www.sysdyn.ru)



Русский

## Technomedia

SERVICES CLIENTS PROJECTS ABOUT

### Web and mobile development

We develop web applications (.NET, PHP and Python) and mobile applications (Android Java and iOS swift)

[DETAILS](#)

### Machine learning

We develop products based on machine learning. We develop algorithms for classifying text and images

[DETAILS](#)

### Development on "1C: Enterprise"

Automate tasks in accounting, carry out the integration

[DETAILS](#)

## Some of our clients



sk.ru

Scientific and technological innovation complex for the development and commercialization of new technologies



fasie.ru

State Fund for the support of enterprises in the field of high-tech development

[About project](#)



pult.ru

Largest Russian online store with huge nomenclature of audio and video equipment of world brands

[About project](#)



skbbank.ru

The largest private regional bank of the Russian federal scale. Included in the top 40 banks in Russia

[About project](#)



omk.ru

The largest Russian manufacturer of metal products for industrial companies

[About project](#)



suek.ru

The largest coal company in the world, a leading producer of coal and energy in Russia



visitkarelia.fi

Subsidiary company of Karelia Expert Matkailupalvelu Oy, engaged in the rental of cottages and apartments

[About project](#)