



HILLA
VILLAS

Turnkey Service
TotalHost
Presentation

DYNAMIC PRICING PRINCIPLES



Visibility and Reach

WE ARE
PRESENT
ON:



Airbnb

A publicly listed company
on the New York Stock
Exchange



Booking.com

Dominant market
position in the
EU area

**NETTI
MÖKKI**

A leading platform operated
by a publicly listed media
company Alma Media –
a part-owner of Hilla Villas



Hilla Villas' own channel
hillavillas.com

80–90%

Through multi-platform
presence — supported
by paid and organic
visibility boosts —
our listings reach an
estimated **80–90% of
potential travelers to Levi.**

KEY DRIVER: DYNAMIC PRICING

To increase booking rates, **pricing is our most effective tool** as we already reach the potential customers. Dynamic pricing combines the highest possible occupancy rate with a lucrative price level. Allowing us to do this actively and independently for you, we are able to use pricing most efficiently according to the market conditions.

For example, discounts in the range of **10–20%** would enable us to activate mobile booking campaigns, country-specific promotions, Booking.com Genius loyalty offers, and more. Additionally, platforms like Airbnb allow hosts to offer discounts to the first three bookers, helping to stimulate initial demand without permanently lowering the price level. Importantly, we have our own key account managers on every platform we use, which enables us to launch campaigns efficiently and gain better market visibility than villa owners otherwise would.

Strategic Pricing Steps – Case High Occupancy Rate Target





Database (pricing)

HILLA VILLAS USES THE FOLLOWING DATABASE:

1. Bo LKV real estate data
2. Hilla Villas' own data
3. pricelabs.com data
4. profitroom.com data

And of course, we compare our pricing to other operators in the market.

We have seen that touching the right price point of the villa often triggers an immediate positive reaction in rentals – this may very well make the difference between an "OK" and a very high occupancy rate.

In conclusion, as we reach even 90 % of the potential travel market, the market itself tells us "the right pricing" when we fine-tune prices.



Incentives are aligned

HILLA VILLAS HAS NO INCENTIVE TO LOWER RENTAL PRICES

Hilla Villas does not charge a fixed base fee, nor does it profit from changeover cleaning. Our service is carried out by an external partner Cleanbros, not by Hilla Villas itself.

Hilla Villas' earnings are commission-based, which aligns its interests with achieving the highest possible rental income. Hilla Villas does not charge a fixed base fee, nor does it profit from changeover cleaning, which is handled by an external partner.

In practice, optimal pricing—especially for new properties—emerges through market response, as the company fine-tunes rates and monitors when booking calendars begin to fill.



Pricing is the key especially during first season

NEW PROPERTIES FACE TWO KEY CHALLENGES IN THEIR FIRST SEASON:

1.

Lack of real, high-quality photos during pre-marketing

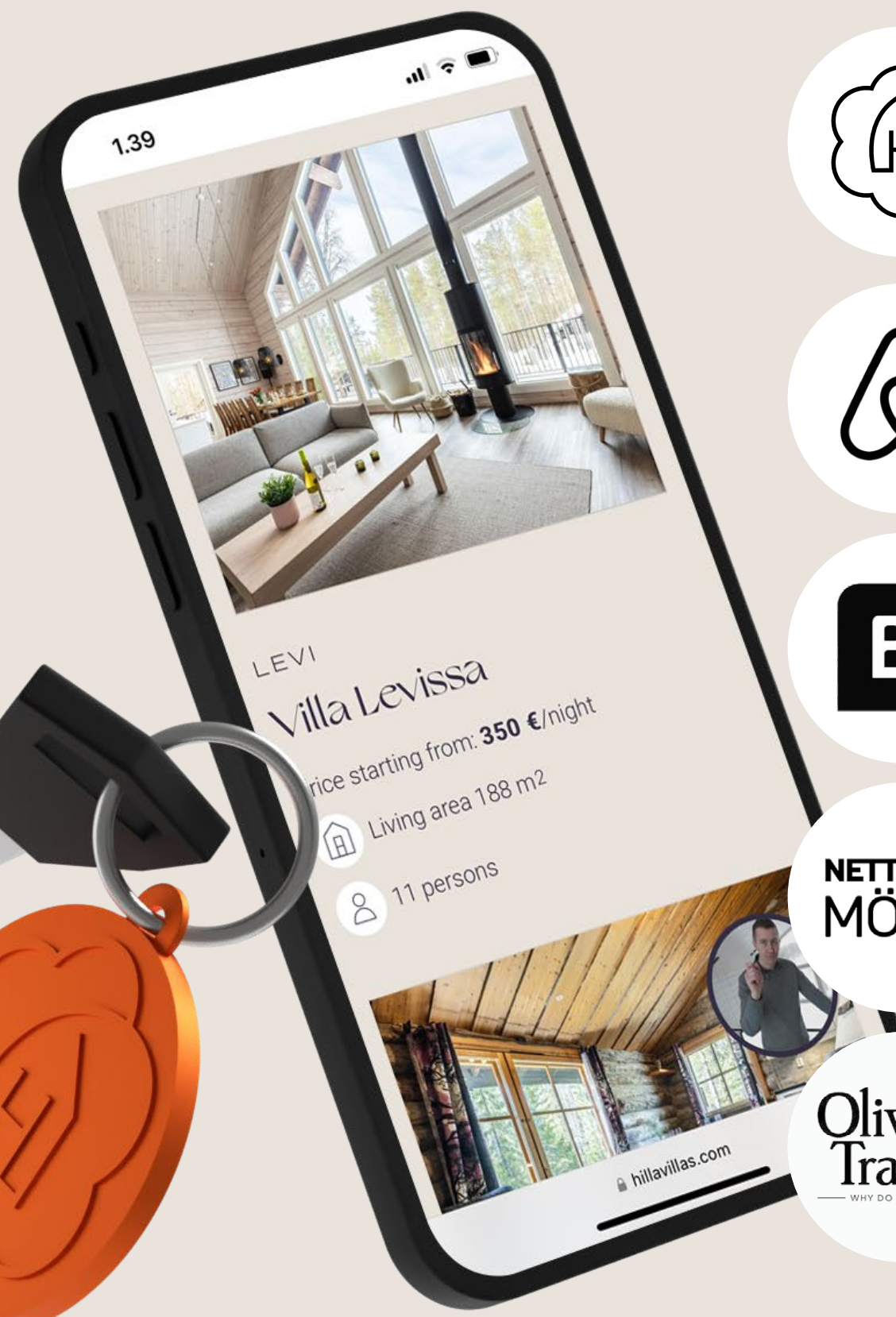
2.

Absence of public customer reviews

These factors can temporarily slow early bookings until credibility and visibility are established.

APPENDIX 1: HILLA VILLAS TOTALHOST

All sales channels and services – with a single agreement



Your property is promoted across the most important marketing platforms and channels, both domestically and internationally: Hillavillas.com, Booking.com, Airbnb and Nettimökki.



One contract and a single dedicated client manager.



Hilla Villas has introduced a brand-new turnkey service called Hilla Villas TotalHost. Designed for villa owners seeking simplicity and productivity, this all-in-one service handles every step of the villa rental process seamlessly from start to finish on the owner's behalf.



RENT YOUR VILLA EFFORTLESSLY WITH THE TOTALHOST SERVICE, WHERE HILLA VILLAS MANAGES EVERYTHING ON YOUR BEHALF.



High-quality property photos and promotional content



Pricing proposal



Marketing and sales through the most effective channels



Maintenance and cleaning (Levi, Ylläs, Äkäslompolo and Muonio)



Customer service and communication



Financial transactions



Receipts and vouchers

Once we get started, the villa owner is responsible for matters related to property maintenance and insurance throughout the property's lifecycle. Otherwise, you can focus on enjoying the monitoring of rental income.

Why Choose Hilla Villas?

Over the past two years, the average price of bookings made through our platform has been up to four times higher compared to traditional domestic marketing channels. Measured by nightly rental rates, our entire villa portfolio has achieved an average of approximately €800 per night during the same period. This success is due to our ability to reach affluent domestic clients (including B2B customers) and, in particular, international travelers to Lapland through global platforms and our tour operator partners.

As the property owner, you have the flexibility to use your villa as much as you desire, without any arrangement fees. Access is conveniently managed through your own Hilla Villas login credentials.

Starting our collaboration is risk-free for you. There is no initiation fee, and the service does not include any fixed costs along the way. We also do not require a long-term commitment.

Hilla Villas charges a service fee of 15% (+ VAT) only on confirmed bookings. This fee covers all the services described above. If you wish to include cleaning and maintenance through Hilla Villas, we will provide you with a separate offer for these services.

We understand the effort and concern that successful villa rentals require. That's why we wanted to create a service that frees up your time for even more important matters. A service that utilizes the world's most efficient rental channels, ensuring high occupancy rates and rental income. With us, your villa is in esteemed company.

Join our rapidly growing and satisfied customer base!

FOR MORE INFORMATION, VISIT:

hillavillas.com/totalhost

hillavillas.com

The best way to proceed is to send an inquiry to info@hillavillas.com or call us at [+358 44 238 5981](tel:+358442385981)



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