



| NR. | SECTION | DESCRIPTION |
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| 0 | Photographs |   |
| 1. | Title of the practice | <i>“GoOpti” Service of transfer from countryside and cities to the airports in several countries and vice versa (P9)</i> |
| 2. | Precise theme/issue tackled by the practice | GoOpti is a practice that offers quick affordable transport on demand from/to rural and city areas to/from several airports/main train/bus stations in cities with airports. The service was developed with private initiative of young, enthusiastic entrepreneurs. |
| 3. | Objectives of the practice | The goal of GoOpti is to assure and develop first low cost ground company with reliable transportation services with possible extra payments for greater comfort with services that are 100 % reliable and cost effective. GoOpti tries to change the habits of passengers travelling from/to airports; instead of private cars, trains etc. using common transport, that includes different ways of flexibility for users (time, service, price). |
| 4. | Location | GoOpti has its headquarter in capital city Slovenia, Ljubljana and works in several countries: Austria, Croatia, Germany, Hungary, Italy, Serbia, Slovakia and Slovenia. By far the biggest coverage with quality services has been achieved in Slovenia, Italy and Austria, where destinations include several cities. In Slovenia also includes smaller touristic settlements. |
| 5. | Detailed description of the practice | <p><u>Origin:</u></p> <p>The idea was born by the team of three young entrepreneurs; two economists with tourism master degree and one engineering expert. They started in June 2011. The main idea was to offer to the market a new and until then non existing service – shuttle service to the nearby airports. They also developed a very good infrastructure; 13 shuttles, 1 bus, excellent web service (web search of possible transfers, web reservation, web payment, departure info (mobile), very good marketing and franchising approach. The name GoOpti also represents the main objective of the affordable services, solutions offered by GoOpti (go-optimisation) GoOpti means also special business model, which covers the costs via at least 70 % booked vans for each trip.</p> <p>Availability of service: www.goopti.com</p> <p><u>Timescale:</u></p> <p>The company started with its work in 2011 with first destinations in Slovenia and nearby airports and since then they successfully continue the development of the business with different affordable and flexible services.</p> |

Bodies involved /implementation:

- Company "Vista TM Ltd." (owner of GoOpti)
- Other private stakeholders, agencies, owners of the web pages, tourist offices, ...

Process and detailed content of the practice:

Each customer can find all information on web page and look for possible available transfers (hours, destinations). When customer confirms its decision, it's the payment (credit card). Each customer is informed 1 day before departure (location, hour of departure). The van is waiting in front of the airport or in other predefined location (main bus station, main train station, ...)

The practice has different services with different destinations that can be used by customers.

▪ **Opti Transfers**

Opti transfers are a unique product of a GoOpti portal. The Opti transfers try to combine maximum number of people travelling in the same direction at similar times in one van and then achieve the best price. We are distinguished from other suppliers by the fact that the departure of the purchase price is confirmed and fixed at the time of booking. The exact time of departure of the vehicle is notified 24 hours in advance and can vary from the desired time for the Opti time window, which is defined on the subpage for each route separately. The system is combining people with similar desired hours of departures or arrivals with a goal to minimize the average waiting time on the airport.



▪ **VIP Transfers**

VIP transfer is intended for those who do not want to wait for the transfer at the destination. This is the transport between two cities based on buyer's wishes in terms of time and location of picks up and drops off. The buyer, at the time of the purchase, marks the time, when they want to arrive to destination (in search engine described as the latest drop off time) or when they want to depart from the initial location (in search engine described as the soonest pick up time). Location of the start and the end of the transfer may be an airport, train station, main square, or any address up to 5 km from the initial and final location or route between them. Additional people may be joined to same transfer only if having same desired time of pick up or drop off. VIP transfer does not allow cancellation.



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| | <ul style="list-style-type: none"> ▪ VIPflex Transfers <p>VIPflex transfer is a classic transfer between two destinations, with hours of departure and arrival as desired by the client. The services are carried out with our newest and most luxury vehicles and our best drivers. It is the best solution for those who want privacy and complete flexibility of cancellations and changes. The buyer, at the time of the purchase, marks the time when they want to arrive to destination (in search engine described as the latest drop off time) or when they want to depart from the initial location (in search engine described as the soonest pick up time). Location of a pick-up and drop off may deviates up to 20 km from the selected route.</p> <div data-bbox="662 548 1109 750" data-label="Image"> </div> <ul style="list-style-type: none"> ▪ Fix Transfers <p>Fix transfer is a classic scheduled transport with known time of departure, arrival and price per person. Fix transfers are mostly regular transfers and special transfers with fixed timings and prices per person, which are always the same, no matter how many people are buying, how full is the vehicle and when the purchase is made. Fix transfer does not allow adding additional charges, cancellations and changes.</p> <p><u>Legal framework:</u></p> <p>Entrepreneurial initiatives follow national and EU legislation regarding transport and other legislation connected to the enterprise laws, directives...</p> <p><u>Financial framework:</u></p> <p>The company offers flexible services and different prices, which can differ due to different range of services from 9 EUR to 200 EUR for one trip. The company has stable financial growth and in 2013 reached the 40,000 reservations.</p> |
| <p>6.</p> | <p>Evaluation</p> <p><u>Possible demonstrated results (through indicators):</u></p> <p>In 2011 the company started with a first pilot version of GoOpti serving only between main airport in Slovenia and capital city Ljubljana with nearby airports in Italy and Austria. Since then, the range of service has been upgraded and geographically speaking they have reached a bigger scale. In 2013, the project reached the number of 40,000 reservations.</p> <p><u>Possible success factors:</u></p> <ul style="list-style-type: none"> • GoOpti started with a service that was not available on the market. • Each service is specially designed and has its own characteristics including affordable price, flexibility. • The main motto of the GoOpti is quality and satisfied |

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| | | <p>customers, which has been proved in practice.</p> <ul style="list-style-type: none"> GoOpti has good and valuable experiences and is developing and looking for new affordable solutions for customers. <p><u>Difficulties encountered:</u></p> <p>The start-up was not easy financially, organisational, ...</p> <p>Additionally existing transport companies were not interested in cooperating with GoOpti. Additional issue was that due to difficulties with network of transport partners, company had to buy their own means of transport.</p> |
| 7. | Lessons learnt from the practice | <ul style="list-style-type: none"> The practice is successful since it has developed affordable flexible services that were not available on the market so far. The services paid by customers are only and so far due to a very good business model (flexible services, affordable prices) no requirement for public co-financement was put through. |
| 8. | Contact information | <p>Company Name: TM Vista d.o.o.</p> <p>Headquarters: 18 Technology Park, 1000 Ljubljana, Slovenia</p> <p>Contact person: Sašo Sušnik (Managing Partner)</p> <p>www.goopti.com</p> |
| 9. | Other possible interesting information | <p>Short movie: http://www.youtube.com/watch?v=tKi1so0pMJM.</p> |