



# Verliefd Op AllInclusive.nl

Company presentation



## Our mission

***To redefine how travelers find and tailor their all-inclusive getaway – seamless, personalized, and stress-free.***



# Our cause

## The problem

Many travelers seek detailed search and filtering options to find a vacation that truly suits their needs. Yet, most travel websites offer limited functionalities—generic ratings, basic filters, and a one-size-fits-all approach.

But what if you're searching for an all-inclusive vacation at a resort with specific features, like a sandy beach location, an infinity pool, a swim-up bar, or an Italian restaurant?



# Search & filter

## The solution

This is where Verliefdopallinclusive comes in.

We are developing a unique, **deep-searchable database** that's meticulously crafted by hand. Each hotel and resort is enriched with **over 700 data points**, allowing travelers to fine-tune their search like never before.

Theme: Select

Hotel chains: Select

Hotel facilities: Select

Room facilities: Select

Sports facilities: Select

Entertainment: Select

Wellness: Select

Family holiday: Select

Adult-only: Select

Water fun: Select

Splash factor: Select

Food & Drink

Number of restaurants: Select

Which kitchens? African

Dietary restrictions: Select

Bars, cafes & lounges:

- ☐ Pub
- ☐ Rooftop bar
- ☐ Shisha lounge
- ☐ Cigar bar
- ☐ Snack bar
- ☐ Sports bar

Select

# Founding team

Verliefdopallinclusive was founded by Jeroen, Timothy, and Ingmar, each bringing a wealth of expertise from the digital travel industry. Together, we boast over 40 years of combined experience and have cultivated a broad network that spans both within and beyond the travel sector.



**Jeroen Eckhardt**

Jeroen Eckhardt is the founder of Klimaatinfo.nl and co-creator of the "Voor Beginners" concept, offering guides for travel destinations. Additionally he shares his travel experiences through articles and photo essays on platforms like "In 12 uur" and "In 24 foto's," among many other websites.



**Timothy Ferguson**

Timothy Ferguson, owner of Leads2Travel has almost two decades of experience in creating technical comparison solutions across multiple niches within and outside the Travel industry. Ranging from flight comparison, to health supplements and climate based advice.



**Ingmar Bruinsma**

Ingmar is the founder of several successful travel concepts, including TicketSpy and The TravelClown Group. With extensive expertise in marketing, PR, and media, he brings a wealth of knowledge and innovation to the travel industry.

# Growth

We're building a community of all inclusive lovers and fans. We know that many travellers stay loyal to the concept and our search engine will help them to find a new amazing holiday the next time.

## Media & PR

We are growing our media visibility as major expert in the field of all inclusive travels, including print magazines, radio & TV, and digital channels.

## Social Media

From the start, our social media pages have grown tremendously, crafting an ever growing community of fans and lovers of the all inclusive concept.

## Search

We understand how search works and are quickly growing the visibility of our website on the Dutch market

## Email

We're building an active and engaged email database with fans & followers. Further allowing for continuous penetration and visibility of our brand.





# Building the database

Our search & filter database consists of over 700 data points divided in various categories such as different types of restaurants, room features, hotel facilities, splash fun, wellness and more.

## Manual Curation

Every hotel or resort added to the database is fully manually curated. We base the information on many sources. This includes online research, contact with our tour operating partners, direct contact with hotels or resorts and even physical visits.

## Planning

As of now, over 180 hotels and resorts have been added to the database. We aim to finish 2025 with 600 hotels in the database and plan to grow to over 1.500 hotels in 2026.

# Our cooperation

Our main objective for 2025 is to establish direct relations with hotels and resorts in order to further increase the speed of our database growth and to ensure maximum and correct coverage of the details.

## Hotel checklist

To ensure our database is 100% reliable and correct, we reach out to hotels & resorts to help us finding all the relevant information. We preferably have contact with someone who knows the property very well and who can provide us with all the inns & outs.

## PR & Updates

It would help us a lot if we can be kept up to date about changes, updates, upgrades or other updates on specific properties so we can ensure that we are aware of these. We can adjust our database accordingly and use our channels to share the updates with our community.

## Property visits

We (and our community) really value first hand experiences. Members of our team do make property visits to update checklists and to shoot remarkable content to share through our channels.

**Note:** Property visits are no pre-requisite for us to start working together.



# FAQ's

## **Are you a tour operator?**

No. We act as '*affiliate marketing publisher*'. We are a marketing partner for tour operators and travel agencies and forward our website visitors to them. Want to read on the basics of affiliate marketing? [Click here.](#)

## **Do we need to make a contract?**

No. We are seeking to make contact, not a contract. We work with tour operator partners that you already have a contract with (and so do we).

## **How do you make money?**

As affiliate publisher we forward our website visitors to the websites of our partner. Once a booking is made, we receive a commission. There is 0 work involved for you regarding this setup.

## **I have an exclusive contract with a touroperator, what now?**

We do not seek to open up a new contract between you and ourselves. We already have partnerships with the same tour operators you work with.

## **Are any costs involved?**

No. We are seeking to establish a relationship to be kept up to date about PR & new developments at your resort and to ensure our database is fully correct and to help promote your hotel.

## **Will this impact existing relationships?**

No. We act as marketing partner for tour operators and a cooperation between you and us will not have any impact on your relationships with tour operators.

## **Have more questions?**

We're happy to answer all of them!



# Let's get in touch

We'd love to meet up virtually and further explain what we do, who we are and how we aim to provide added value for our users and our partners (including you!).



## Ingmar Bruinsma

Partnerships &  
external contacts

☎ +31 610368945

✉ [ingmar@verliefdopallinclusive.nl](mailto:ingmar@verliefdopallinclusive.nl)

Verliefdopallinclusive is proud partner of \*



**Sunweb**

**corendon.**

\* And with many other touroperators

