

Royal Coin White Paper

Founded in 2019, Binance-backed Royalcoin.info has grown from a small start-up to the world's leading cryptocurrency-friendly hotel and accommodation booking service trusted by thousands of customers worldwide as their preferred online travel agency.

At Royalcoin.info, we connect travellers with one of the world's largest selection of incredible places to stay, including everything from hotels, apartments, villas and hostels to 5-star luxury resorts. The Royalcoin.info platform currently offers over 3,100,000 travel products from Hotels to Homes, Flights and Activities covering 90,124 destinations in 230 countries and territories, and with prices up to 40% cheaper than mainstream travel booking platforms.

We have successfully created a frictionless travel booking experience that incorporates next generation blockchain technology and tokenised incentives. By introducing cutting edge user experience and multiple cryptocurrency and traditional payment options alongside benefits tied to our proprietary cryptocurrency RYC, our customers know they are booking with a platform of the future with transparent pricing and backed up by our Best Price Guarantee.

The Royalcoin.info value proposition is bolstered by RYC. As the native cryptocurrency of the platform, RYC can be used for payments, receiving and redeeming loyalty rewards, discounts, collateral for DeFi and several other use cases which you can find Royalcoin.info.

Founded by a group of seasoned travel, restaurant, hospitality, fintech and blockchain professionals, RoyalCoin's mission is to enhance the travel, restaurant and hotel booking experience using blockchain technology.

RoyalCoin vision is to align travel booking with the ethos of decentralised technology. That being, promote accessibility to anyone, anywhere, offer censorship resistant and peer-to-peer transactions, and build open-source technology controlled by software and governed by users.

With the implementation of more advanced blockchain functionality and cryptocurrency use cases on the way, Royalcoin.info's future is a bright and exciting one.

The Market

Royalcoin.info is operating in the fast-growing, rapidly-evolving travel restaurant, hotel and tourism industry. The global travel and tourism sector grew at 3.9% year-on-year to contribute a record USD \$8.8 trillion to the world economy in 2019 (Travel & Tourism, 2020). For the eighth consecutive year, this was above the growth rate of world GDP. More specifically, within travel and tourism, the online travel booking market is also witnessing rapid growth as more trips are being booked online than ever before. It is estimated that this market will achieve global revenue of nearly USD \$2.0 trillion by 2026 (Global Online Travel Booking, 2020).

The online travel booking boom is showing no signs of slowing down. In fact, it is entirely possible that this market grows faster than projected as newer and better booking options and platforms continue to gain consumer acceptance. Decentralised platforms that can solve many of the problems with status quo booking platforms have the potential to accelerate growth in the industry.

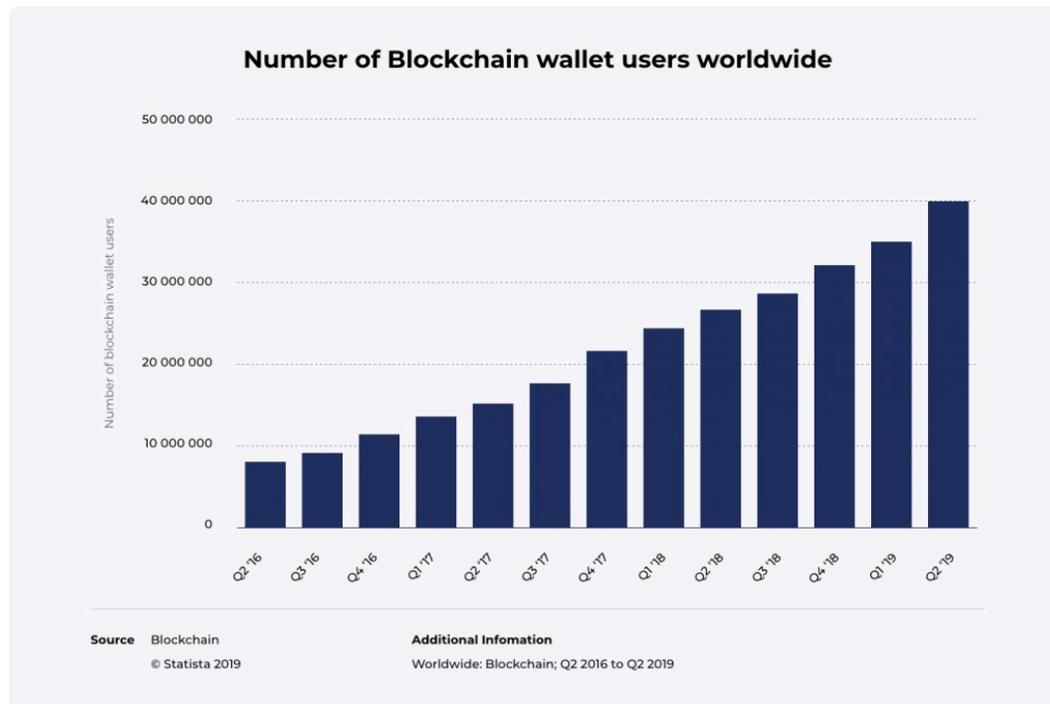
Broad market trends are revealing that now is the time to undertake decentralised initiatives. The trajectory of the digital age is showing us users are moving away from fully centralised platforms (Web 1.0) to new alternatives. Centralised peer-to-peer marketplaces (Web 2.0) have witnessed rapid growth over the past decade, but these too are showing signs of user dissatisfaction brought on by market inefficiencies. The next stage of digital growth will come from fully-decentralised peer-to-peer ecosystems (Web 3.0).

There is no telling the size of market Royalcoin.info can capture with our existing platform and/or create with our soon-to-come decentralised peer-to-peer ecosystem. One thing is for sure, Royalcoin.info is not looking for a small fraction of the Web 1.0 or Web 2.0 market. We are set on being a dominant player for the next-generation online travel booking companies in the Web 3.0 environment.

Target Markets

Royalcoin.info is a challenger in the highly-competitive online travel booking market. One of our unique advantages is that we appeal to a growing, high-value user base that remains neglected in the travel booking market so far: namely blockchain and cryptocurrency enthusiasts.

As evidenced by the chart below which shows the quarterly increase in digital wallet users, this is a fast-growing market segment.



Technology adoption curve theory suggests we are still in the early-adopter phase of a technology that is likely to have as profound an impact as the Internet itself. We anticipate this market will continue its rapid growth.

Blockchain and cryptocurrency enthusiasts are a consumer demographic which is perfectly pre-filtered for the travel market and whose make-up helps transcend many of the difficulties in consumer acquisition and marketing outreach.

Research on cryptocurrency holders reveals that millennials are the primary demographic (Bogart, 2019). Research on the behavioral characteristics of millennials, meanwhile, demonstrates they are more open to new brands and services than older generations ("Millennials," 2017) and more likely to travel ("Stats: Millennials To Travel," 2017).

Further, cryptocurrency enthusiasts have been shown to skew towards highly educated, tech-savvy, and future-oriented demographics ("How Many People," 2018). The people in these demographics, in turn, are proven to be more likely to travel in order to expand their horizons ("The Value of Travelling," 2016).

Blockchain and cryptocurrency enthusiasts are also highly-invested in the adoption of cryptocurrencies in mainstream business activity. Their emotional investment in the success of cryptocurrencies, which is often based on staunchly-held shared world-views such as libertarianism, can supersede a typical person's inclination to follow the path of least resistance. In other words, cryptocurrency enthusiasts represent the ideal group of early adopters for the unique product offered by Royalcoin.info.

Because of their dedication to the growth of the ecosystem, cryptocurrency enthusiasts typically form communities where they interact with others who share similar values. These communities usually have open-lines of communication with the businesses they support, and knowledge exchange is expected. In exchange for operational transparency, passionate community members have been known to support marketing efforts by lending time and energy as content writers or community ambassadors. They typically help with product development through testing and feedback, and some supporters even offer their skills as developers.

It is safe to say the blockchain and cryptocurrency world is uniquely invested in the success of the businesses they support. Therefore, we view the leveraging of this community as a powerful advantage for Royalcoin.info. However, we have not lost sight of the bigger picture: global commerce is still mainly conducted in fiat currencies by people unfamiliar with cryptocurrencies and the potential of disintermediation through decentralisation. Given this, Royalcoin.info still provides consumers with major traditional payment options such as credit cards, and a familiar online booking experience. When onboarding customers unfamiliar with blockchain technology, Royalcoin.info will always share the benefits of this technology in an effort to grow the ecosystem. This represents a unique opportunity to build our brand and develop loyalty.

The RYC Token

With the introduction of RYC into the business model, the incentive to use Royalcoin.info becomes significantly stronger. On top of Royalcoin.info's existing strengths, the addition of RYC provides additional benefits and enhanced user engagement.

RYC features front-and-centre in our unique selling proposition to users. It can be used as an additional method of payment for bookings, or as the sole payment method for special offers. It can be used for access to enhanced rewards, or directly recouped for the equivalent fiat value on partner exchanges.

RYC Token Details

Token name: RoyalCoin.

Token symbol: RYC.

Precision: 6.

Total supply: 80,000,000 RYC.

Circulating Supply: 65,000,000 RYC.

Token Platform: TRON.

Token Standard: TRC20

RYC's functionality makes it critical to the success of Royalcoin.info. The interplay of RYC use cases is designed to encourage loyalty to the Royalcoin.info platform while increasing distribution and liquidity of the token.