



Client Case Study – ARUBA TOURISM ASSOCIATION

Client Overview

Aruba Hotel and Tourism Association is one of the most unique and progressive hotel and tourism entities in the Americas, having made significant contributions by bringing together private sector ideas and funding in support of Aruba's tourism industry and community at large.

Challenges

- While many affiliates of the client on an individual basis had technology to capture direct business with online booking engines, they achieved limited success
 - The majority of business received by partners was via wholesale travel companies who are paid high commissions
 - The client wanted a destination portal with an online booking system capable of effectively capturing non-commissionable business on behalf of their members in efforts to increase revenues
 - Their site lacked the features of the latest technologies, resulting in loss of possible performance Booking engine
 - The booking engine on the site redirected the user to another white-labeled site which would easily confuse the users
 - A detailed SEO audit also revealed that there was a huge scope of Search Engine Optimization for the web site and also navigational ability of end users as well as search engine robots
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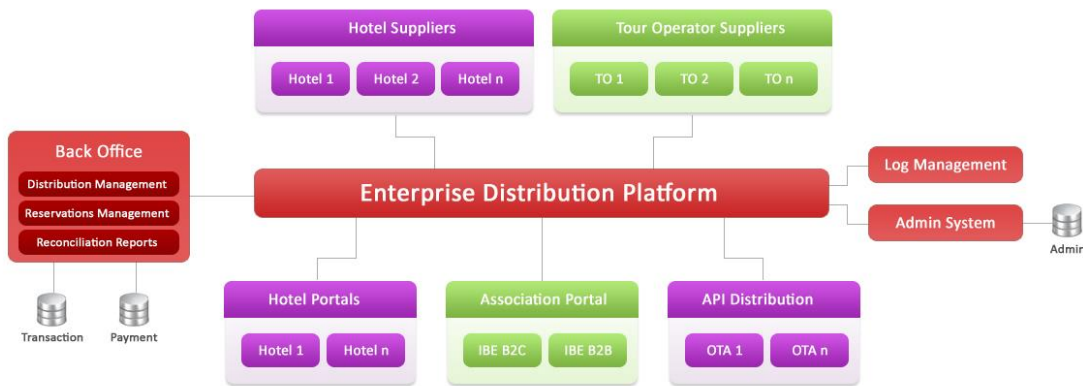
How TravelCarma Helped

- TravelCarma provided the client Extranets that would help the client and their members load and maintain their inventory of various properties that they hold.
- We also provided them booking engines for the given types of properties that the client intended to sell via their official website. The products the client wanted to promote were Hotels, Vehicles, Restaurants and Excursions or Activities.



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- Our dynamic middleware engine DXchange was used for the UI and the business logic to interact with each other. This helped make the system dynamic and totally SOA based. It also helped in outbound distribution



Results

- A major benefit of our solution was that the client’s vendors were happier to provide their products via this interface rather than 3rd party booking engines/extranets, because of the high difference in the commission that they have to pay to such companies.
- With our marketing tool playing an important role in post-sales, the ability to maintain campaigns, and send personalized messages to the contacts/customers, retention rose to an all-time high and the investment in upgrade of technology generated a considerably higher volume in bookings and revenue.



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TravelCarma offers Multiple Benefits on a Single Platform

Higher Sales & Distribution				Centralized Booking Management
Easier Inventory Management				Accurate Tracking & Reconciliation
Faster Quote Creation				Better Revenue Management

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