

Primus Business Services

GO TRAVEL DIRECT

Primus moves over 45% of bookings online by developing an extensive custom reservation and booking system for an industry-leading, direct-to-consumer travel company.

THE CHALLENGE

Go Travel Direct is a travel company providing direct-to consumer travel vacations. Before involving Primus, Go Travel Direct's business was run primarily from its storefront offices with the website as an afterthought. Joining the increasingly popular online travel movement, Go Travel Direct initiated a major overhaul of their website to coincide with a re-launch of its image and an extensive marketing blitz.

The website needed to be completely rethought, taking it from a mere brochure site with contact information to a resource for would-be travelers to find vacation packages and book flights, hotels and cars online. Operations required a substantial back-end system for such functions as booking reservations, accounting and marketing. As a seasonal operator catering to tropical destinations, Go Travel Direct approached Magma in July, and required the site to be up and running by October for tours beginning that winter.

THE SOLUTION

Given the complexity of booking flights, hotel rooms, car reservations or complete tour packages, considerable planning was required. Working closely with the client, Primus' web team, websites@primustel.ca, set about flowcharting the immense database; carefully detailing the impact one system would have on another.

A complete graphic redesign of the website ran concurrently with development planning. With new marketing materials and corporate collateral in production by a local media company, the site needed to be functional as a reservation tool while maintaining the new look and feel of the company. By the time front-end design was finished, planning was complete and development of the site began.

Delivering a top-quality online reservation tool in 10 weeks was the biggest challenge. The exciting new redesign of the front-end was surpassed only by the power of the back-end administration system. The client has the ability to change and update content throughout the entire website using the central database.

The challenge was met and Primus delivered this complex and integrated system on time and to spec. As the web is an evolving medium, Go Travel Direct continues to work with Primus in developing new additions to the system.

Some of the options for travelers include:

- **Flight Reservation** - look up flight times and dates leaving for destinations such as Florida, Dominican Republic, Cuba and Mexico. Select your seat and meal ahead of time and add them to your itinerary

- **Hotel Booking** - choose from a wide variety of hotels and five-star, all-inclusive resorts
- **Car Rentals** - all classes of cars from compact to luxury can be reserved and obtained at the traveler's destination
- **Tour Packages** - for those looking for a complete solution, flight, hotels and cars are bundled together as a complete package

The administration system allows Go Travel Direct staff to control every area of the website. Some of the back-end options include:

- **Product Management** - new flights, hotels, cars and tours are all added to the site by an administrator in a secure environment with the ability to edit prices, descriptions, resort photos or any other content throughout the site
- **Reports & Statistics** - Go Travel Direct can generate reports on website traffic, popular vacations and other activity on the website to provide valuable marketing information
- **Client Management** - generate email lists for prospective clients booking vacations online - find out demographics and personal tastes, building up an important client database
- **Brochure Distribution** - when a request for a brochure is sent through the website, client information is managed and organized
- **Tickets & Invoices** - tickets and invoices are managed and printed for immediate release to travelers

THE BENEFITS

One year after completion, the new website was processing 45% of Go Travel Direct's bookings

The benefits of such web-based applications, as the one developed for Go Travel Direct, are summed up in one word: control. The ability to change and edit content at a moment's notice is pivotal to the effective operating of an online travel company. Getting products to market sooner than a competitor is significant to a company's bottom line and reputation. No less important, the marketing information built into this system is integral to running a successful marketing campaign. Information, reports and statistics provide Go Travel Direct with the tools necessary to understand its clientele and offer the best vacations while maximizing profit.

The end-to-end solution was made complete with high-speed access for Go Travel Direct's reservation operators as well as fully managed, dedicated hosting and security services to host this website in one of Magma's world-class Internet Data Centres. The client's applications have experienced 100% uptime since implementation while under round-the-clock monitoring and security.