



CASE STUDY

Developing future-proof technology for a DMC business

Learn how Destination Asia expanded their technology to streamline their operations and deliver a more personalised experience to their B2B customers.

DESTINATION ASIA

DESTINATION MANAGEMENT FOR ASIA'S TRAVEL CONNOISSEURS



29
operating
offices in
11 countries



700+
award-
winning
staff

Since its inception in 1996, Destination Asia has grown to become the leading destination management company in Asia with an 11-country network covering Thailand, Vietnam, China, Japan, Hong Kong, Singapore, Indonesia, Malaysia, Cambodia, Myanmar and Laos.

The company works with a global portfolio of customers, providing creative solutions for tour wholesalers and operators, corporate meeting planners, cruise lines, incentive houses, exhibition and conference organisers.

Destination Asia operates a network of 29 locally owned operational offices across Asia. Each destination has offices located within major cities and towns to offer the best possible service to their partners and those clients on the ground.

“With Open Destinations, not only have we gained the best functionality for DMC software, but we have gained a team of people with deep experience in the travel sector to help us keep moving forward.”

Nicholas Mulley, Chief Operating Officer, Destination Asia





GROWTH OBJECTIVES

Increase online sales and market share through new distribution channels



OPERATIONAL OBJECTIVES

Increase the efficiency of operations through connectivity across the regions



SALES OBJECTIVES

Increase B2B conversion by implementing customer-centric principles in both sales & operations

The Project

Future-proof technology to connect the Destination Asia network

Destination Asia was seeking an integrated online platform to facilitate the requirements arising from an increasing volume of B2B clients and passengers.

Historically, each of the Group's 11 destinations had adopted their own manual processes and systems, which made it difficult to integrate data across the group. Many of these processes stemmed from country-specific issues, such as legal restrictions on prices and taxes that vary by country.

The primary objective for the project was to streamline their operations across the regions, and ensure that technology was driving efficiencies and delivering an exceptional product.

The technology also needed to further drive the sales opportunities, with a holistic e-commerce strategy for B2B customers worldwide. This involved creating an intuitive new B2B website, with fast and effective navigation to access the best rates and special offers across the 11 regions.

In addition to the new website, Destination Asia focused their efforts on improving the XML capability of their reservations system, enabling them to connect directly with their customers' booking systems.

The Solution

Travel Studio has provided Destination Asia with a single, central XML interface to present their unified service in a single online portal. To achieve this, the project facilitated all regions to be working in a single operational environment that can be accessed in real time. This portal gave centralised access to complex customer preferences and historical data, which enabled the company to increase sales of their pan-regional itineraries.

The solution has also facilitated e-commerce expansion via a new B2B website, which has improved the customer experience and increased the response time for new business.

GREATER VISIBILITY OF OPERATIONS

The integration of Travel Studio has given the management team greater control of their operational performance across the regions. The new level of reporting provides visibility of pricing competitiveness, cost of sales and conversion rates from quote to booking.



INCREASED CUSTOMER CONVERSION

Travel Studio provides automation at different customer touchpoints throughout the booking process, from quotation through to the end user experience. This personalised B2B experience has helped to improve customer satisfaction ratings.

INCREASED MARKET SHARE WITH ONLINE DISTRIBUTION

Destination Asia has increased market exposure by opening up new channels. This has been achieved through a new B2B website and XML connections providing direct links to customer booking systems.





Increased conversion

Personalised B2B customer experience

In order to build competitive itineraries for their customers, Destination Asia needed to make their data work harder for them. For example, key customer information and preferences needed to be recorded and shared between the regions.

Travel Studio enables an improved level of functionality that Destination Asia can now capitalise upon. Maximising the full potential of the system, they are now able to store customer profiles and review client booking activities to improve their services from within. These profiles allow Destination Asia to implement personalisation at different customer touchpoints, online quotations being one example.

As a result of the personalisation, Destination Asia has seen a positive response from customers with improved customer satisfaction ratings.

It is expected that these new processes will deepen their customer relationships in the long term.

Online distribution

More selling channels through B2B
website and XML connections

“We now have a solid platform to continue building our e-commerce business. Travel Studio has taken us to the next level with connectivity in the worldwide marketplace.”

*Nicholas Mulley
Chief Operating Officer
Destination Asia*

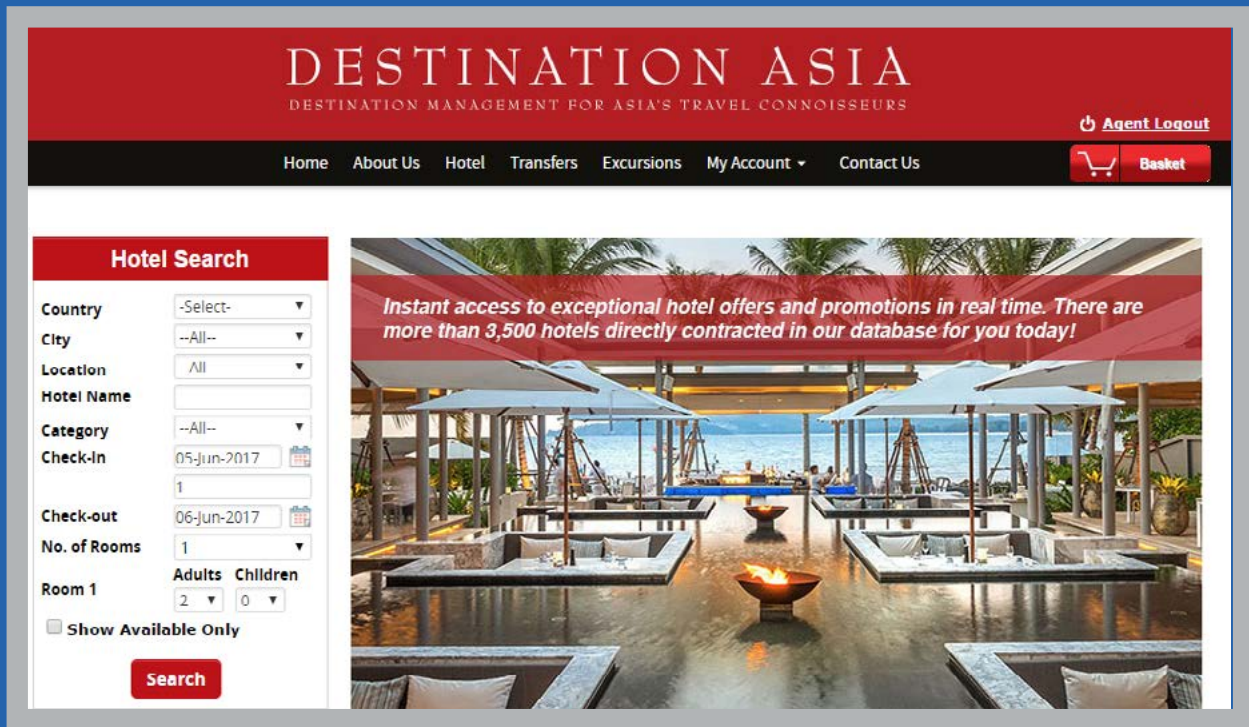
Destination Asia identified an opportunity to gain a competitive advantage by consolidating their destination network through a single portal.

The previous system involved a number of manual processes with restrictions to the amount of product that was available to book online.

Travel Studio enabled the company to present a far wider range of special offers and open up new channels to market. This was achieved through a new B2B website and direct XML connections to customer booking systems.

Both the online web portal and B2B XML API are now implemented and supporting the rapid growth of Destination Asia and the superior service levels that they offer.

This new connectivity has had a significant impact on market share, with customers choosing Destination Asia as their preferred supplier.



Direct XML integrations

The technology has enabled Destination Asia to go one step further in e-commerce offering, by providing direct connections to their customers.

This involved deployment of the Travel Studio XML API, providing seamless connectivity with all transactions going through one interface. For integrated B2B clients, this enables them to search and book the product directly from their internal booking system.

This connectivity significantly reduces the manual processes around bookings, presenting a single booking reference with multi-country bookings.

New B2B website

Destination Asia implemented a new B2B website which allowed them to sell their product online, showcasing the most current rates and special offers available.

The new website provided a simple user journey for agents to make cross country bookings, with the ability to easily filter and get search results. Special offers were also incorporated into the booking process, with agents able to locate offers by country, city, star rating, property and date range.

Efficiency in operations



The implementation of Travel Studio has given the management team greater control of operational performance across the regions.

With the business spanning across 11 regions, Destination Asia was challenged with tracking productivity and process efficiency.

Travel Studio has provided the company with a single operational blueprint, which will continue to deliver at scale as the company grows. The management team can now ensure standardisation across the region, delivering a single and seamless service for customers in each of the destinations they operate in.

Workflow automation

Automated workflows have been incorporated across all of the regions, which gives management total visibility of data across the organisation. There are now a wide variety of reporting mechanisms which give management greater control over their cost of sales and allow them to track productivity and conversion at a regional and individual level.

Pricing & yield management

Destination Asia needed the ability to fully manage pricing complexity of their business and ensure that they have the most competitive rates available to customers, including special offers.

Travel Studio provides them with the ability to create market-specific pricing for different channels, which was directly linked to the contracts in the system with complex rules, currencies, terms and conditions.

Yield management has also become much more flexible, with the ability to adjust pricing based on dynamic business rules.

About Open Destinations

Our People

We take a hands-on approach to travel businesses, developing and implementing bespoke solutions, both on time and on budget. Behind our products sits a team of over 400 travel technology professionals, spread between our headquarters in London, England and our development, support and outsourcing centre in Goa, India.

Our diverse team is constantly growing, and is currently comprised of more than 100 developers and over 75 professionals providing consulting, analysis and implementation services.

Our Clients

We work with a wide variety of tour operators and wholesalers worldwide and continue to invest and adapt to meet the evolving customer requirements, ensuring the long-term growth and sustainability of their travel business.

Awards & Recognition

In 2015 and 2016, Open Destinations was ranked in the Sunday Times SME Export Track 100, which ranks the top 100 small and medium-sized companies (SME) in the UK with the fastest-growing overseas sales.



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destinations

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