open destinations

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"

Destination Asia

DESTINATION ASIA

Developing future-proof technology for a DMC.

BACKGROUND

Since its inception in 1996, Destination Asia has become Asia's leading destination management company, with an 11-country network covering Thailand, Vietnam, China, Japan, Hong Kong, Singapore, Indonesia, Malaysia, Cambodia, Myanmar and Laos. The company operates a network of 29 locally owned operational offices. It works with a global portfolio of customers, providing creative solutions for tour wholesalers and operators, corporate meeting planners, cruise lines, incentive houses, and exhibition and conference organisers.

Destination Asia sought 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 its manual processes and systems, making integrating data across the group challenging. Many of these processes stemmed from country-specific issues, such as legal price restrictions 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 move 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.

Increased Sales and Bookings

Connectivity to Global Marketplace

Unified Services

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 environemnt that can be assessed 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 webiste, which has improved the customer experience and increased the responce time for new business.

THE RESULT

Greater visibility of options
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.

Travel Studio is an industry-leading end-to-end reservations software that enables Tour Operators to look forward to a future of long-term financial growth and business sustainability.

**We do the tech.
You do the travel.**

sales@opendestinations.com OR
+44 (0)207 553 9220

@OpenDest