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NICHE TRAVEL SITES available features

For the latest list please visit: www.nichetravelsites.com/features/

Tour Operators - Special feature highlights

Multiple sales channels self booking

Wholesaler direct access with individually configured access rights. Margins are automatically calculated and bookings are saved against the account. The wholesaler can see individual staff member's sales reports, summaries, invoices and individual bookings. The responsibility for correct bookings lays with the wholesaler which dramatically reduces disputes.

Travel manifest (coach, yacht, etc.)

Full instant passenger list with all necessary details, including name, age group, contact details, booking numbers, pickup time and place, payment status. The lists print out smartly and readable. Each new bus (or boat etc.) manifest starts on a new page for example, so you can print out all manifests in one go. It's little details like this one that make a huge difference, would you agree?

Supplier/ground handler reports

The suppliers can get either automatically timed emails that the system sends independently or you can generate custom reports to notify your suppliers/partners with PAX details, These reports can be as detailed as you like and customised to your and your supplier's needs.

Staff allocation

Allocate your tour guides, drivers, instructors, etc. to the right group of PAX, select different rates and easily create weekly/monthly reports.



Integrated Pickup Management

Pre-define different pickup locations and times for each tour to be available in a drop-down in your booking system and your online booking screen. During bookings you can overwrite the times or enter a different pick-up location. You can also define if online bookings should have the same functionality or be strictly pre-defined pickups/times only.

Group Bulk handling

All call centre, wholesaler and direct web bookings need to be managed, allocated to vehicles and guides need to be assigned. The system knows which PAX belong together and group them visually. You can work on one group, multiple groups or individuals at once - i. E. Assign two groups, one family, half another group and three individuals to a bus in one click.

Bulk financial export

Export all receivables from-to any date as .CSV file and import into MYOB or other accounting software. The system is geared to map the system fields to be conform with your accounting software's field names.

Ticket management

You can see any ticket status, including a timeline of revisions (what and by whom). Your wholesalers can see their own bookings and tickets if you want to grand that access.

Voucher management

You can create an almost unlimited variety of vouchers. Vouchers for the public (spouse travels free, 20% off, etc) or vouchers for special promotions with your wholesalers (group discounts, special december rate, etc).



Travel Agencies - Special Feature highlights

3 minute sexy & detailed quotes with Itinerary Creation

You quote by selecting from calendars, drop-downs and ticking boxes. The system then generates a fully formatted quote, complete with terms and call to action. The look and feel is 100% customisable

Follow-up management

Once a quote is sent the system will bring up a reminder to follow up on that quote. The responsible sales person will have a 'follow-up' list. The system is fully integrated with Outlook and a pre-formatted follow up message is generated on click. The usually preferred phone follow up handling is also catered for with comments boxes, snooze button and a link to re-quote on the fly.

Easy fast package entry

Create a new package in just 2 hours, including the complete public web site pages with slide shows, YouTube, Goggle maps and booking calendars as well as back office pricing schedules, quote details, wholesaler rates, financial rules and so on...

Yield management

The system will suggest which products become distressed inventory based on the product's settings. with a few clicks the distressed product/date can be set as a special onto the home page, product home and/or specials page. From that specials page you can also generate a newsletter and send out the specials within minutes.

PAX Groups Overviews

If you are dealing with groups you will appreciate the function to have an overview page that shows the status of a PAX group. What is necessary to 'get this group over the line'? You see all relevant information, from ticketing status, financial status and comments to vouchers and booking forms. From here you can also create a special to-do list for this group only.



Call Centre CRM

For phone enquiries your sales staff will enjoy a simple call centre screen with large fonts and large fields for easy navigation. On entering details the system will start to offer contacts that are already in the system. If you have a match, a single click will fill all available fields. The system is smooth enough to do live quotations with very little training. These phone enquiries will then always be recorded, confirmed (email/print) and put into the follow up list.

Supplier management

Enter all your supplier's details, including their business rules and voucher formats for use throughout the system.

Insurance Integration

Integrate the specific details of your preferred insurance supplier into your booking form to smoothly on-sell insurance where desired.

Management Features

See any staff Task List

See any staff TO-DO/task list and move tasks across the team.

Set specific access rights

You can define very granular access rights for each staff member and external consultants. A SEO consultant can for example get access to package blurb, titles and an META tags but be excluded from any other system aspect.



Manage Franchises/ branches

The system can run multiple companies that all share the same public web site. The content, language or currency can be individualised so you can display the different content depending on the web site visitor's location. You could for example have one set of prices and content for Australian browsers and a completely different one for UK browsers while maintaining the brand strength of a single domain name.

Manage wholesaler rates

Manage the commissions for each wholesaler, including seasonal changes and special promotional codes that might apply.

Create Staff Reports

Keep an eye on individual staff performance, generated quotes and conversion rates.

Product performance reports

Find out what 20% of your business generates the legendary 80% of your income.



Marketing Features

Social Media enabled

Your Travel 2.0 site will enable social media in both directions. You will actively encourage your visitors to follow you through Twitter & Co as well as providing a communication exchange platform through blog feedback, forums and the ability to upload images and videos. If this is still too scary, you can disable these functions or choose the middle way by moderating content. We say that they will talk about you anyway, so they might as well do it where you hear them :-)

Google Yummy

All public code is formatted with Google in mind. Links are easy to follow and the site looks just clear and yummy to the google indexing robot. This will not eliminate the need for further SEO/Adword strategies but greatly assist those efforts.

Auto collect visitor's email through quick quotes (ethically)

You will be able to give your punters the chance to 'just browse' prices in a non-threatening fashion. In return you ask them for their email address to send a copy of the quick quote to them. This will later give you the opportunity to send special offers to highly interested prospects.

Targeted bulk emails

The system ships with a complete bulk mailing program that sends emails directly from your database. You can even create beautiful HTML emails directly from your system. If you prefer, you can also export mailing lists to Excel.

Bulk SMS

The system can send bulk SMS to your contact list (bulk SMS contract required).



Integrated Blog with Pax comments , images and videos

Like all features the blog is optional and you can moderate the user input. If you want to face the brave new web 2.0 world this however, is a must! :-)
Wordpress is a wonderfully easy to use blogging platform that is massively supported worldwide.

Forum

Provide a platform for your visitors and pax to communicate. Fill groups exchange knowledge, upload holiday snap-shots/videos and let your PAX come up with a thousand other uses....

Mail merge database

From Christmas cards to sending out catalogues. Many agencies use postal services. having a contact database that supports that is a bonus.

Act instantly no web designer needed

You can implement any change directly as easily as typing a Word document. No more three degrees of separation - you are the site. Change, save, live.



Sales Features

Consultants individual Task Lists

Each Consultant has their own personal task list, based on their roles and their customer interaction. The manager can move tasks around from staff member to staff member. If you prefer your team to share all tasks you can set the system to team mode.

Critical dates management

At all times the critical dates are in clear view in the to-do lists. The manager can see all critical dates on a glance. Ticketing deadlines, warning emails about large luggage to airlines, voucher printing, deposit/full payment dues, voucher printing, passport details pending etc. Never drop the ball.

1 click quote to invoice

Any quote that you've generated in the system can be accepted with the click of a button and turned into an invoice, complete with terms, link to booking form, financial details etc etc. Send the confirmation and the invoice beautifully formatted in an instant.

Move tasks between team members

Each Consultant has their own personal task list, based on their roles and their customer interaction. The manager can move tasks around from staff member to staff member. If you prefer your team to share all tasks you can set the system to team mode.

Never loose sight of sales status

At a glance you will see how far a sale has progressed, from first contact to departure.



Colour coded allocation Tables

See name, booking number in a coloured date field where red indicates no payment received yet, orange indicates down payment received and green means fully paid. The call centre screen will automatically open the allocation view for own or allotment packages and show availability as well as allowing to move PAX around if possible.



PAX Management

Single PAX and Group mode

Complete data sheet for individual PAX or PAX group with critical date and payment overview.

Auto - Vouchers

Create personal itemised tour vouchers in seconds. The system knows automatically which vouchers need to be generated and records what was printed and sent.

Auto-Ticketing - Online booking forms

Your PAX can enter their own details, including insurance info and airline special cargo requirements where necessary (surf boards, skis etc.). Either through online e-commerce (usually for smaller amounts, tours etc.) or after receiving an invoice from a consultant.



Financial Features

Accounting Integration - Connect MYOB, Quickbooks etc.

Export all your sales activities directly into your accounting system. Export all receivables from-to any date as .CSV file and import into MYOB or other accounting software. The system is geared to map the system fields to be conform with your accounting software's field names.

Invoice and track payments for individuals, Groups or families

Keep track of down payments, installments and final amounts due for individuals, groups (all pay individually) or families (one pays for group).

Bulk-bill wholesalers

Self booking wholesalers can be invoiced in combined invoices with separate itemised accounts list. The wholesalers can also have access to their booking history to keep track of their costs.

Keep track of supplier costs

Pay your suppliers according to the contract rules, defined in the supplier management. Keep track of cash-flow. This also helps managing your foreign exchange requirements and might enable you to lock-in an exchange rate for the required amount.

Cash flow forecasts

Keep an eye on your cash-flow forecast based on written invoices. In a consistent business you can also fairly accurately predict future business based on generated quotes. Compare with last year and stay on top trends.



ForEx forecasts

Based on bookings you can forecast your future foreign currency supplier costs. Use the exchange rate fluctuations to your advantage where you can by knowing fairly accurately how much foreign currency you'll need.

Any sales report

Look at your sales statistics from any angle. sales by product, by month, by sales consultant...as well as quote/invoice conversion rates. Get a handle on your sales funnel mechanics by seeing the relationship between web site visitors, self quotes, quotes, invoices and payment morale.

Multiple currencies

Pin your public prices to the supplier currency and display in any other currency with your own exchange rate.

Web site content management

Most content is already dynamic.

Availability, prices, specials, dates etc. are all on a live-feed from the back-office software. Here are a few extra CMS features that make a huge difference for the visual aspects. Keep the site fresh!

No more web designers

To enter a new package or tour you just have to click a button and follow the dots. The new product will be beautifully presented on your web site, readily linked into the menu under the right category and section. It will have its own 'mini homepage' with more info sections, testimonials, slide show, eye candy thumbnails with pop-up bigger images, google map, enquiry or booking process and SEO code. Sweet!

Formatted contend

Your product mini homepage is fully pre-formatted. You simply have to enter header, sub-header, blurb etc as plain text and the site will display



beautifully formatted. For other pages, like more info, you can choose free-format and structure the content more freely.

Image - auto resizing & formatting

One of the most loved features is the image auto resizing and formatting. When you upload an image to a slide show album it will automatically crop, enhance and and create several thumbnail that the site needs in other sections. All automatically. You can further tell the image program where your image focus point is, so it can crop accordingly. Just upload directly from your camera or a folder on your desktop. The system does the rest and it will look stunning. [Have a look here. All images here have been uploaded in this fashion.](#)

Easy Google maps

just paste your Map code into a simple field to add it to the list of available maps for your content management system. Give it a good name, so you will recognise it in the selection drop down menu when you create new packages or change existing ones.

Copy 'n paste youtube

Upload your videos to youtube, play them in a browser and highlight the video. Now you can copy and paste this video into your page through the easy content management system.

Easy Google key words (SEO)

You have direct access to the HTML source code META tags to enter any keywords and descriptions you desire. While Google largely ignores Meta tags these days it is still important to have good descriptions for the Google results text.

Create sideshows in minutes

Simply upload images to a new album, let the system auto-format them and they are available in an album list. Just select your album and see perfectly formatted on your web page.



Manage Blog

Wordpress is an impressive blogging platform with amazing functionality and very easy to use. Write articles, edit other staff member's or supplier's blogs. Moderate new comments etc. [Have a look at the Wordpress site for a world of blogging muscle >>.](#)

Manage Forum

Manage a forum for your fans. Give them a platform to communicate, upload their photos and videos, rate destinations, or buy and sell gear. Some travel agencies find it useful that punters try to fill groups through the forum. Great tool in many ways.

Manage shop

If you have items for sale besides travel services you can put them into your online shop. We have integrated OsCommerce e-commerce enabled online shop. Let your fans put their gizmos, t-shirts and caps into a shopping basket and buy online.

Specials in 2 minutes

Create specials across your site by ticking a box in the back-office system. Choose to display on home page, on specials page, on product home and mark on the booking calendar. The system even suggests which products become distressed inventory and might have to go on special.

Google analytics already built in

Every page of your site has the necessary google analytics code built in to track visitors. New to Google Analytics? [Have a quick read here >>.](#) It's really cool and doesn't cost a cent.



Public Web Site Features

Specific features to assist your online sales & marketing process
Your web site is your main marketing and sales tool. We have put 13 years of online travel experience into designing sharp and functional online travel sales sites. We recognise target groups, purchase decision making processes and visual guides with the important call to action.

Tour suggester

The tour suggester traditionally accounts for 40% of the site's traffic. It is THE most useful tool for visitors to quickly narrow down their options. It's like a sales person giving you realistic options. The sales funnel starts right here with a very high hit rate.

Self quick quote to email

Don't you hate that feeling when a shop assistant rushes towards you the second you enter the shop? You would rather 'just browse' for a few minutes and get your bearings, right?

We have taken a similar principle into account when we designed the online sales process. Punters can generate their own fast quote estimates. These estimates are a guide only and will be sent to the punter's email address as well as appearing onscreen. Your advantage: You collect a good idea of package popularity and can get in touch if you decide it is OK.

Live availability, pricing specials and booking

The system can be set to enquiry or live bookings with full visibility of available dates and availability.

Visual product finder 'eye candy'

Research has shown that the buying process is different from person to person but can be grouped. One group browses products visually. A selection from your product photos is auto-thumbnailed and put onto an 'eye-candy' page. Clicking on an image takes you to the product. Clever?



Integrated Sales Funnel

Every design aspect and functionality is designed to drive traffic to the site. Once a visitor has arrived all functions guide him/her to a meaningful 'call to action'. In other words: The sites is designed to sell specialised travel products in the most effective but ethical fashion.

opt-in newsletter

Grow your contact database. Some of our clients grow their email databases by a thousand addresses per month. This database becomes one of the most important marketing assets.

Image sideshows and videos

At the top of each page you will find a slide show. This slide show can not only hold images but also videos, with full control, sound on/off rewind etc. Neat.

Any language/characters/currency

Any language, any character set, left to right or right to left. No worries. It's all possible. [Here is some proof >>](#).

Social network sharing tools travel 2.0 ready

Every page has a handy link to be shared in the punter's preferred social network site or simply be sent as an email to a friend. Get the word out!



Technical Comments

Full control from anywhere

Since the entire system is browser based you can access your full workplace from anywhere in the world with Internet access. Browser based software is also becoming the web 2.0 standard on how business is done. Outsource all the geeky stuff. We find that our colleagues from 37 signals find quite the right words. [Have a read what they say >>](#)

Entire system hosted on your own web server

With virtual server technology you can connect to your server through remote desktop from anywhere. It's save and convenient.

Auto backups of all data every night

We have created a scheduled backup task to copy the entire system every sunday night and all changes/updates daily. The backup is put into a FTP folder for you to download nightly if you like. Additionally the data is also sent to the super secure Amazon data storage facility S3 in either the USA or Europe. In other words: we have 3 independent backups in different countries/economic regions that can restore the data from last night at any time.

Hack proof

When you use our web-based software, your data is stored on secure, always-updated, backed-up daily enterprise-class servers in state-of-the-art, highly-secure data centres. You will be in full control of the server but others will worry about the hardware.