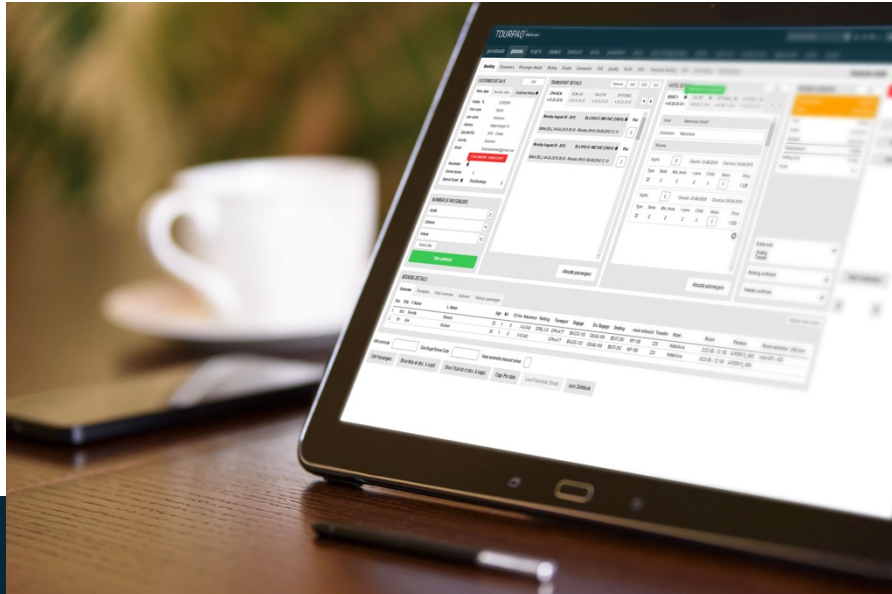# TOURPAQ™

6 Best Practice Revenue Strategies

Developed by Industry Leaders, that will take your Travel Agency to the next level!

TOURPAQ

Are you struggling to run a travel agency? Would you like to sell more travel products and services without the hassle of counting availability, checking inventory levels, and managing cancellations by hand while keeping your guests updated?

Good Tour Operator Software is more than just a booking system. It frees up both time and resources within your company and makes your customers happy and satisfied – and lets you make better, documented business decisions.

To say it simply, if you are serious about being a tour operator, you need the right software to give you a distinctive advantage over your competitors.

TOURPAQ

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How to take your Travel Agency to the next level

The competition in the travel industry is rough and plentiful – and as you are reading this, new tour operators and travel agencies are popping up. On the other hand, more established agencies are hungry to grow revenue and market share.

Is your business counting on you to drive even more revenue or sales this year? Or are you just about to take off on a new adventure within the travel industry?

Either way, we will share with you all the best strategies put together by leading travel agencies and Tourpaq customers. In this guide, you will learn to improve employee efficiency and enhance the customer experience.

You need to learn how Tourpaq can automate the more complex processes of managing, selling, and booking tours - leading to more profit and more time to grow your business.

Keeping this in mind maybe it's time to consider migrating to a new tour operating system?

The old saying goes that 'by failing to plan you are planning to fail'.

However, simply switching to a modern tour operating system will not guarantee success alone.

Why?

Because you need to know where to optimize your business and not simply float along with the tide on a new platform.

The most important factor is to know – or have an idea of the critical challenges within your company during the daily processes.

As your travel business grows, you need a good travel operating software to handle most of the manual processes. This will support you in building a more profitable business.

Are you still manually entering data in one or more systems – then you need to STOP – It is killing your profit.

Switching a tour operating system should be based on a business plan to achieve next-level clearly defined goals.

Ultimately, the optimal Tour Operator Software will allow you to:

- **Allow your customers to book and manage their travel online**
- **Manage your back-office processes efficiently and easily through automatization**
- **Reduce the likelihood of errors occurring**
- **Make core decisions based on reliable data**
- **Enable your business profit to grow**
- **Expand into new areas you've been thinking about for years**

We have interviewed dozens of customers who shared their secrets for success. They told us about the lessons they've learned in past and how Tourpaq helped them scale up while making their teams more efficient.

TOURPAQ

The important thing is not to get stuck in the daily operation!

Once every season you should consider how to improve your business processes and review if your IT platform is holding you back. You will be amazed at the progress that you and your team can make with perfectly fitted tour operating software.

In the last decade, the Tour Operator Software industry has become a lot more crowded. Supplier management, booking tools, and itinerary creation have always been integral parts of what it means to be a successful tour operator.

As the market grows, Tour Operator Software providers have developed new and improved solutions for the industry.

Looking at best practice examples will help you take your business to the next level. Here are the big trends to look at within the travel industry.

- **Automation and streamlining the workflows**
- **Customer and supplier self-service**
- **Big data analysis, reporting, and decision-making**
- **Personalization, customer engagement, and customer service**
- **Simplifying business with an all-in-one platform**

TOURPAQ

How we build the ultimate tour operating system

The needs in the travel industry

Tourpaq is born out of Denmark and is widely used by Danish travel agencies, some of which have become industry leaders. One of them is Primo Tours.

Bjarke Hansen is the CEO of Primo Tours, and this company inspired to develop Tourpaq.

More people were making their bookings and reservations online. And in a fast-moving world with increased technological advances, you cannot afford to fall behind.

At the time Bjarke did not find a booking platform that he believed could provide him with a solid, future-proof platform to both start and grow his

travel business – leaving him with only one thing to do – simply build his own.

Both then and now this mindset has been a key cornerstone- building a tour operator system by a team that understands and lives the travel industry and not only software. And sharing best practices with each other to fight the giants in the industry.

Tourpaq has grown to be an all-in-one platform for Tour Operators, with automated processes for both charter, dynamic packaging, groups, and circuit travel planning and booking.

- **It frees up time and resources within your company**
- **Makes your customers happy and satisfied**
- **Enables you to make better, documented business decisions.**

Our mission is to make it easy for tour operators to grow revenue, optimize operations and streamline communications with their customers

Primo Tours has shown a solid growth and acquisitions history in the industry. Primo Tours is on the way to becoming one of the major travel players in Denmark.

But what is the secret?

We are the travel agency with the fewest number of employees per guest.

When we ask people why they chose us, they often reply that "it's because we get such a good personal service". This is partly because Tourpaq allows us to use our efforts to service guests – both back office and through automatization.

It's all about breaking down the silos across your teams (think finance, sales, marketing, and customer success) to create an agile system that unifies planning, processes, systems, and data.

How the top 6 revenue strategies are put into practice:

Streamline the sales process
Customers and suppliers' self-service
Dynamic pricing rules
Fully automated email flows
Reverse supplier settlement
Dynamic packaging

1: Streamline the sales process

Employees are the most expensive resource we have in the company. Therefore, Primo Tours makes a great deal of effort to ensure that employees can spend as much of their time as possible talking to customers and giving them a personal service – and as little time as possible on manual processes.

The sales team works directly in Tourpaq when serving customers. They can search for existing customers and see a complete history of all travels and dialogues that have been with the customer. If the customer wants a new offer, they build the journey directly in Tourpaq with just a few clicks – while having the customer on the phone and going over all the relevant choices related to the trip.

When all wishes are aligned with the customer, Tourpaq takes over the workflows. The system sends out the offer or tickets by e-mail to the customer and follow-up with relevant offers for upgrades towards the departure date.

The customer can log in to "my ticket" and make changes or upgrades.

If there are changes – Tourpaq itself sends out relevant notifications to the suppliers and makes a new ticket for the customer.

With Tourpaq in place, the sales team can spend almost 100% of their time talking to customers and selling products.

The workflows can be set up and customized individually to suit each travel agency.

Our recommendation is to review all processes and evaluate if the process can be automated and how to improve the customer experience.

2: Customers and supplier self-service

Up to 80% of all customers book their own trips online without having to talk to sales first. All trips, transport, accommodation, and extras are available to the customer in the online booking flow.

The customer can easily search for the desired trip and click through all the choices and see the total price for the entire trip.

If the customer wants to book the trip, it is done online, and the booking goes directly into the Tourpaq. All allotments are updated in real-time so that no double bookings happen.

This is a huge time saver, as previously only about 40% of our customers booked completely without talking to sales first.

We moved many bookings online when we introduced an online booking discount.

But also, the suppliers can do self-service

The supplier decides when they want to receive a list with information about the guests – any changes or cancellations and Tourpaq sends it automatically. Suppliers can also log in and download relevant lists directly into a supplier login on Tourpaq, which gives them access to the data that is relevant to them.

In this way, PrimoTours saves time in providing service towards the suppliers, having to keep in mind to send lists prior to each departure. This way suppliers will experience that things are in order and that all information is always available in full, correctly, and on time.

3: Dynamic pricing rules

This feature can be a game changer if you work in the charter travel segment or have your own allotment. Basically, you set a price on every trip – but you can add rules to adjust your prices according to the demand for your trips.

If your trips are sold too quickly, the price is automatically increased. These can be quite advanced rules that apply to departures, transports, hotels, or rooms – or combinations thereof.

Likewise– if sales lag in an area, the system can automatically lower the price – but never below a price or profit defined by you as the minimum.

Especially if you have your own allotments, transport, and guarantees you need to fill, then it is important partly to get sold, but also to reach the best degree of revenue on each departure but also throughout the season.

Depending on the type of travel agency you have, it can be quite an advanced price matrix you have, and therefore you can end up with quite advanced rules for automatic price adjustments.

To keep an overview, we have integration with PowerBI, which is one of the best tools for data analysis and reporting. Therefore, you can easily build the reports and overview that you need in addition to the reports and overview that are already available in Tourpaq.

4: Fully automated email flows

One focus area for Primo Tours is to keep the guest updated with all relevant information, prior to, during, and after their holiday. To ensure this, Primo Tours uses our email center for automated customer service emails.

The email flow starts when the customer has made a booking by sending the ticket within 20 min after the booking is done.

Then emails follow-ups before departure with everything from reminders, purchase options, and relevant information about the departure at the airport.

The email flow continues until the customer return home safely and the last email in our flow is a questionnaire for them to fill in.

By setting the automatic email flow you also add a touch of personalization to the customer experience – this is done by providing information relevant to the customer at the right time. And even though it is an automatically generated email, you can set the template to add various identifiers such as booking number, first name, last name, or destination.

This customer engagement dialogue can also be extended with SMS and chat functions.

However, one of the most sought-after customer engagement options is a travel app where all the details related to the trip are described. There is also a message function in the App, where all dialogue with the destination guides takes place. All excursions described are described in the App and the customers can book the excursions themselves and find details on pick-up times for the excursions. Important to mention that all purchases or chats done through the guest app are also captured in Tourpaq as part of the customer history.

5: Reverse supplier settlement

When it comes to settling the hotel and other suppliers, it normally takes a lot of time and is based on a manual and time-consuming process to check the invoices and confirm everything matches what you have registered yourself – and due to the manual process, there is a high risk of error.

We have turned this process upside down, so it is Tourpaq that sends an invoice draft to the supplier with the number of guests and services

ordered and hence the amount due. Now the suppliers' job is to check if they can approve the invoice.

Once they have approved the invoice through Tourpaq, it is automatically paid in relation to the agreement.

- **All invoices are issued automatically.**

- **All payments are made automatically**

- **Everything is posted automatically.**

6: Dynamic packaging

Tourpaq enables you to make the most of your production by combining GDS flights with bedbanks or fixed contracted products with dynamic products.

Go all in on dynamic packing of GDS flights and Bedbanks or combine your own contacts with low-cost flights or scheduled flights.

Working with GDS flights in Tourpaq you will be provided with the possibility to optimize your revenues through pricing mechanisms set to follow the customer's inquiries and availability.

Drive incremental revenue through advanced decision support and insights while optimizing pricing and revenue management.

Working with GDS and dynamic packaging enables you to produce and communicate fixed roundtrips, one-way transports, or multiple stops – presenting them to the customer for sales both back-office and online.

Moving to a new Tour Operating software

Start with the WHY

You will most likely replace your current workflow process when the current one becomes problematic or inefficient. The issue is, you don't always realize it's problematic or inefficient until you've tried a new solution. If you keep encountering a problem repeatedly it may turn into just another part of your everyday activities without noticing it.

A good piece of advice is to talk to your team before you start any research. Ask them what requirements they have and what will make their day easier. A few questions should help you identify the problems you are trying to solve.

- **What are the most inefficient processes we need to improve?**
- **What operational processes and workflows do we need to automate?**

Talk to everyone in key areas of your business – admin, finance, marketing, operations, and sales – and ask them what requirements they have and what is currently not being met.

To help you identify your business needs, and find the right solution for your business, we compiled a list of pain points and common issues faced by our customers before they switched to Tourpaq.

- *Software is not sharing data across departments leading to manual work moving data from system to system.*
- *Frustration with time-consuming offer creation.*
- *A lack of automation in simple routines*
- *Costly errors due to missing operation monitoring*
- *The booking process is too slow.*
- *The current process is too manual and needs to be more automated.*
- *They would like to grow but do not have the processes in place for scale.*
- *There isn't enough time to focus on the area of business that they want to.*
- *Lack of overviews both in your daily operation and for long term decision making*
- *The current system is not allowing customers to book online and/or add services after sales*
- *Suppliers are to be informed manually prior to each arrival*
- *Lack of customer overview and history*
- *Not being able to sell roundtrips or more complex packages online*

It is a critical business decision

The right Tour Operator Software can make a huge difference to your productivity, but choosing the right system is not easily done therefore you should take your time making the decision.

Research is key to making a good decision before buying this kind of software, as no solution will fit every business.

Include your team in the process – they can help you identify the features that will make a good fit for your company and the direction set.

And remember, as your business grows, so will your tour operator software needs.

That is why you need to make sure that the tour operator software you choose matches your goals and visions for the future.

- **What kind of business will you be running?**
- **Are you expecting to grow your team?**
- **Will you scale your operations to a new location?**
- **Will you launch new brands?**
- **How many destinations/tours will you be handling?**
- **How many customers will you serve?**

Knowing what is in the pipeline for your business now can help you start preparing for it.

Know Your Requirements

Know your requirement - have the big picture in sight, such as the company vision, and find out what is troubling your departments and employees in your current daily workflows.

Do it the old-school way and write down a big list of all the features that you need, and the process you think you can digitalize.

Write down all the daily tasks in a typical week, as well as the things you wish you could do but can't do so far because you don't have the right technology to make it possible.

Make sure that you give your team enough time to do requirement research. If they are well sorted out, they will spot gains and issues early in the project and help you to avoid costly mistakes or miss great improvements.

Ultimately, this will help you choose the best vendors for your needs, so you can meet your goals and do it all faster.

Gathering insights and requirements

- **Identifying repetitive manual actions that can be automated, accelerated, or simplified by software**
- **Identifying the opportunities for business growth that could be boosted by software**

We strongly advise you to use three different criteria:

"Must have"
– a condition for going live.

"Should have"
 – not go-live critical but has to have an implementation due date.

"Nice to have"
– a nice feature, but not critical.

This should be well thought out and you should avoid making something that was flagged as "Nice to have" become "Critical" in the middle of the project.

Remember, you're in search of a next-level solution that can provide you with better workflows, and not in the process of simply transferring your current business to a new provider.

The requirements checklist

To help trigger ideas and thoughts about how to address your business needs, we propose that you review the features and functionality suggestions below.

We've listed some of the common features to look out for in your search for the best Tour Operator Software.

Bear in mind that some companies will rename or tweak features differently.

You have been looking for the software that suits your business perfectly. Take a look at the following example!

Integration Name	Integration Excerpt	Criteria
Online booking engine	Allows your guests to enter their preferred date, room type, and package option. After selecting their preferences, guests confirm their booking.	
Hotel and allotment control	Always having an overview of your capacities - no matter if a booking is done online or back-office, the capacity is booked instantly.	
Pricing and Yield Management	Tourpaq is providing a wide variety of features to support your business and strategies for maximizing your revenue and profits.	
Payment processing:	Payment processing refers to the ability to accept payment from guests online via credit card or PayPal.	
Booking management:	Booking management is the ability to access a database of all reservations where you can change dates, edit names, process cancellations, etc.	
Customer overview	Detailed overview of all your guests including contact information, preferences, past bookings, and more. This information helps you to make a more personalized experience for your guests.	
Automatic email flow	Fully automated email process – including ticket issuing and payment reminders, predefined emails, vouchers, and questionnaires	
Automatic destination email flow	Email can be set back office to deliver relevant lists automatically on a specific day and time prior to arrival.	
Campaigns & discounts	Gives you a unique opportunity to manage multiple campaigns at the	

	same time, and target customer groups keeping the overview in the campaign dashboard.	
Dynamic email flow	Automatic upsales flow and personalized communication based on logic, defined by you -including a wide range of predefined criteria.	
Dynamic integrations	Go all in on dynamic packing of GDS flights and Bedbanks or combine your own contracts with low-cost flights or scheduled flights.	
Excursion Management	Inspire your guests to explore more and sell excursions through the app, online, or at the destination. Set allotments and prices to ease the reporting and sales.	
Finance	All payments, reconciliations, and settlements of differences can take place in Tourpaq. Providing a full overview on a day-to-day or month-to-month basis.	
Financial integrations	Automate and streamline your financial processes, improve the workflows, and spend your resources on analyzing rather than registering data.	
Seating and room selection	Further to seating layouts Tourpaq also offers a quite unique opportunity to activate specific room selections - Both back office and online.	
Group Web	Allows bookings for individuals with individual logins and payments. Giving you the opportunity to create a unique environment for your groups.	
Guest App	The perfect travel companion, with everything your guests need for their	

	holiday in one place. Both before, during, and after the holiday.	
Guide App	Our fully integrated guide app will ease the guide's workload, manage tasks, and communicate with guests. Giving them the tool and time to focus on guest service.	
Multiple brand management	With Tourpaq you can manage multiple brands in just a few clicks. Sharing products, allotments, copying pricelists, and more.	
My Ticket	Enable your customer to manage their booking themselves – while a full history of actions is logged in Tourpaq.	
Supplier login	Keeping them informed on expected and actual arrivals.	
Your turn…	*Keep adding your requirements…*	

Ask for a demo session and a free trial

A free demo session can spark a big innovation in the daily processes of managing, selling, and booking tours. You will get an expert view of your business, with suggestions on smarter workflows and automation to free up time.

Here you will get hands-on experience on how to implement revenue growth strategies in your Travel Agency. This meeting has the potential to spark a whole new way of thinking on how to optimize your Travel Agency for profit.

A productive next step is to assemble a team composed of members from the various business areas that will use the tour operating system.

Ask one or two members from each department to participate in the free trial run so you can gather well-rounded feedback from your end users.

- **How does this software help me improve my bottom line?**
- **How to increase your operator's efficiency using automation?**
- **How to make your team happier by getting rid of the manual work**

Things to ask for in the demo session.

1. Does the supplier offer training and support when we get started?
2. Can the solution grow with our business needs?
3. How easy is it to integrate our other systems and software, for example, our website or our accounting system?
4. Is there online training available if we get stuck?
5. Does the platform have an open API?
6. Is the system secure, safe, stable, and fast?
7. Can we customize the booking process and workflows to our business?
8. How much setup, configuration, and customization will be required?
9. What is the Total Cost of Ownership (TCO) – how much will we spend on licenses, implementation, and ongoing costs for the software?
10. How dedicated is the onboarding process in terms of helping us succeed?

The Cost of new Tour Operating System

In choosing software, more than price should be considered. Besides price, software should be evaluated based on its added value to a company. If price is the only factor in deciding on a new software package, you may end up with software that falls short of the mark.

When you purchase a software solution, you're not just buying software – you're investing in your business. And when you look at it this way, it's important to always expect a return on your investment.

Don't look at software as an expense, but as an investment.

You need to calculate how many more employees you would need to hire to achieve your growth for the next few years.

Don't forget to calculate all the costs for searching for the employees, the time needed to train them, and the time needed until you can expect them to deliver.

Moreover, ask yourself, how much could you save by automating processes that you currently do manually?

Calculate the amount of savings that the digitalization and automation of your core processes will bring or the amount of revenue you'll achieve through it.

Then build a business case to justify the price and ensure that you're making the right investment.

How to implement the Software

We have experience working with many different companies in the travel industry, and we can bring valuable suggestions and best practices that have been proven successful elsewhere. As a result, seek advice from us, because we can look at your business from a different perspective.

Software, when set up right, can do wonders for your company.

When a company is satisfied with its software, it's usually thanks to the implementation. We are experts in implementing the software and training your employees. It can easily double or triple your software's capabilities.

Your employees will see many changes when they start using your new software and processes. They'll resist the changes at first, which is normal. To help them through this change, you'll need to lead the way.

One of the most important things is to have one or two "super users. "

It is also especially important to have a project sponsor from upper management, together with a team of super users who are fully on board with the project.

They can help make sure the project succeeds by selling the project internally.

Things that often go wrong

Doing your research will also help you avoid pitfalls in choosing the wrong Tour Operating Software, including the following:

- **Failure to Meet Your Business Requirements**
- **Lack of Important Features You Need**
- **Does not Match Your Level of Technical Experience**
- **Slow Adoption Rate Among Users**

TOURPAQ™

Conclusion

Tourpaq is a travel management system that automates the more complex processes of managing, selling, and booking travels. Tourpaq provides a smooth and complete travel management system that improves employee efficiency and enhances the customer experience.

We have experience working with many companies in the travel industry, and we can bring valuable suggestions and best practices that have been proven successful elsewhere. As a result, seek advice from us, because we can look at your business from a different perspective.

Book a demo with us, and we will work 1:1 with you to help you achieve the full potential of your travel business.
https://www.tourpaq.com/personal-tour