

Who is African Shores?

A South African tour and travel agency, African Shores specializes in travel to Mauritius, Zanzibar, Seychelles, Vic Falls and Mozambique. The company offers flights, accommodation and tours, as well as packages to the African Shores and Indian Ocean islands.

Established in 2008, African Shores offers services through call center agents and direct sales to the end user via the African Shores website.



African Shores maintains a staff of consultants, accounting, and webmaster.

The African Shores Story: The Challenge

Before deploying Travel Booster, the African Shores staff was resigned to working with an expensive, half manual, and half online system. The solution had limited features and lacked stability. Every action was time consuming, and the team received poor customer support.

“Shifting to Travel Booster was the best decision we could have made in our business as it has given us the edge in the market in a lot of ways. Travel Booster is a system with unbelievable features, support and cost effective for even small businesses. A solution that most Tour Operators wish to have.”

Cobus Vermeulen, managing director of African Shores

The African Shores Story: Bottom Line Results

- **African Shores has reduced expenses by 50%**
 - Since Travel Booster is a hosted solution, IT costs are reduced significantly
 - As the system automates most tasks, African Shores was able to cut reservation staff by half
- **Operators are 10 times more efficient, resulting in more sales**
 - While the average quote turnover used to be 20 minutes, with Travel Booster it can be as low as two minutes based on a fly-in package
 - Team distributes more quotes, and the accuracy of the quotes has improved since the information is online and updated in real time
- **The African Shores website offers a lot more content originated through direct contracting and online interfaces**
 - The team is now able to offer clients many vacation options, resulting in better packages and happier end users
 - Online users spend longer on the website, browsing their options to build a vacation that suits their budget and taste
 - Users enjoy the experience, recommend African Shores to friends, and return next time they are planning a holiday
- **Making use of the Travel Booster hosting services reduces downtime, so the site is always accessible**
- **The accounting and administrative staff are far more productive than when they were working manually**
- **Through Travel Booster, African Shores can access GDS content that was previously unobtainable**
- **Africa Shores has grown exponentially since integrating the Travel Booster and is now planning to expand to international destinations including Egypt, Maldives and Asia**

“The future of travel will be web-based, and Travel Booster is in line with that”

Benefits	What does it mean for African Shores?
Easy to implement	System was installed and live within two weeks
Easy to train staff	Staff was fully trained in three days
Increased content	Upload and manage direct contracts in the system as well as interface to CRS and online suppliers
Software-as-a-Service	No need to purchase any equipment. A professional team is responsible to maintain, upgrade and back up the system IT staff can focus on strategic issues related to the growing business
Web based	Future proof
Business Accelerator	Plans in place to sell more services expand to new destinations including Egypt, Maldives, and Asia

“Our business is growing and growing and this wouldn’t have been possible without the Travel Booster system. Feedback from both customers and staff is so positive. The process of training and integration were fantastic from the get-go. It’s not a complicated system, but the Travel Booster team is very professional and available at every point to answer our questions”

Cobus Vermeulen, managing director of African Shores

To learn more about African Shores: www.africanshores.co.za

For more on the Travel Booster: www.travelbooster.com