

“The Travel Booster team has been behind our growth trajectory with consultations and solutions to support our business evolution”

Chad Howard,
General Manager, Blue Holidays

Galor's Travel Booster is the distribution platform of choice for Blue Holidays, facilitating business growth by opening access to new distribution channels, presenting a myriad of products and services, and providing efficient online management tools and reports. Travel Booster has successfully delivered a branded holiday program platform with a flexible user interface to reflect Blue Holidays' brand and flair.

Blue Holidays (BH), the holiday program of Virgin Australia, has partnered with Galor since 2006. It was then that Blue Holidays launched its first dynamic packaging platform based on Galor's legacy system, Gilboa. As the holiday platform of Blue Holidays, Gilboa provided a wide range of product choices, distribution to a variety of channels, and a flexible user interface.

In 2009, Blue Holidays migrated to Travel Booster, a web-based end-to-end travel software solution that includes an online reservation system together with mid and back office administration tools. Travel Booster supports all of Blue Holidays' activities on one database: domestic, regional, and international long hauls.

Migration to Travel Booster provided the catalyst to running the business operations at Blue Holidays more efficiently and gaining greater benefits:

- With Travel Booster, Blue Holidays can present its customers with a number of product lines to choose from, including dynamic packages (flights and hotels), tours, transfers, activities, car hire, insurance, events, and ancillary supplements (baggage).

“The platform allows a variety of product options with limited cost overheads. Its tour operator backbone allows us to manage content through efficient loading as well as fulfilment of wholesale content contracted by ourselves. In addition, we can manage content and pricing with flexible direct supplier connectivity.”

Chad Howard, General Manager, Blue Holidays.

- Travel Booster allows distribution of content across a number of channels, including direct consumer channels, travel agents, affiliates, and a call center.
- Efficiency is improved as all transaction and financial data is stored in a single database for consolidation of back office functions and reporting.
- “The flexible user interface allows us to present holiday options under our brand whether the content is internal or external.”



- “The flexible business rules module gives us a wealth of product merchandising options. With it we can manage preferred suppliers and best value deals for our customers.”
- The interface with Velocity Rewards, Virgin Australia’s frequent flyer program, allows members to earn and redeem points when booking travel services other than flights.
- The Business Intelligence Module presents a number of flexible online reporting options to provide a snapshot of the business at any time. Reports can be viewed online, in data and graphical views, and can also be exported to Microsoft Office Excel® for further analysis. These reports are also leveraged to gain deeper customer insight: Blue Holidays can learn about customers’ holiday preferences and know customers’ real lifetime value (CLV). Based on this information, direct sales initiatives as well as campaigns to strengthen customer loyalty can be more focused and successful.

The bottom line: Travel Booster brought efficiency gains to the operational side of Blue Holidays’ business. Product loading time dropped by up to 25% and call handling time by the call center was reduced by 20%.

“The Galor team is truly knowledgeable and have been responsive to our business needs. They have been behind our growth trajectory with consultations and solutions to help our business evolve.”

Blue Holidays and Galor have worked together to define a business model for a turnkey airline holiday program for BH customers, underpinned by Travel Booster.

About Blue Holidays

Blue Holidays offers holiday packages that allow customers to choose a destination and then “mix and match” Virgin Australia flights with the accommodation options that suit them best. The result? Customers create personalized trips with the flights, accommodation, and transfers they want: all at a great price and all booked online. Blue Holidays’ packages offer destinations throughout Australia, New Zealand, the South Pacific, and selected international destinations.

Blue Holidays was established in April 2006 as a joint venture of award-winning low cost carrier Virgin Australia and Asia Pacific’s leading online travel company, ZUJI.

To learn more, visit www.virginaustralia.com/holidays

“ We have developed a strong relationship with Galor. As a business, we have come to count on their knowledge and understanding of our business needs as part of our success.”

Chad Howard,
General Manager, Blue Holidays