

WINNING AGAINST OTAs IN A DIGITAL WORLD

A guide to delivering exceptional
service using technology

Powered by **VAMOOS**

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IT'S TIME TO GO DIGITAL

FOREWORD

“Vamoos was created as a way to simplify travel, but what we actually do is enrich it. Sure, we have loads of features that make travelling simpler, but they all share one goal: to make clients’ trips as mind-blowingly fantastic as they can possibly be. It’s this goal that we share with travel companies. It’s also why we’re on a mission to help you compete against the army of online travel agencies (OTAs) that our increasingly digital world produces.

As true travel lovers ourselves, we appreciate the magic of travel companies. We know it might be quicker to book through an OTA, but we also know they are never going to match the knowledge, experience, and passion of a seasoned travel consultant. They don’t know about the secret path that leads to the spectacular secluded beach. They don’t know about the back-alley cocktail bar that makes the best Mojito in town.

They don’t know about the only hotel with a view of the sea and the mountains. They don’t know because they haven’t been there.

It’s these things that make travel companies unbeatable when it comes to putting together the perfect trip. But once that trip is booked, it’s hard for travel companies to maintain the magic, let alone build on it. That’s where we come in. Instead of clients getting a pile of PDFs to sort through, we help travel companies digitise their impeccable customer service and build excitement before, during, and even after the trip.”



Indre Nagyte
Head of Strategy
and Marketing





WHY ARE WE TALKING ABOUT OTAs?

Because, for better or worse, OTAs are growing in both number and market share. As the world inevitably becomes more reliant on digital tech, travellers are turning to OTAs for the huge amount of choice and lightning-fast booking speed. They also go online to find their travel inspiration – whether it's on Instagram, Facebook, Pinterest or somewhere else. There's no denying that OTAs are coming in a big way: travellers are now 57% more likely to book their trips through an OTA than before COVID-19, with two out of three of them using OTAs to plan and research.

Many people book with travel companies for financial security, but OTAs are improving in that area, too. Thanks to increased regulations and online security, fewer people are scammed out of their money. While we can all agree that that's a great development for all, it leaves travel companies with just one way to compete: spectacular service.



TRAVEL COMPANIES ARE THE TRUE EXPERTS

Spectacular service doesn't just mean being available when your clients need you, it's the complete package that only travel companies can provide. It's the unbeatable, intimate knowledge of the countries you specialise in. It's knowing what transport is best for your client, not just the cheapest. It's the extraordinary ability to get to know your clients in just a few conversations, and then put together a once-in-a-lifetime adventure that's as unique as they are.

And it's that uniqueness that makes travel companies so special. The phrase 'bespoke holiday' gets thrown around a lot nowadays, but, when it comes down to it, it's only expert travel consultants that can offer a truly tailor-made experience. When every aspect of your trip has been designed according to your individual style and budget, by someone who has walked the paths, slept in the hotels, and eaten at the restaurants, the end result is something OTAs simply can't replicate.

This is what travel companies must lean on to stay competitive with OTAs. Yes, OTAs can spit out thousands of choices in seconds, but if they aren't the right choices for the client, what good does that do? The combination of highly-personalised recommendations and five-star service throughout the customer journey is vital for travel companies to survive.

After all, when something goes wrong on your trip, who can you speak to if you use an OTA? You'd be lucky to speak to a human within a week – not ideal if you're halfway up a mountain and don't speak the local language. With a travel company, you get a dedicated consultant who will move heaven and earth to fix issues and accommodate changes at short notice. That's a big difference.

CHALLENGES THAT TRAVEL COMPANIES FACE IN THE DIGITAL AGE

Just because we know that travel companies offer something that OTAs can't, doesn't mean prospective clients do. There are still a number of challenges that travel companies face in the race to stay relevant in our digital world.

INCREASED COMMUNICATION

As more and more information becomes available online, travel companies need to increase their level of communication to keep up with the pace of change. If clients are finding out information from a random person on Twitter before they hear it from their consultant, it's not a good look. Without increased resources, travel companies need to do more work just to keep their clients in the know.

ON - DEMAND CULTURE

Thanks to Google, Amazon, Spotify, and Deliveroo, to name but a few of the modern-day digital giants, consumer expectations have shifted quickly. What do they want? Everything. When do they want it? Now. People expect everything from flight prices to pepperoni pizza to be available on-demand, delivered in seconds and minutes, not days and weeks. That includes information about their upcoming holiday – travel companies must keep up.

HYPER PERSONALISATION

Almost everything we do digitally now incorporates some form of personalisation, and in most cases, it goes deeper than putting your first name on an email. Apps and websites are tracking data at an unprecedented rate and using it to get to know what consumers like, dislike, secretly like and pretend to like. The good news is that travel companies can combat this with the unparalleled knowledge of their talented consultants – as long as they have a digital platform in which to deliver their personalised recommendations.



TECH-SAVVY AGEING TRAVELLERS

Up until recently, older generations were more adverse to technology, which was an advantage for travel companies yet to embrace the digital world. However, since the pandemic, things have changed. After being reliant on Zoom to talk to loved ones and online shopping to get groceries, older people are more comfortable online – especially on their tablets. For them, the iPad is king.

A NEW GENERATION OF DIGITAL DEPENDENTS

If you now think older folks are keen on tech, you need to see how the latest generation lives. The first iPhone came out more than 15 years ago and changed the role tech plays in our lives. Now, nearly everyone under 30 not only uses tech, but is more or less dependent on it. This means that soon going digital isn't going to be optional for travel companies, it will be necessary.

IMMERSION IN IMAGERY

The digital age goes hand in hand with the rise of visual media. If a picture used to be worth a thousand words, it's now worth a lot more. With the likes of Instagram, Snapchat, and Pinterest now the go-to for many people's travel inspiration, travel companies need to embrace this change. Striking images and an immersive digital experience can be the doorway to the younger generations.

An aerial photograph of a tropical island. The island is covered in dense green vegetation, including many palm trees. The water around the island is a vibrant turquoise color, transitioning to a deeper blue further out. A small white sandy beach is visible on the left side of the island. Several people are seen on the beach and in the shallow water. The text "Before The Trip" is overlaid in white, bold, sans-serif font in the center of the image.

Before The Trip



For both travel companies and OTAs, the time between the client booking a trip and setting off is often empty. There's the occasional confirmation email or information request, but nothing that gets your heart racing in anticipation of the trip of a lifetime. This means there's a golden opportunity for travel companies to supercharge the customer journey.

OTAs can't visually put the entire trip in the palm of your hand. They can't connect the customer to the gorgeous places and thrilling activities that await them. But with Vamoos, travel companies can. You have the power to turn your expert knowledge into a digital experience that will have customers opening the app again and again before they depart.

Imagine you're a customer that's finished another long day in a grey office. As you sit on the train home you can't help but imagine the white sand beaches and turquoise seas that wait for you abroad. You pull out your phone and that very holiday comes to life in your hand. Butterflies flicker in your stomach as you scroll through the incredible imagery, your excitement building. You can't wait to tell people about your trip. It's the travel consultant's skill that creates this excitement, Vamoos just delivers it to clients in a way that works for them.

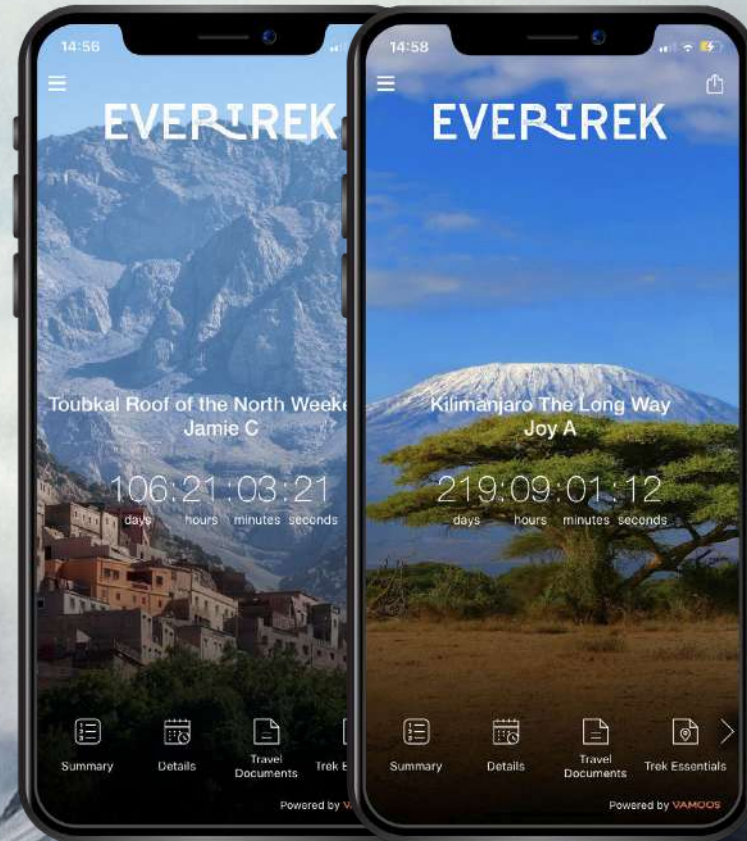
WATCHING EXCITEMENT GROW WITH A LIVE COUNTDOWN TO DEPARTURE

As masters of once-in-a-lifetime high-altitude treks, every trip EverTrek organises is loaded with anticipation and excitement. A personal countdown for their clients is a simple but incredibly impactful way to build buzz and get clients engaged with their upcoming trek.

Not only does the head-spinning excitement continue to grow as they scream 'today's the day!', but clients are also much more likely to share that excitement online when they can visualise it.

The logo for EverTrek, featuring the word "EVERTREK" in a bold, white, sans-serif font. The letter "E" is stylized with a curved line through it, and the "T" is also stylized with a curved line through it. The background of the entire page is a dark blue gradient with a mountain range silhouette in the lower half.

EverTrek specialises in high-altitude trekking to iconic destinations like Everest Base Camp, Annapurna Base Camp and Island Peak.



“The thing that our clients absolutely love and get the most excited about is the Countdown timer. When they first get it, it’s the ‘oh my god, it’s real. I’m actually doing this!’. It becomes the main talking point around Vamoos, and they love to share it on social media.”

Fi Hawthorn,
Project Manager & Bimbling Yeti – EverTrek

BUILDING PRE-TRIP BUTTERFLIES WITH A STRIKING VISUAL ITINERARY

The travel consultants at Black Tomato are known to be some of the best in the game, so they need an itinerary that matches the client's already high expectations. They immerse their guests in their upcoming trip long before they set off, using breathtaking images to whisk them across the world with every swipe through their visual itinerary.

**BLACK
TOMATO**

Black Tomato is a leading luxury travel company providing innovative and inspiring experiences for individuals, couples, families and groups.



“As a cutting-edge luxury tour operator, we want the trip overview we give our clients to reflect the perfectly tailored experience they got from our consultants. Our clients love the visual summary of the trip which transports them to their destination every time they open their phone”.

Alice Dunne,
Senior Operations Expert – Black Tomato

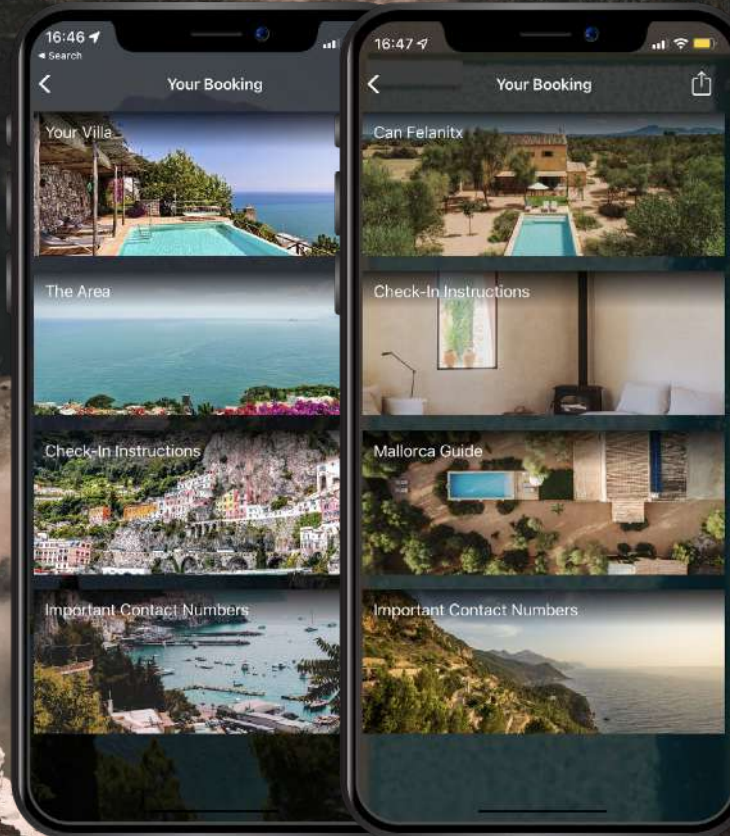
HELPING CLIENTS SOAK IN THEIR DESTINATION WITH IMMERSIVE ITINERARIES

Luxury Travel Book build jaw-dropping image-led itineraries that showcase its breathtaking luxury villas in a way that truly does them justice. Catering to high-end clients who adore local culture, it's vital they can offer a digital itinerary that lives up to their guest's lofty expectations.

When clients open the app, they're greeted with spectacular imagery that ignites excitement, not boring bullet points. And when they view each day, Luxury Travel Book has already uploaded everything they need to know. It's a true five-star service.

THE
**LUXURY
TRAVEL**
BOOK

Luxury Travel Book organises vacation apartment rentals in major cities and towns. It specialises in carefully selecting luxury villas to rent for those who love to experience local culture, fine food and wine.



“The StoryBoard feature is the most important tool for creating incredible itineraries for our clients. With its ability to break up the itinerary into sections, we can easily include our property description, destination guide, and check-in instructions for the clients.”

Dalia Militaru,
Travel Consultant – Luxury Travel Book

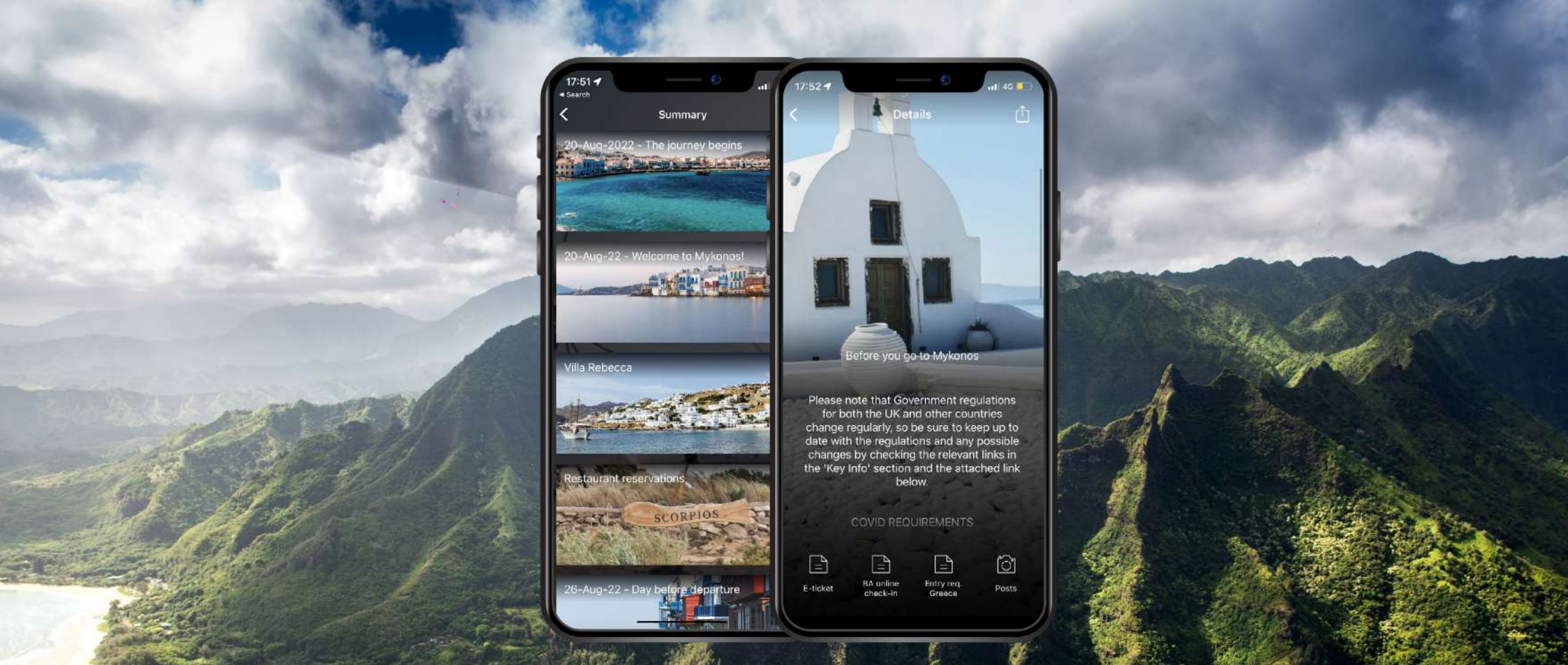
REPLACING DULL DOCUMENTS WITH AN INTERACTIVE IMAGE-LED ITINERARY

The team at Move Mountains Travel cater to almost every kind of trip you can imagine. With a variety going from snowy slopes to sun-soaked safaris, they needed an itinerary solution that shows off iconic destination imagery as well as storing truck-loads of information.

To ensure clients have what they need for each leg of their adventure, the Move Mountains Travel agents upload everything from flight tickets to entry information and attach it to each day of the trip. Along with some sensational pictures, of course.

move mountains
TRAVEL BEYOND EXPECTATIONS

Move Mountains Travel organises luxury beach, safari, ski, and villa holidays around the world



“The StoryBoard serves as a great interactive place to combine both day-by-day information with other essential information for our customers. It’s one of the most important features for us as it allows us to add everything our customers might need to know, in one visually appealing place.”

Pascal August,
Director – Move Mountains Travel

BRINGING CLIENTS' TRIPS TO LIFE IN FRONT OF THEIR EYES WITH GPX TRACKS

The travel designers at Horizons Nouveaux specialise in originality – and what better way to show clients how unique their route is than by letting them track it in real-time? As well as a personalised map of the trip, they build tracks of daily excursions and hikes – following their live blue dot on the map gives clients confidence that they are on the right path. That's an experience that OTAs simply cannot match.

Not only does Horizons Nouveaux elevate the customer journey further by adding unique points of interest, but they also use the multilingual feature to deliver the entire app experience in their client's native language.

horizonsnouveaux
escales insolites

Horizons Nouveaux, Swiss travel designers, tailor their itineraries to meet client expectations, combining luxury, originality and authenticity.



“We integrate lots of activities into our trips that clients may want to do on their own, including self-guided day hikes. The clients don’t need to do anything technical, it’s all there for them to enjoy, and it complements the information we provide perfectly.”

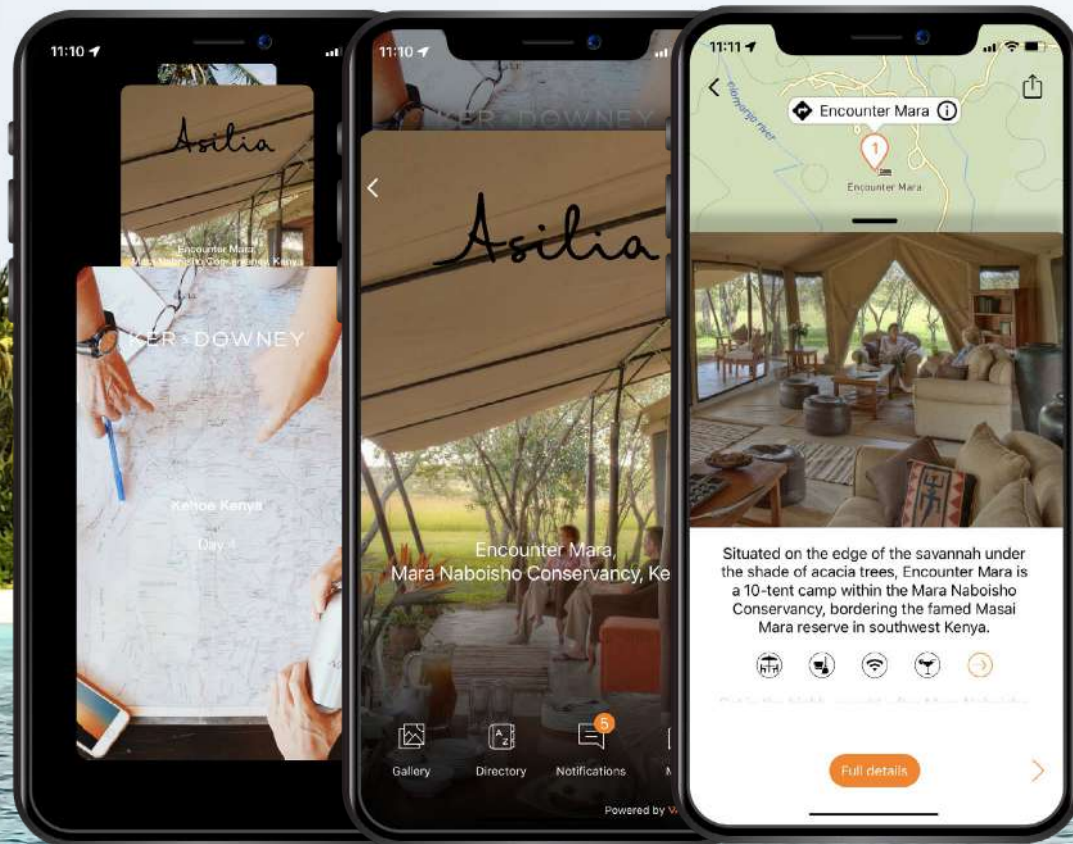
Nicolas Jaques,
Director – Horizons Nouveaux

ENRICHING ITINERARIES WITH HOTEL IMAGERY AND KEY INFORMATION

To win awards for the travel experience you provide, you need a digital experience to match. That's why Ker & Downey use Vamoos to bridge the gap between a client's travel plans and where they'll be staying. By connecting hotels to their app, they enrich the client experience with detailed, up-to-date hotel information. But the best bit? It's all prepopulated! No extra work needed.

KER & DOWNEY

Ker & Downey is a USA-based, award-winning luxury tour operator committed to experiential travel with luxury journeys that are unique.



“Part of our service as a luxury operator involves handpicking hotels for clients’ holidays. So on top of the flights, activities and in-app messaging, we can go one step further by adding stunning images and detailed information about the properties they’ll be staying at”.

Sara Kramer,
Director of Marketing - Ker & Downey

A black cow stands in a field of tall, golden-brown grass. In the background, there is a dense line of tall, thin trees under a clear sky. The text "During The Trip" is overlaid in white, bold font across the center of the image.

During The Trip



When a client is on holiday, travel companies have the opportunity to really highlight the difference in service they have over OTAs. It's your time to shine. An OTA might send a generic 'have a nice trip!' message on the day of departure; travel companies can elevate an entire trip through experience and knowledge.

Imagine your client setting off for another day of memory-making. 'Ding!' goes their phone. It's a message from you: 'Have an amazing day at the beach! You're going to be just 15 minutes away from a gorgeous seaside town. Head to the Crab Shack for best the seafood you've ever had – I've added it as a Point of Interest on your map. Just tap it for directions.' In one message you've taken their day from good to unforgettable: that's the power of a travel app.

Not only that, but you can put all of the documents and information they need while away on a digital silver platter. Train tickets, tour passes, vaccination certificates, staff bios, hotel menus, excursions – you name it, Vamoos empowers you to deliver it. And it's all available offline, 24/7.

EVERYTHING CLIENTS NEED TO TRAVEL, ALL IN ONE PLACE

Using Travel Documents, Turquoise Holidays can give their clients a secure, offline-accessible location to keep any important info. Boarding passes, entry requirements, vaccine certificates, transfer details, restaurant menus, excursion options, hotel information, and even tour guide biographies. From PDFs to web links, you name it and they can store it using Vamoos.

No more frantic inbox searching or last-minute panic calls. Plus, thanks to the easy upload process, this feature has streamlined client organisation and saves Turquoise Holidays valuable admin time.

Turquoise
The Turquoise Holiday Company

Turquoise Holidays organise tailor-made, award-winning luxury holidays and honeymoons.



“I find the flexibility of being able to load travel documents straight into the app to be a huge asset. It couldn't be easier to do, and changes can be made very quickly. The client has all the information they need at their fingertips.”

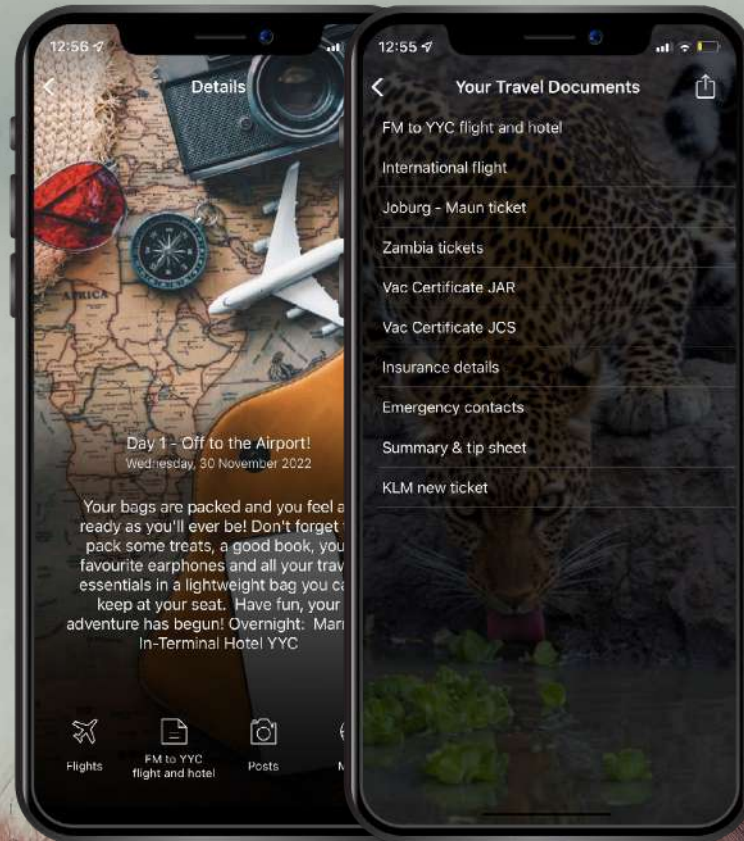
Jackie Leather,
Senior Marketing Manager – Turquoise Holidays

MAKING ESSENTIAL INFORMATION EASILY ACCESSIBLE

Safaris naturally come with more documents than most trips. Explorations Africa makes it easy for clients to keep track by attaching info to each day of the itinerary. On trips like these, guest safety becomes more of a priority than ever. Offline access is vital when you could be miles away from an internet connection but only metres away from a lion. They also upload emergency contacts, vaccination info, and insurance details that guests might need at a moment's notice.

EXPLORATIONS
AFRICA

Explorations Africa specialises in creating custom-designed African adventures, tours and game safaris based on the unique needs, personalities and interests of their clients.

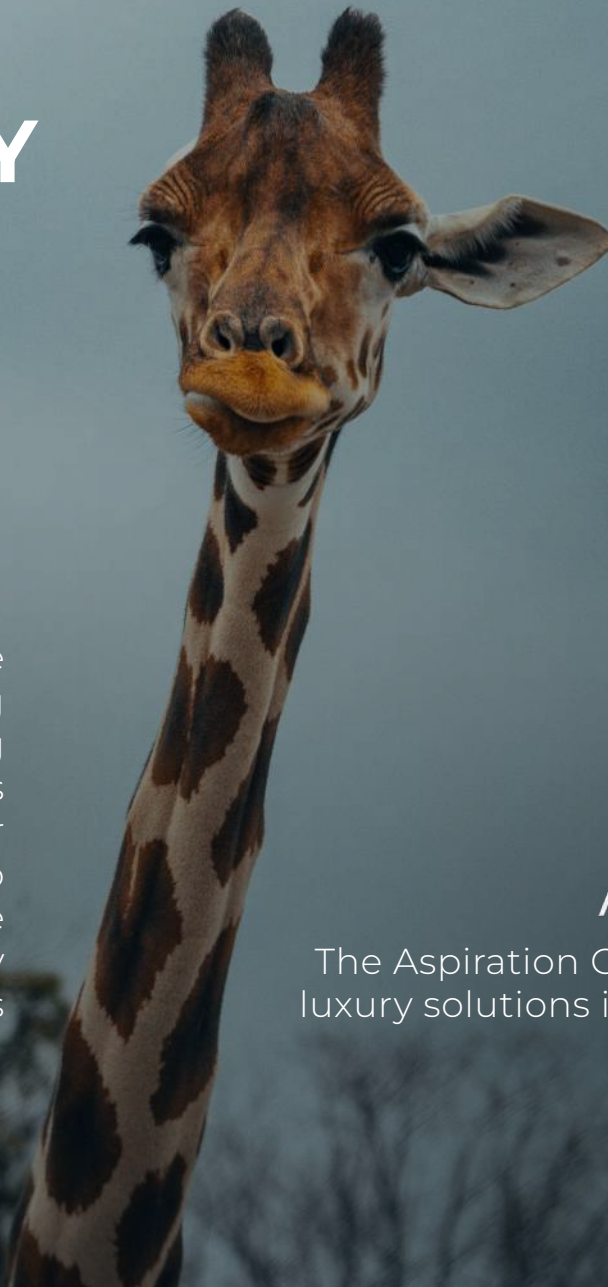


“As we specialise in custom safaris, each trip has so many different tickets, vouchers and travel documents, and Vamoos is such a great place to store these for our customers. We link the documents to specific days of the itinerary, so it’s really easy for our customers to find the correct vouchers to enjoy each day of their safari. The fact these are available offline too is great for the bush!”

Antoinette MacKenzie,
Co-Owner - Explorations Africa

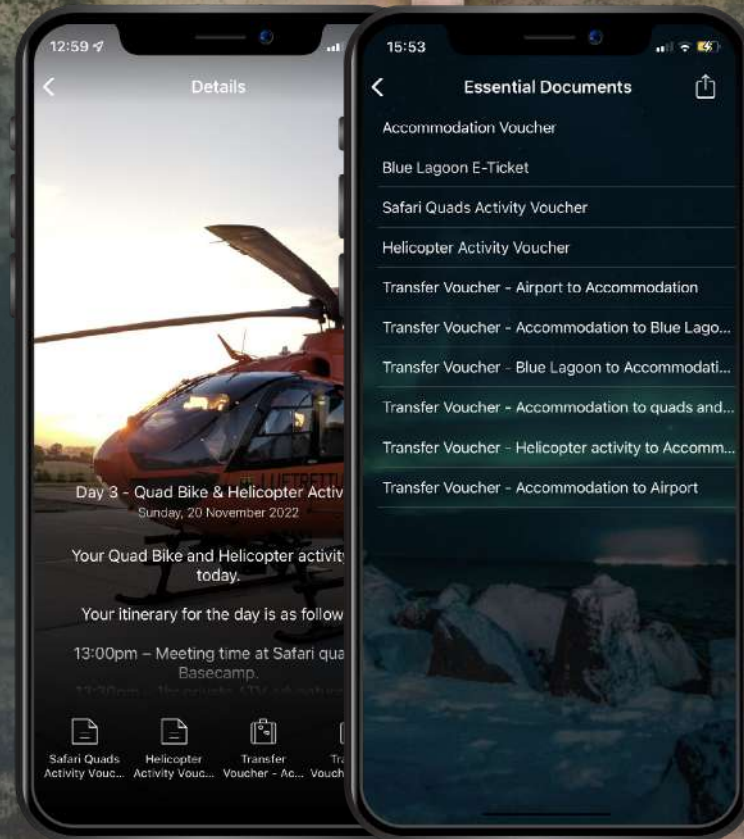
ACCESSING ACTIVITY INFORMATION AND TRAVEL VOUCHERS IN SECONDS

'Bespoke' means demanding clients, so, for The Aspiration Group, service needs to be nothing less than exceptional. With excursions ranging from helicopter rides and lagoon swims to safaris and quad bike rides, clients need to access their travel information at any time, even offline, so they're never caught without what they need. The Aspiration Group makes transfer tickets, activity vouchers, ferry passes, and more available to clients at the touch of a button.



Aspiration Group

The Aspiration Group provides bespoke luxury solutions in the travel, events and lifestyle industries.



“The app is a great solution to ensure our clients receive the attention they crave. We can draw out their trip in detail and it lets our client have all their travel information at their fingertips. Using Vamoos has led to us retaining clients and gaining repeat business.”

Levent Tekun,
Partner – The Aspiration Group

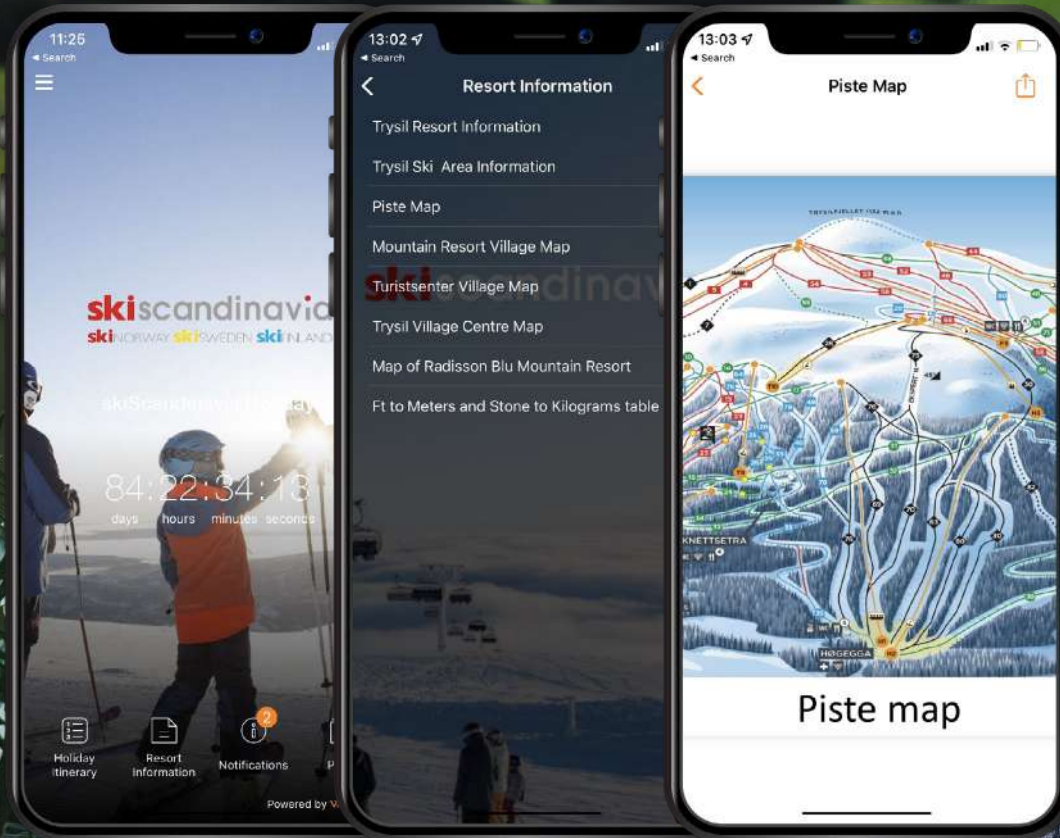
ENRICHING EXPERIENCES WITH DESTINATION DOCUMENTS

Between the resorts, equipment, accommodation, and slopes, ski trips usually require a good deal more organisation than your typical vacation. Scandinavian Travel makes everything available in one place with destination documents.

And making documents available offline is critical to ensuring clients can access the piste and village maps they need around the clock – even at the top of a mountain. In the snow. With skis on.



Scandinavian Travel specialises in tailor-made holidays across the Scandinavian region, from winter skiing holidays in Norway, Sweden, Lapland and Iceland to year-round luxury travel throughout Finland, Sweden, Norway, Denmark, and the Faroe Islands.



“Having the ability to organise and highlight certain documents for guests in Vamoos ahead of travel is a really valuable tool for us. Not only can we send useful and important information directly to our guests, but we can build expectation and excitement for their holiday, too.”

Natalie Simonis,
Marketing Executive – Scandinavian Travel

ENRICHING THE CLIENT'S TRIP WITH EXCLUSIVE CONTENT

Explorations Africa goes above and beyond logistics. They take advantage of having one, easily accessible place to store information by uploading playlists, podcasts, extra reading, packing lists, and more. This takes the whole journey to the next level, with clients walking away having lived and breathed the magic of their trip – something they are sure to remember.

EXPLORATIONS
AFRICA

Explorations Africa specialises in creating custom-designed African adventures, tours and game safaris based on the unique needs, personalities and interests of their clients.



“We’ve labelled our destination documents section ‘Preparation and Anticipation’, which means we use it for practical things like packing lists as well as more exciting content like interesting podcasts and reading lists. It really helps to build excitement for the trip and enhance our clients’ overall experience!”

Dan MacKenzie,
Co-Owner - Explorations Africa

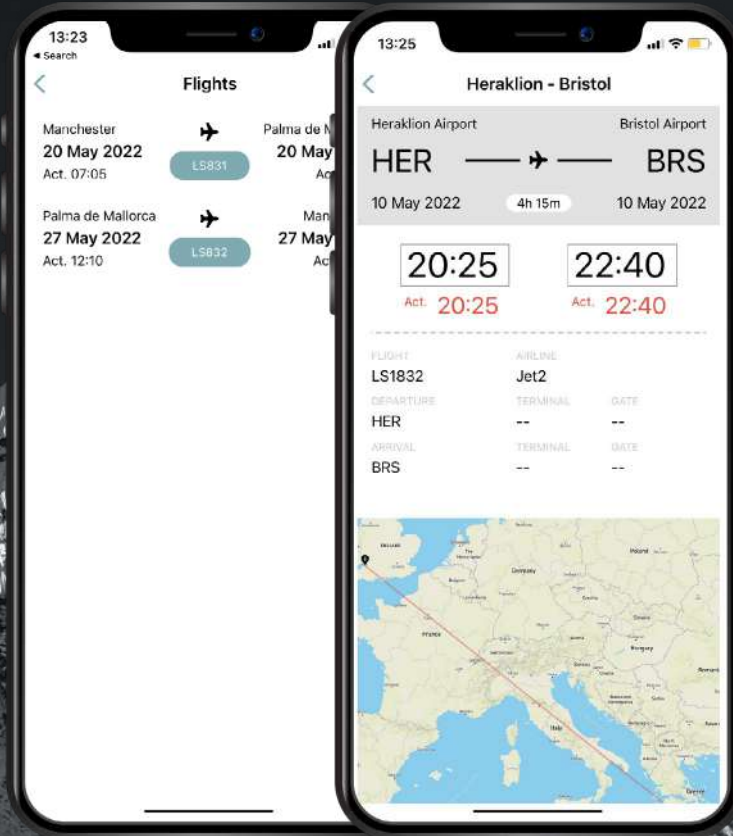
HELPING CLIENTS FLY CONFIDENT WITH REAL-TIME FLIGHT INFO

There's no better way to ensure a great first impression than to give your clients confidence during the most stressful part of a trip: the airport. The team at Simpson Travel simply add clients' flight numbers – even if they didn't book them – and they get real-time flight alerts for schedule changes, departure times, gate numbers, and everything in between.



SIMPSON TRAVEL

Simpson Travel is an award-winning independent travel company offering handpicked holidays to Corsica, Greece, France, Italy, Turkey, Spain and Mallorca.



“Our clients really value having all their flight information in one place and, closer to the time of departure, receiving updates on check-in information, timings and gate information. We currently have a 92% positive rating from our clients on the app because they love having all information easily to hand and in one place”

Ed Pyke,
Operations Director – Simpson Travel

HIGHLY PERSONALISED POINTS OF INTEREST THAT NO ONE ELSE KNOWS ABOUT

Ionian Villas use Points of Interest to share their intimate knowledge of the Ionian islands. From the restaurant serving Greece's greatest gyros to sun-soaked secret beaches, Points of Interest affords Ionian Villas the unique opportunity to share personal recommendations in a way that suits their modern guests.

Guests are able to sort and filter the Points of Interest based on exactly what they're looking for, then tap on each point to get more information, such as websites, menus, and even directions.



IONIAN VILLAS
GREEK ISLAND VILLAS AND APARTMENTS

Ionian villas are Greek holiday specialists, organising personalised holidays and offering a varied choice of villas, apartments, houses and cottages on the Ionian Islands.



“We know each island first hand and Points of Interest gives us the opportunity to recommend our favourite locations at the touch of the button. One of the features we like is how our clients can access driving directions to the exact location of the point of interest.”

Alex Watrous,
Managing Director – Ionian Villas

PUTTING YEARS OF EXPERT KNOWLEDGE IN THE PALM OF A CLIENT'S HAND

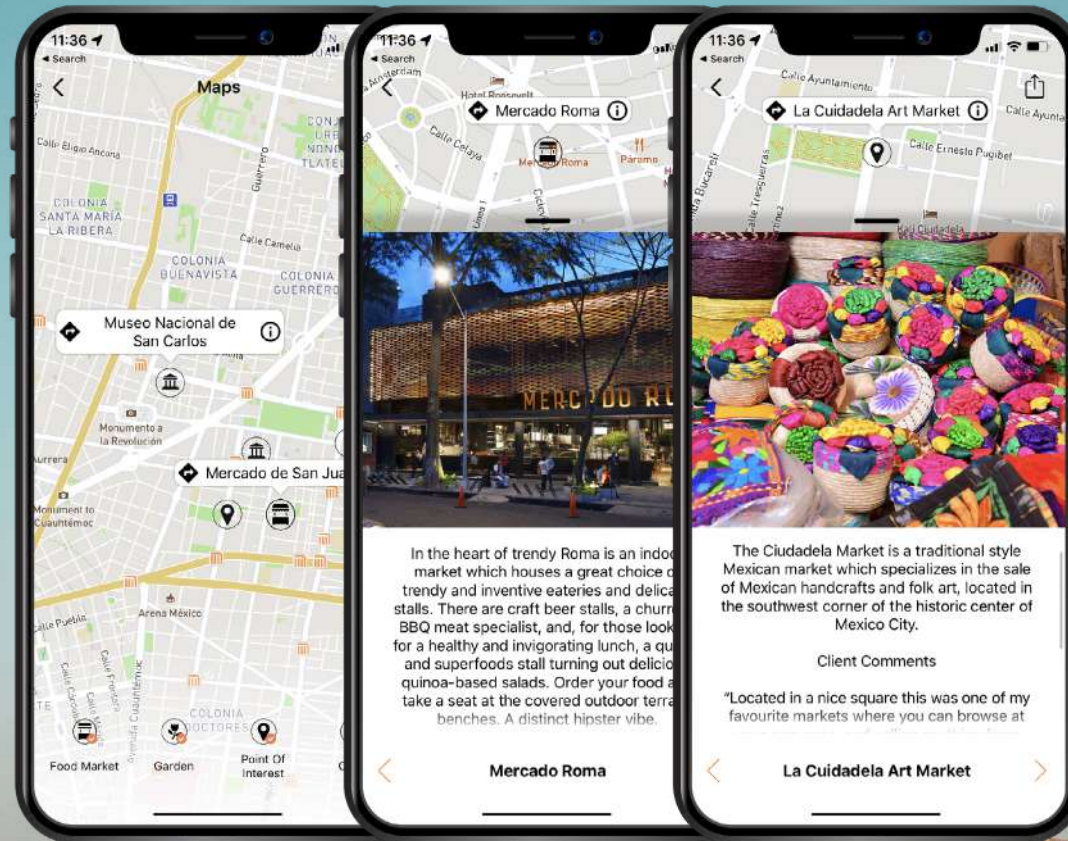
When you've got as much expert knowledge of the best places to visit, eat, drink, and dance as the crew at Journey Latin America do, making manual recommendations can be very time-consuming.

Instead, they use points of interest to distil all of their expert insights into an easy-to-use interactive map for their clients. After that, the sexiest salsa spots, perfect Pisco Sours, and most beautiful beaches are just a tap away for their clients.



JOURNEY
LATIN AMERICA

Journey Latin America are a specialist travel company that organises tailor-made holidays, private journeys, and group tours to Central & South America.



“We used to send recommendations, but it was a manual process. The Vamoos interactive map means, having pre-loaded all the recommendations, they automatically pop up next to the pinpointed hotels.”

Ben Line,
Head of Sales – Journey Latin America

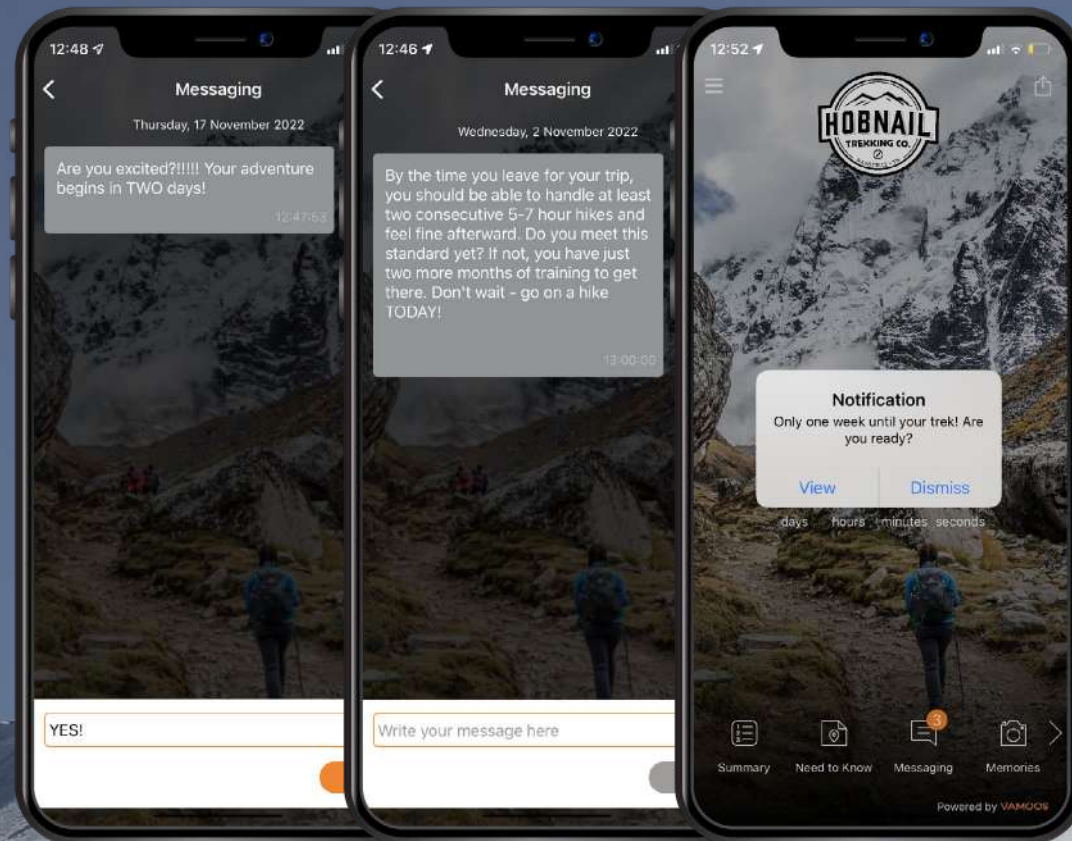
PROVIDING UNBEATABLE SERVICE WITH PRE-SCHEDULED NOTIFICATIONS AND IN-APP MESSAGING

The gang at Hobnail Trekking takes full advantage of live messaging and automatic notification to both stay on top of important info and build excitement before, during and after the trip.

The last thing clients expect when they are about to head off on a stunning remote trek is a message from their travel company wishing them luck. So when they get it, they know they're being looked after by the best in the business, and they won't soon forget it.



Hobnail Trekking is America's adventure travel provider for full-service trekking in Nepal, Scotland, and Peru.



“We pre-schedule our notifications and messaging throughout our customer journey. Two months ahead of their trek, they’ll get a notification checking they’re up to date with training. From a week out, they’ll start getting messages to get them excited for their adventure.”

“And then after the trip, we’ll message them and refer to some of the other features, like the documents section for our post-trip survey and the ‘next adventure’ section with a discount code, to inspire them to book with us again!”

Holly Johnson,
Co-owner – Hobnail Trekking

GOING BEYOND THE LEVEL OF COMMUNICATION CLIENTS EXPECT

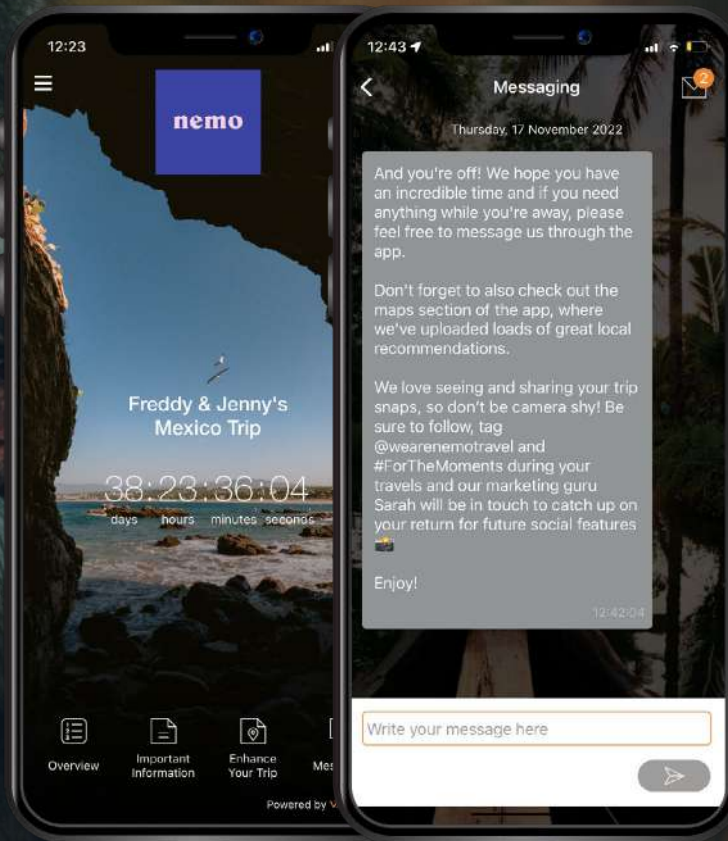
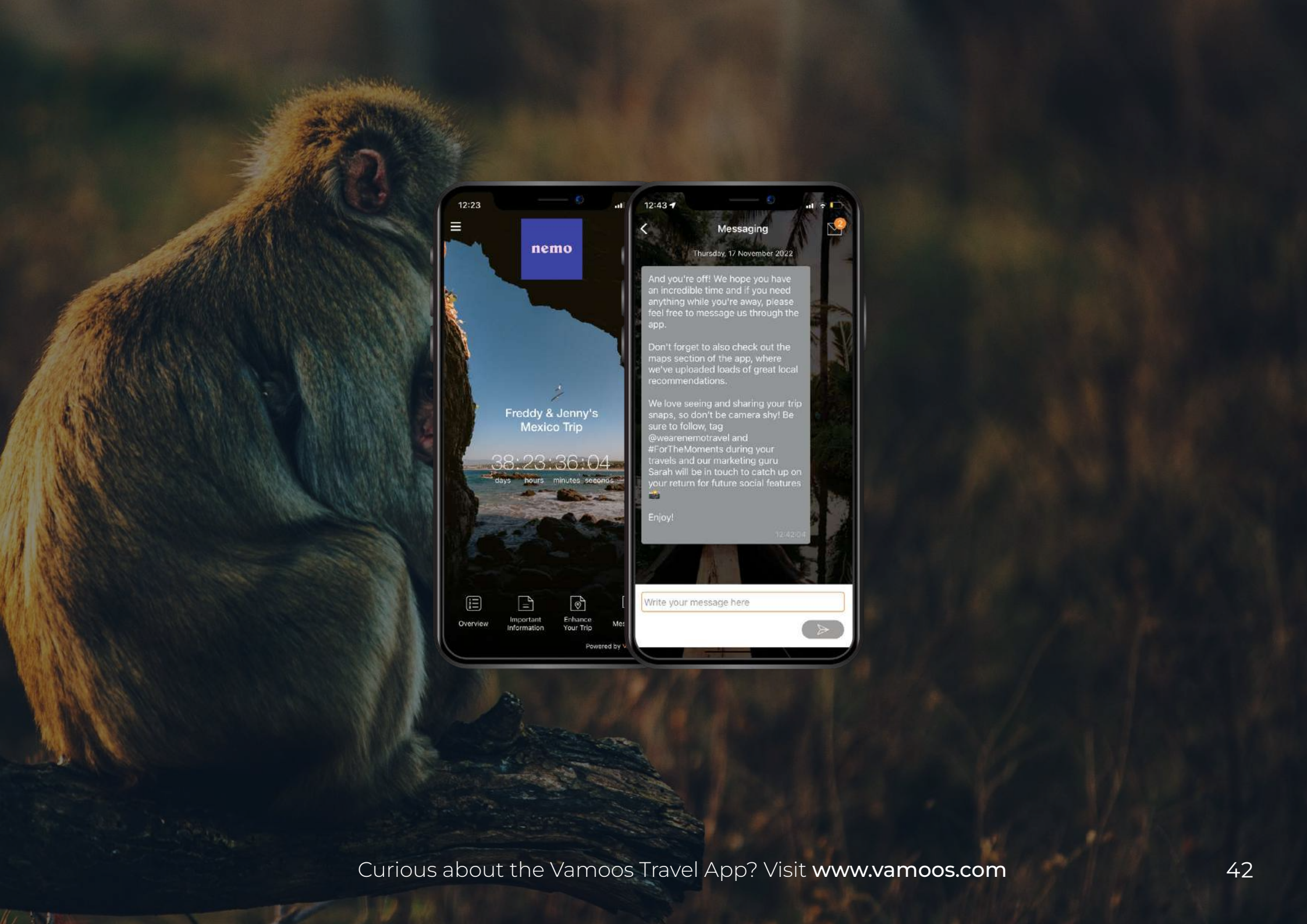
The trips Nemo Travel organise are all highly personalised and flawlessly put together, so clients expect communications to match. As their travellers set off on the adventure of a lifetime, a well-timed personal message pops up on their phones, wishing them well and sharing important info.

Not only does this demonstrate that Nemo Travel knows their client's schedules inside out, but it also shows that their impeccable level of service and attention won't drop just because the hard part is over and clients are on their way.



nemo

Nemo Travel is a UK-based travel company, specialising in ethical tailor-made holidays for families, solo travellers and groups all over the world.



Curious about the Vamoos Travel App? Visit www.vamoos.com

KEEPING CLIENTS IN THE KNOW WITH LOCATION-BASED WEATHER FORECASTS

Considering Journey Latin America cater to tours across Central and South America, many of their client's trips involve a variety of activities, countries and climates. You wouldn't want to be caught in a sundress in southern Patagonia or have to drag a raincoat across the Atacama Desert, so knowing what to pack is essential.

They use Vamoos' Weather feature to add the specific locations their clients will be travelling to. As clients get excited looking through their itinerary, they can see weather forecasts for their destinations with one tap.



JOURNEY
LATIN AMERICA

Journey Latin America are a specialist travel company that organises tailor-made holidays, private journeys, and group tours to Central & South America.



“Our clients love the app! They tend to check the weather as the holiday excitement builds and their departure date gets closer, and once in-country, they have found the next-day forecast feature really useful in helping prepare for upcoming adventures.”

Ben Line,
Head of Sales – Journey Latin America

Curious about the Vamoos Travel App? Visit www.vamoos.com

An aerial photograph of a tropical coastline. The scene features a curved sandy beach that meets clear, turquoise water. The water transitions from a light blue near the shore to a deeper blue further out. The land is covered in dense, lush green forest that extends up steep hillsides. In the distance, a valley with some buildings and a tall tower is visible under a hazy sky. The overall lighting suggests a late afternoon or early morning setting.

Post-Trip



Arguably the biggest opportunity for travel companies, especially in terms of return on investment, is found after the client's trip is over. How? Engagement. The key to making a holiday 'the trip of a lifetime' is the memories your clients create. Not only do all the messages and pictures from their trip remain available in the Vamoos app, but they can also be turned into a high-end photo book in just a few taps. That means memories you can hold in your hand, go back to at any time, and share with friends and family.

With increased post-trip engagement comes increased chances of a client rebooking. In fact, we've seen an astonishing 50% increase in rebooking rates when travel companies use the Vamoos app. Using Inspirations, you can automatically send notifications to your client's phone, showing off another one of your holidays they're sure to love or offering killer deals. It's a rock-solid way to boost rebookings.

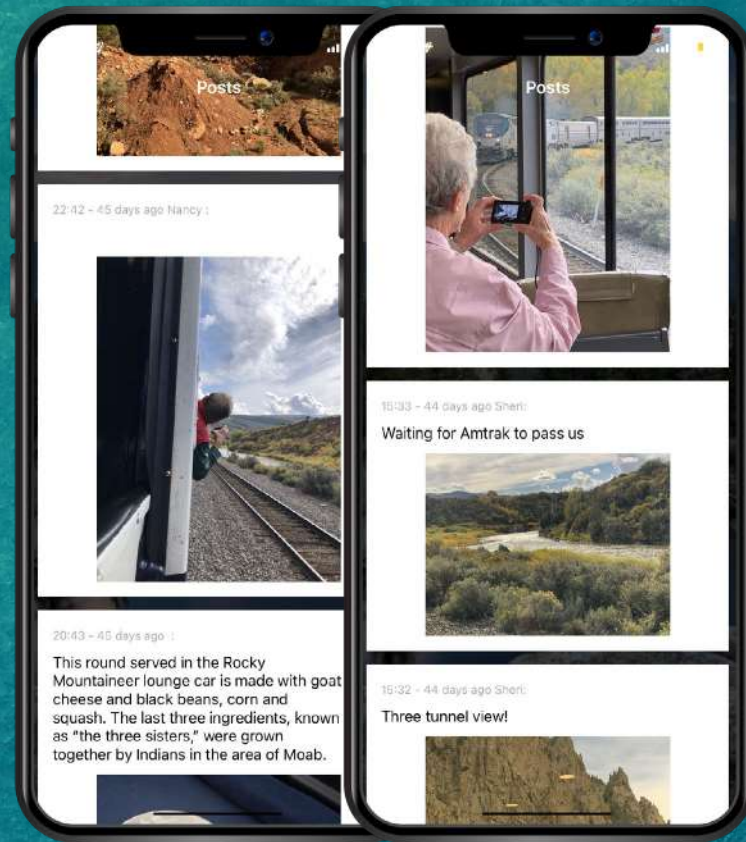
CREATING A SENSE OF COMMUNITY WITH A SHARED POSTS SECTION

As specialists in group tours, American Classic Tours needed a way to keep many guests informed at the same time. Using Posts, the Tour Director can shoot quick updates and information to the whole group in seconds. Then this feature really comes alive.

Clients can also post to the feed, empowering them to share the rich details of their experiences with one another. From the remarkable architecture in the town square to the cutest baby bird you've ever seen, posts get guests talking, building a bond and sense of community that lasts beyond the trip.



American Classic Tours organises all-inclusive and guided luxury tours to the most beautiful places in North America.



“The Posts function is used in two ways by our clients: by the Tour Director to post group photos and send quick notifications to the group and by guests who take pictures when they may or may not be with the group.

If there is a free afternoon, guests may go into town or see a landmark on their own. The picture they have uploaded becomes a “conversation starter” at dinner that night as other guests know who posted the photo. The Posts function creates a sense of community among the guests.”

Kirsten Jung,

Director of Tour Design – American Classic Tours

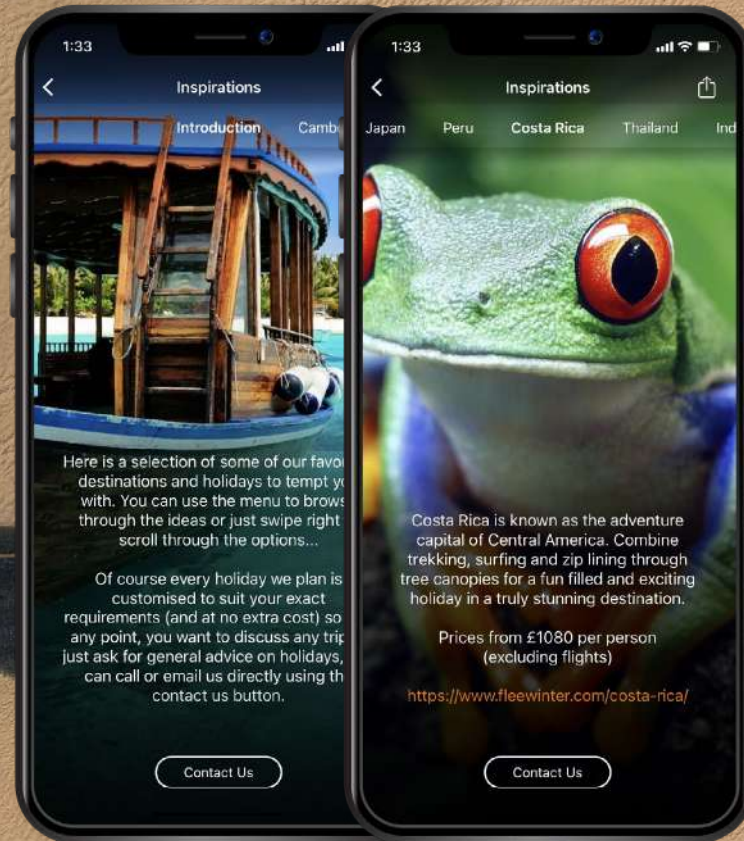
OFFERING AN IMAGE-LED DIGITAL BROCHURE THAT DRIVES REPEAT BUSINESS

The breathtaking packages that Fleewinter put together could tempt even the timidest travellers to go exploring, but how do they get their trips the exposure they deserve?

Enter: Inspirations. Inspirations unlocks the ability for Fleewinter to start showcasing other trips while clients are still riding high from their last epic adventure. They use scheduled notifications to capture their attention post-trip, followed up with incredible in-app images to seal the deal.



Fleewinter are high-service, customised holiday designers, whose staff each specialise in a few specific destinations and are part-owners of the business.



“Inspirations means our clients can start daydreaming about their next holiday post-trip! We send them notifications with suggestions quite soon after they’re back home and still buzzing from their time with us. Vamoos has actually helped us with our rebooking rates by more than 50%, and Inspirations is definitely part of that.”

Jenna Kearns,

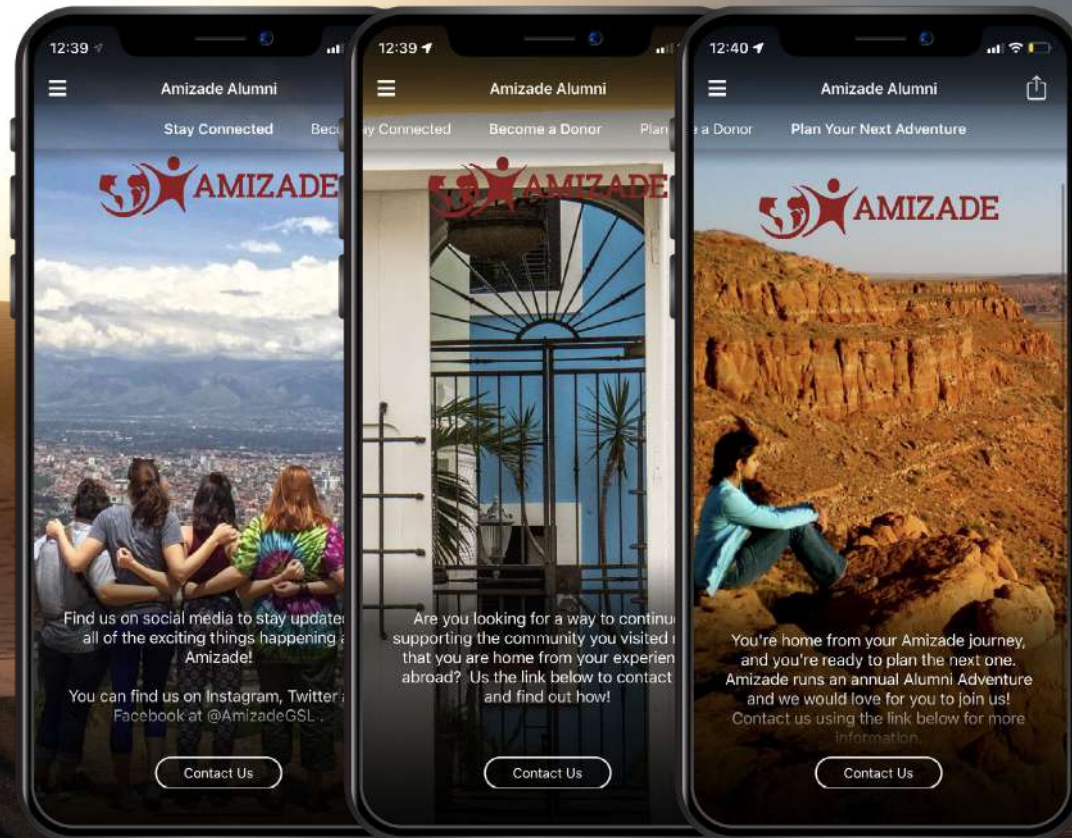
Costa Rica, Peru & India Product Owner – Fleewinter

PROMOTING POST-TRIP ENGAGEMENT TO STAY CONNECTED

While Inspirations is great for upselling, there's so much more it can be used for. As a non-profit educational company, Amizade uses it to encourage support and build lasting relationships. Whether it's asking for donations to help a destination community or connecting clients through social media, Inspirations helps Amizade keep the magic of the trip alive long after it's over.



Amizade is a global, service-learning non-profit, that pairs students, individuals, faculty members and groups for volunteer and study-abroad opportunities.



“Our trips are designed to have a lasting impact and we really like using the inspirations as a kind of post-trip reflection, to allow students to stay connected on social media, reflect on their time away, promote supporting the communities they have visited and attend future trips with us. It’s a great way to connect with students after their trip has finished.”

Katie Bauccho,

Director of Operations – Amizade

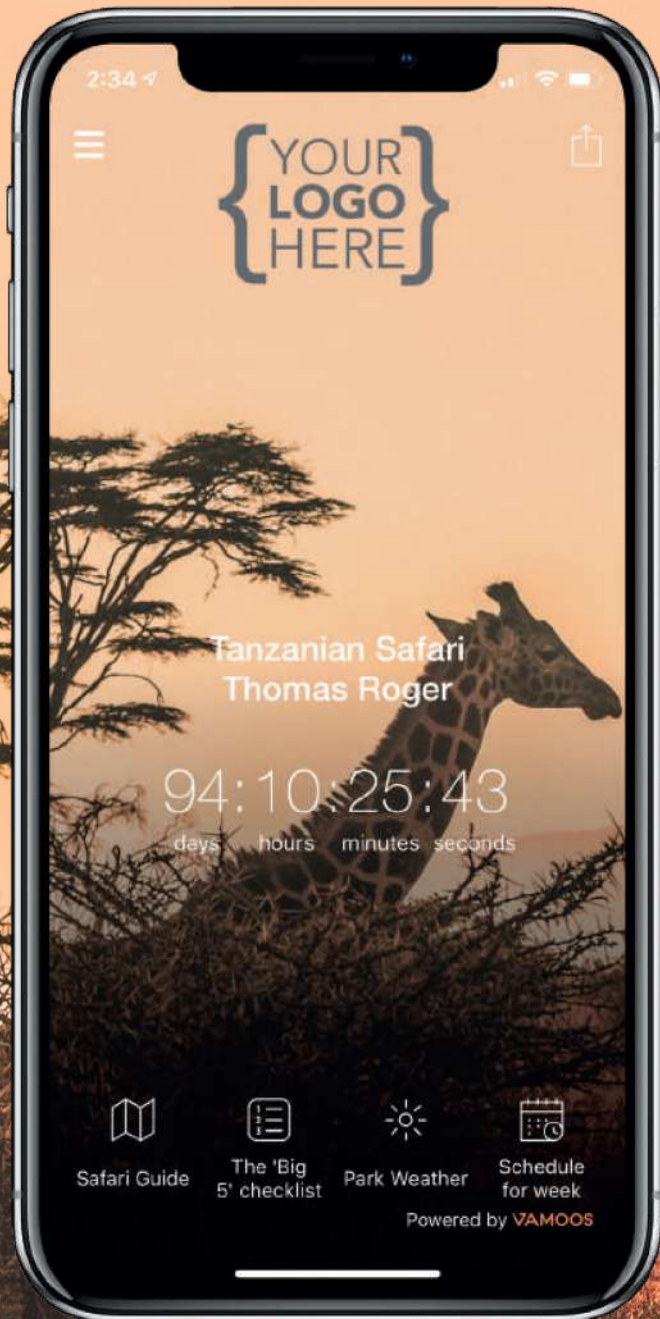


IT'S TIME TO GO DIGITAL

As we reach the end of our journey, it seems fitting to take one final look at the customer journey and how important it is for travel companies to elevate their service to stay competitive with OTAs.

The fact of the matter is: most travel companies already provide a genuinely excellent service to their clients. What they tend not to do is bring it to clients in the ways they want. It's time to adapt and take the unparalleled experience you provide into the digital world.

At each stage of the customer journey – before, during, and after they travel – travel apps like Vamoos can help travel companies not only compete with OTAs, but beat them. If that's the future you want, it's time to embrace travel tech. **It's time to go digital.**



HELPING YOU CREATE EXCEPTIONAL EXPERIENCES

THE APP FOR TRAVEL COMPANIES

From a simple app which hosted all documents digitally, to an app with over 25 features, supporting hundreds of clients, and tens of thousands of travellers globally.

With Vamoos you can:

Bring a trip to life before it even begins

Create excitement for your clients as soon as they book with a countdown timer and stunning imagery, taking them to the places they are yet to explore.

Give your clients everything they need at their fingertips

By accessing their itineraries, hotels, excursions, flights, all in one place. Anytime. Anywhere. All offline.

See 50% higher rebooking rates and increased customer loyalty

Providing an amazing customer experience, one that travellers stay loyal to and recommend to friends and family.

Learn more at www.vamoos.com

