

Welcome to the
Holiday Direct Travel Group



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Website Information Pack

This pack provides details of the Holiday Direct range of website options and how to choose the right one for your business.



Holiday Direct Travel Group are ATOL Holders, licence number 6858.
Holiday Direct Travel Group act as retail agents to ATOL holders.

achieving your goals together



Website Member options

We have three main options on offer for your agencies website. These range from a basic website package through to a fully bookable, dynamic packaging, auto updating super site.

The options are listed below with lists of functionality and screenshots for each.

Option 1 - Bronze website

"An entry level website to establish a presence on the web with very little maintenance"

Cost: Free of charge

Functionality:

- Agency Information
- Terms and conditions
- Enquiry email contact form
- Contact number and address

Recommended for; Agents who wish to have an online presence, but have no budget for online marketing activity.

Hosting: Holiday Direct provides a hosting for website and email.

See our online example site at:

<http://members-site-bronze.holidaydirectuk.com/>

Option 2 – Silver website

" A bookable search module added to your existing site"

Cost: One off charge of £500+VAT plus £35+VAT per month

Functionality:

- Dynamic Packaging Search (live and bookable) plug in module
- Flight plus hotel and ski flight plus hotel search modules
- Ability to choose what operators are searched on your site
- Ability to choose what destinations and resorts are available on your site

Recommended for; Agents who have an existing site they would like to keep the functionality of, however would like to 'plug in' our dynamic packaging and reservation module.

Hosting: You can retain your existing hosting and email provider.



The basic 'search module' appears below:



The search module form includes the following fields and options:

- Radio buttons for selection: Flight/Hotel, Hotels, Flights, City Breaks
- Country: Canaries (dropdown)
- Destination: Tenerife (dropdown)
- Resort: [Any Resort] (dropdown)
- Depart: Manchester (dropdown)
- Link: [I want to type in my destination...](#)
- Date: 29 Sep 2008 (calendar icon)
- Nights: 7 nights (dropdown)
- Rooms: 1 (dropdown)
- Room 1: 2 Adults, 0 Children (2-11) (dropdowns)
- Search Now > button

This can be included in your existing site at your discretion. A step by step example of the booking journey is shown later in this document.

The design and style is customisable to fit your current website, there is a user guide for web developers to implement this.

Option 3 – Gold Website

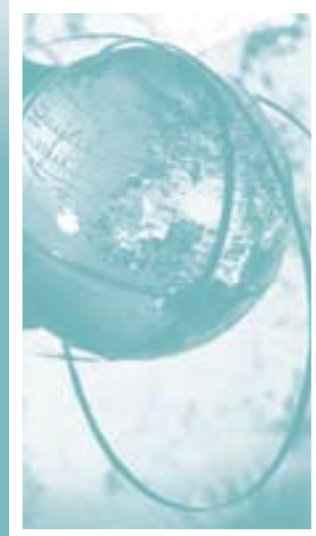
“Designed and hosted fully bookable website”

Cost: One off fee of £500+VAT plus monthly fee of £75+VAT per

- Your own website with sections: Holidays, Flight Only, Hotel Only, City Breaks, Ski
- Managed special offer banners (see below)
- Managed 'Grid offers' on each page (see below)
- Managed 'Hot offers' on each page (see below)
- Dynamic Packaging Search (Live Bookable)
- Flight plus hotel and ski flight plus hotel search modules
- Ability to choose what operators are searched on your site
- Ability to choose what destinations and resorts are available on your site

Recommended for; Agents with a budget for online marketing, wanting to take advantage of the latest fully bookable dynamic packaging technology.

Hosting: Holiday Direct provides a hosting for website and email.



Banners



You have the option to have banner/s on every page of your website. The banners can have automatically generated holiday offers (defined by the agent), links to other websites or other pages within your own site/



Hot Offers

This option also allows the possibility to have a 'Hot offers' section on every page. So for example on the flight only page hot offers for flight only will be entered with a bookable link and automatically updated each day. See below:

Hot Offers from Travelbox		
14/01/2009	Barcelona	£49.19
14/01/2009	Barcelona	£52.70
13/02/2009	Milan	£65.17

The example below shows self catering prices in Spain on the packages page.

Hot Offers from Travelbox		
23/02/2009	Majorca	£131.70
14/03/2009	Gran Canaria	£270.56
14/03/2009	Gran Canaria	£287.19
14/03/2009	Gran Canaria	£287.19



Grid Offers

Finally this website option allows you to display grid deals. Below we see a 2 x 2 grid taken from a short break page. As you can see all the information is given from the special offer with further descriptions and the ability to purchase if clicked on.



Costa Brava 3*

Dep.
Room Only
03/03/2009, 2 nights
£25.20 »Select



Costa Brava 3*

Dep.
Bed & Breakfast
03/03/2009, 2 nights
£27.10 »Select



Paris 2*

Dep.
Bed & Breakfast
02/03/2009, 3 nights
£59.59 »Select



Paris 2*

Dep.
Bed & Breakfast
02/03/2009, 3 nights
£61.45 »Select

Generating the offers

The offers that go in all of these sections are automatically generated every day, so will never be sold out. The offers are generated from a query set by the agent. For example: You would say that I want my 'Hot Offers' to be generated from:

Departure Point: LGW
Duration: 7 nights
Board Type: AI
Star Rating: 4 or 5*

The systems would search for the cheapest deals that fit the criteria set every morning. The deals would then automatically be updated on the specified page.

You can be as specific as you like for each set of offers, Holiday Direct will manage the site for you so that your offers are always showing exactly as you have requested.

Screenshot of a typical site is shown below. The site branding and contact details go top and bottom of this screenshot. The colour scheme is fully customisable.



Booking Journey



The booking journey is the process a website user goes through after searching for a holiday, or clicking on one of the special offers presented in option 3 above. This is only applicable to 'silver' and 'gold' websites.

After filling in the search module the system then searches the query in all available operators (please ask for latest list). Charter, low cost and scheduled flight operators are all included. The system will then return the results for the exact date searched:



Find a Holiday
Flight Only
Hotel Only
Skil Holidays
City Breaks
Car Hire
Insurance
Multi Trip

Flights/Hotel Hotels Flights City Breaks

Country: Spain

Destination: Alicante

Resort: [Any Resort]

Depart: London Gatwick

Date: 4 Dec 2008

Nights: 7 nights

Rooms: 1

Room 1: 2 Adults

Search Now

- Find a flight and hotel - our unique holiday scanner searches low cost flight deals with great value hotels.

- Book online or call our experienced holiday advisors with your reference, we can help you with all your travel extras like transfers, car hire, insurance, airport parking and much more.

Venice 3*

Dep: Luton, 19/02/2009

£79.69, 4 nights

Venice 3*

Dep. Bed & Breakfast
13/02/2009, 2 nights

£31.66 [+Select](#)

Venice 4*

Dep. Bed & Breakfast
13/02/2009, 2 nights

£61.45 [+Select](#)

Milan 2*

Dep. Bed & Breakfast
19/03/2009, 3 nights

£70.75 [+Select](#)

Milan 2*

Dep. Bed & Breakfast
19/03/2009, 3 nights

£76.34 [+Select](#)

Paris 2*

Dep. East Midlands
Bed & Breakfast
02/03/2009, 3 nights

£136.43 [+Select](#)

Paris 2*

Dep. Liverpool
Self Catering
03/04/2009, 2 nights

£146.50 [+Select](#)

Hot Offers from Travelbox

23/02/2009	Majorca	£131.79
14/03/2009	Gran Canaria	£279.55
14/03/2009	Gran Canaria	£287.19
14/03/2009	Gran Canaria	£287.19

Any alternative flights available 3 days either side of the searched date, see below:

Alternative Flights

The following flights are on alternative dates, but may also suit your requirements.

✈ Departing	07:10 Fri 2 Oct 09 Manchester (MAN)	11:40 Fri 2 Oct 09 Tenerife (TFS)	£542.00 <small>(Avg. £271.00 per person)</small>
✈ Returning	21:15 Fri 9 Oct 09 Tenerife (TFS)	02:00 Sat 10 Oct 09 Manchester (MAN)	
✈ Departing	07:10 Fri 2 Oct 09 Manchester (MAN)	11:40 Fri 2 Oct 09 Tenerife (TFS)	£542.00 <small>(Avg. £271.00 per person)</small>
✈ Returning	12:30 Fri 9 Oct 09 Tenerife (TFS)	16:50 Fri 9 Oct 09 Manchester (MAN)	
✈ Departing	15:40 Fri 2 Oct 09 Manchester (MAN)	20:25 Fri 2 Oct 09 Tenerife (TFS)	£562.00 <small>(Avg. £281.00 per person)</small>
✈ Returning	12:30 Fri 9 Oct 09 Tenerife (TFS)	16:50 Fri 9 Oct 09 Manchester (MAN)	
✈ Departing	15:40 Fri 2 Oct 09 Manchester (MAN)	20:25 Fri 2 Oct 09 Tenerife (TFS)	£562.00 <small>(Avg. £281.00 per person)</small>
✈ Returning	21:15 Fri 9 Oct 09 Tenerife (TFS)	02:00 Sat 10 Oct 09 Manchester (MAN)	



The customer would then select which of the offered flights were most suitable for them, or they could return to the home page and enter another search.

Once a flight is selected the booking engine will query all the accommodation operators plugged into to the website based on the selected flight. (You may choose which you have plugged in. The more plugged in the longer the search takes).

The accommodation results appear as below:



As you can see above the search has returned a number of properties, well over 250. At this point you are able to filter down the hotel results. They can be filtered by a number of factors:

- Star rating
- Board basis
- Resort
- Room type
- Specific hotel

You do not have to filter the results, but the option is there for the customer. After filtering the results, or not, the properties left are then displayed as below:



Room Description	Room Cost	Holiday Cost
1 x Bed & Breakfast - Double or Twin	£239.85	£943.78
1 x Half Board - Double or Twin	£291.92	£995.74
1 x All Inclusive - Double or Twin	£416.56	£926.48



Full brochure content is given – Pictures – Room description – Hotel Facilities list – Location.

As you can see above, the prices for each board basis are displayed for each hotel enabling the customer to make an informed selection from the accommodations on offer.

Once they have selected their hotel and board basis they are taken to the next step of the booking process:

Transfers and car hire



Transfers
You can add transfers to your trip to make getting around easier. Click the price to add it to your itinerary.

✈️ Tenerife (TFS) to 🏨 Green Garden Resort & Suites formerly Green Golf Resort & Suites, Playa de las Americas (Return fare)

Transfer Option	Total Price
2 x Shuttle Transfer (for 2 passengers)	£22.00
2 x Shuttle Transfer (for 2 passengers)	£28.08
1 x Private Taxi (for 1-4 passengers)	£49.88
1 x Standard Taxi (for 1-4 passengers)	£54.00
1 x Premier Service (for 1-4 passengers)	£86.00
1 x Private Minibus (for 1-10 passengers)	£138.72
1 x Adapted vehicle (for 1-3 passengers)	£139.00
1 x Wheelchair Adapted Vehicle (for 1-3 passengers)	£147.00
1 x Private Coach (for 1-20 passengers)	£159.34

The next step is transfers and car hire. Above you can see an example of the transfer options. They range from seats on a shuttle bus to private taxis. The customer can again make the best choice for them from a wide range of availability.

Below are car hire options:

Car Hire
You can add a car hire to your trip to make getting around easier. Click the price to add it to your itinerary.

✈️ Tenerife (TFS) Office for 7 days

Car Options	Total Price
Ford Fiesta or similar 2 Door - Manual - AirCon	£92.82
Ford Fiesta or similar 4 Door - Manual - AirCon	£113.52
Ford Focus or similar 2/4 Door - Manual - AirCon	£154.92
Ford Focus or similar 4 Door - Manual - AirCon	£231.74

The website keeps a running 'basket' of the products the customer has selected throughout the booking journey.



Completing the purchase

Below you can see an example of the basket; this screenshot is taken after the flight and accommodation stages:

Basket			
The hotel 'Green Garden Resort & Suites formerly Green Golf Resort & Suites' has been added to the basket. ✓			
	Manchester to Tenerife Return Depart 29th Sep 2009, 09:30, Arrive 29th Sep 2009, 14:00 with Jet2 Return 08th Oct 2009, 14:50, Arrive 08th Oct 2009, 19:35 with Jet2	£403.92	remove
	Green Garden Resort & Suites formerly Green Golf Resort & Suites, Playa de las Americas 29th Sep 2009 to 08th Oct 2009 (7 nights) 1 x Bed & Breakfast - One Bed Apartment	£324.73	remove
		Total Cost: £728.65	
		Total Deposit Price (Final Due Date 30th Jun 2009): £452.63	

It is always possible to remove and replace any element of the basket at any point in the journey. This gives the customer flexibility and allows them to amend any parts of their selections without having to start the entire search process again.

Another feature of this booking journey is the option to have information on the customers selected destination displayed while the website is querying the operators for availability.

So for example, after the initial search box is filled in the system queries all the flight operators. This can take up to 1 min depending on how many are plugged in.

Below is an example of what can be displayed whilst the customer is waiting:

Please Wait

•

We are searching for your selected items.
This should just take 50 seconds...

Manchester (MAN) to Tenerife (TFN)
Sat, 13 Jun 2009 to Sat, 20 Jun 2009 (7 nights)
in Test Mode

Tenerife is perhaps one of the last European glory islands. "Mesmerizing" is an understatement for this island: it offers abundant woods, bizarre trees and flowers, deserts, mountains, volcanoes, extremely gorgeous coastlines and impressive beaches. Vacation in Tenerife undoubtedly packs a blow when it comes to radiant beach breaks. Jaw dropping to say the least, this island is less golden drapes of sand and blacker volcanic scorchers. But if it's yellow white sands you're after, you'll find your perfect summer vacation in Las Teresitas.

Away from the beach, vacation in Tenerife takes a turn en route for the more conventional. And the idyllic-like backdrop is interleaved with banana farms, overwatered villages and shrouded majestic buildings. Tenerife is a proud town that is reflected in the people, culture, fiestas, restaurants, bars and everything that makes the island such a great place. This island is the best choice for vacations, honeymoon, family holidays, family reunions, active travellers, scuba divers and golfers.



The final part of the booking journey is the customer details, payment and confirmation sections.

Booking Process

Contact Details > Passenger Details > Other Information > Payment Details > Confirmation

Name and Address Details

Please enter the contact details of the LEAD passenger of the booking.

Title *

Firstname *

Surname *

Postcode *

Address *

City *

County

Country *

Telephone *

Mobile

Email Address *

Confirm Email Address *

Important Information

I have read and accept [the booking conditions](#) (opens in a new window).

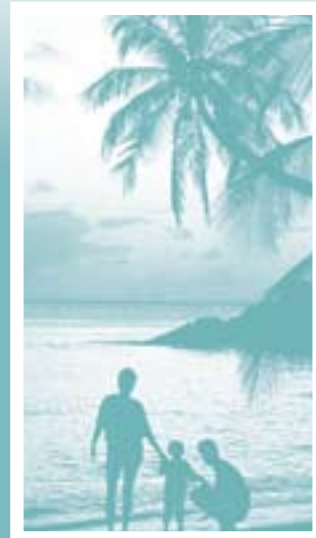
Every now and again we send out special offers or announcements via email. If you would like to receive these emails, simply tick this box.

We do not accept any responsibility if you cannot travel because of passport, visa or immigration requirements. It is also recommended that you take out travel insurance to cover your trip.

Continue

Itinerary

Manchester to Tenerife Return
Depart 18th Jun 2009, 09:30.
Arrive 18th Jun 2009, 14:00 with **£500.00** [remove](#)
Teleticket
Return 23rd Jun 2009, 14:50.
Arrive 23rd Jun 2009, 19:35 with Teleticket
Shuttle Transfer, Tenerife (TFS) to Laguna Park 2, Adeje- Playa De Las Americas **£26.08** [remove](#)
Arrive Pickup on 18th Jun 2009 at 14:00
Return Pickup on 23rd Jun 2009 at
Laguna Park 2, Adeje- Playa De Las Americas
18th Jun 2009 to 23rd Jun 2009 (7 nights) **£155.45** [remove](#)
1 x Bed & Breakfast - 1 Bedroom Apartment (B)
Total Cost **£681.53**
Total Deposit Price (Final Due Date 17th Mar 2009) **£549.40**



The itinerary is displayed on the right hand side throughout the confirmation process, giving the customer the ability to change and check any part at any point.

After the customer has entered all the details required they are asked to enter their payment details. The system automatically charges 2% for credit cards and 1% for debit cards.

The system then clears the payment. Once this is complete a reference number is given to the customer. Confirmation is emailed to the customers email address automatically, confirming what has been booked and how much has been paid.

Confirmation details of what has been booked will also be detailed in the back office area of the website for agent use.



Optional extras

There are 3 extra modules that can be added to the bookable websites, here is an overview of their functionality:

Titan

Cost: One off set up fee £500+VAT plus £50+VAT per month

Function: This system allows the user to enter their own properties and prices which can either return online, or be used to generate offers to advertising sources like Teletext.

Useful for: Agents with their own properties or allocation they want to sell online. Agents loading to an advertising platform like 'Teletext', who require additional content not in the Traveltek system.

Holiday Miner

Cost: On application, depends on how many deals

Function: Ability to bulk load automatically generated offers (based on defined queries) to the Teletext internet database. This is a very cost efficient method of advertising as the agent is charged on a cost per call basis.

Useful for: Agents advertising on the Teletext platform

Please see Teletext advertising supplement for more details.

Cruise live search & booking

Cost: One off set up fee £7500+VAT plus £750+VAT per month

Function: Ability to search and book all cruises live via XML feed – example – www.liverpoolcruiseclub.co.uk

Hand off facilities

Cost: One off set up fee £1000+VAT plus £100+VAT per month

Function: Ability to transfer all bookings from Gold or Silver site to Dolphin back office system.

