

# BOOKING SYSTEMS

January 2014

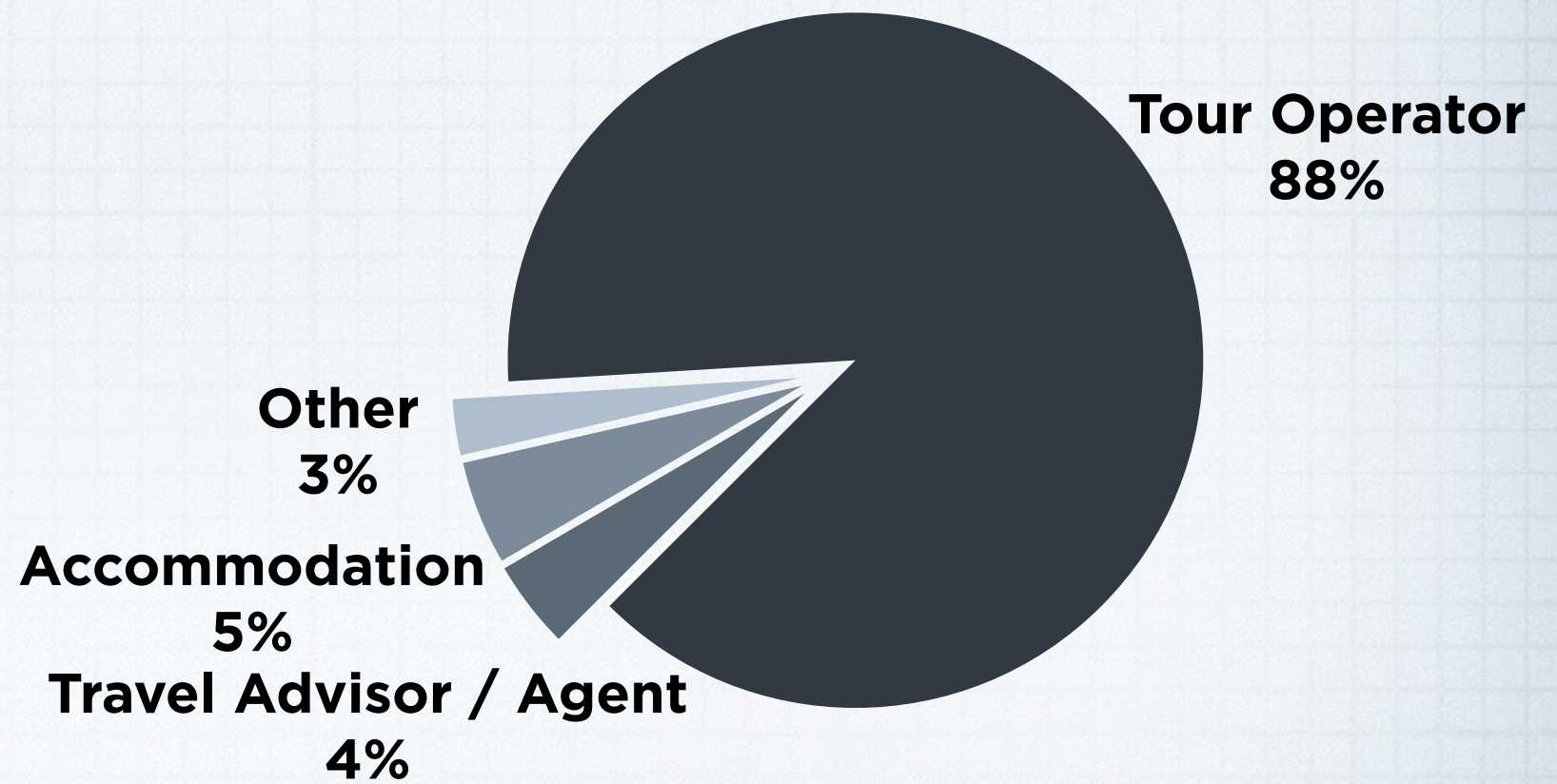
Respondents: 270



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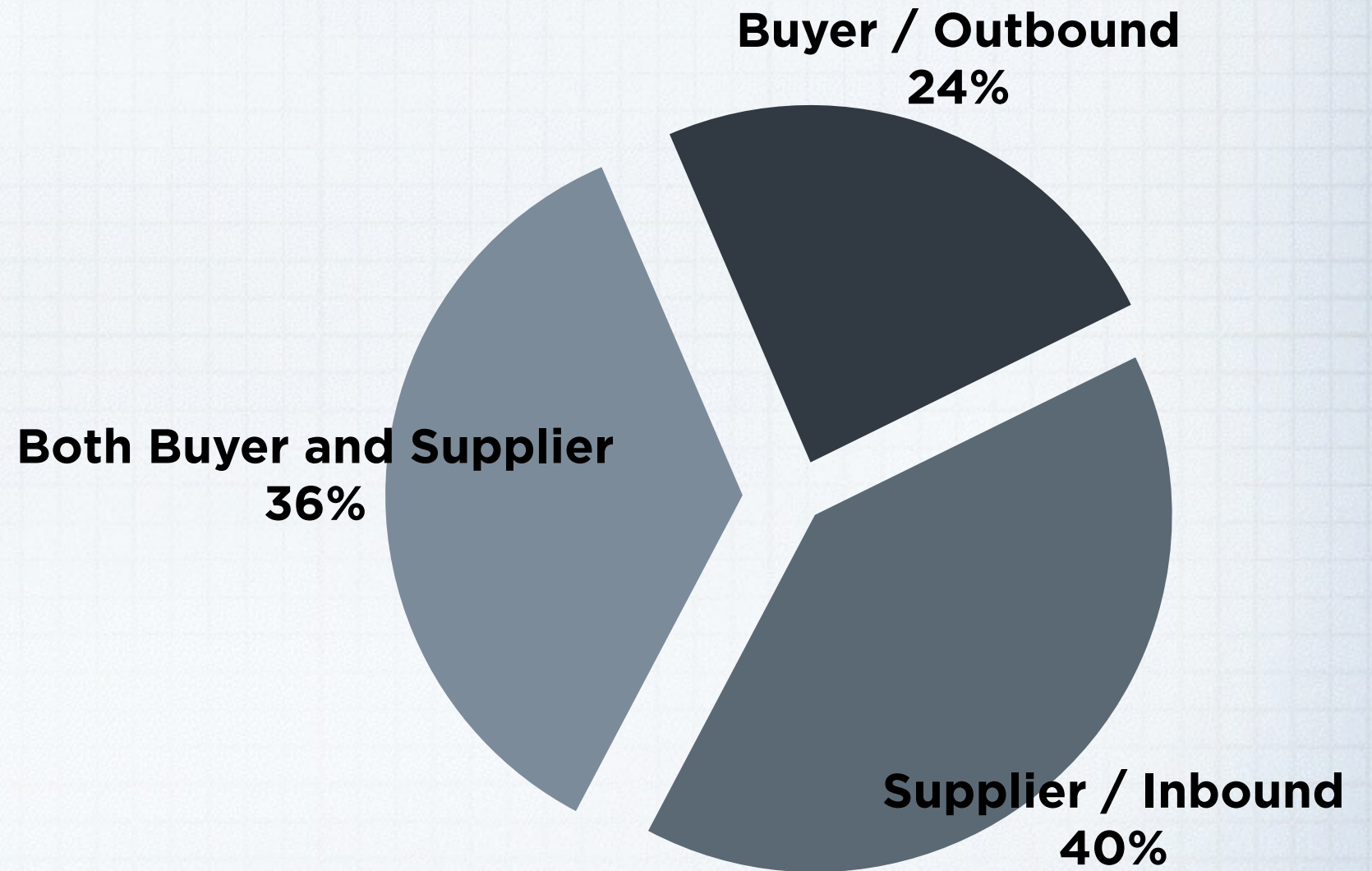


## Please Select Your Type Of Organization



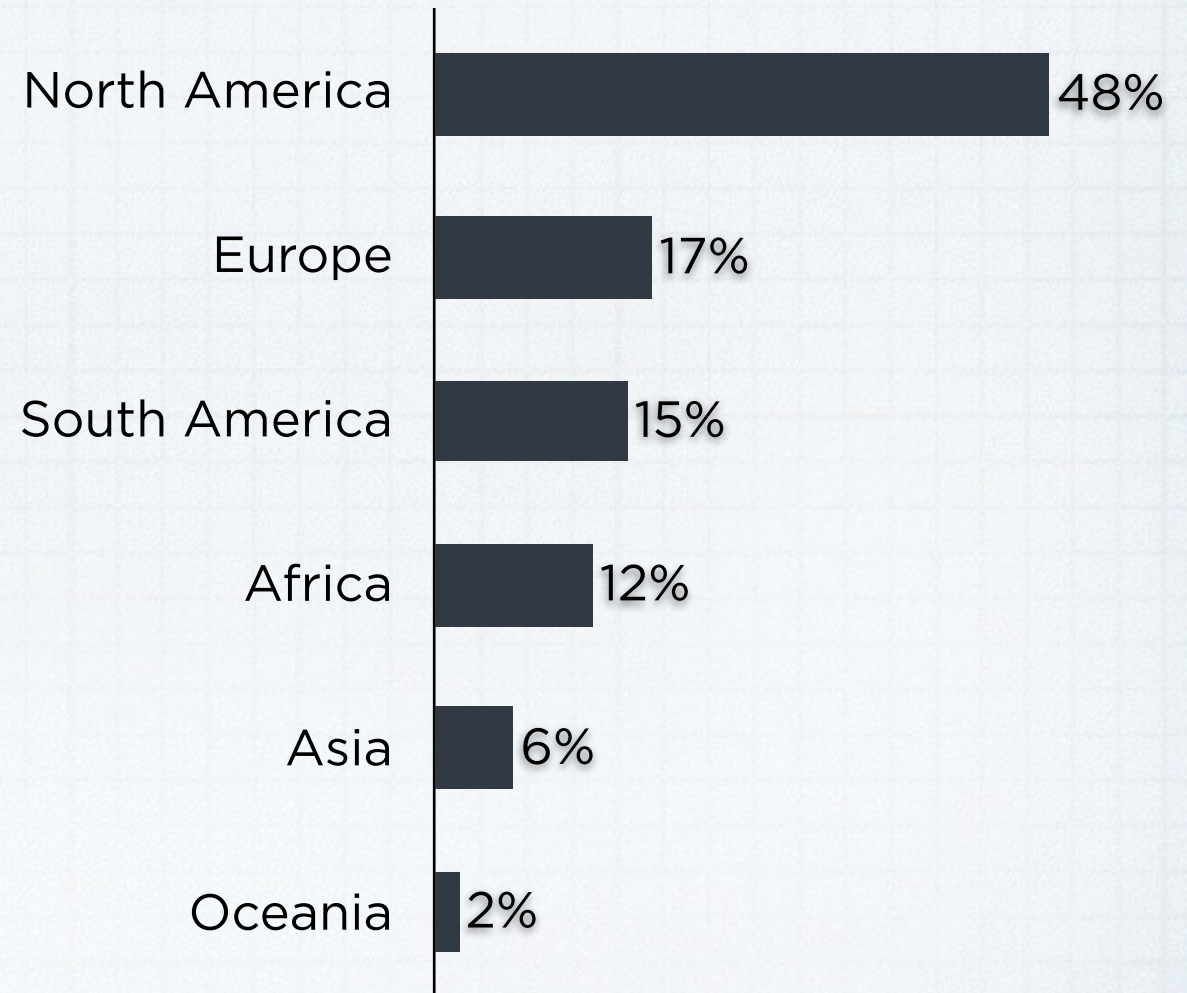


**Please Select Your Tour  
Operation Type:**



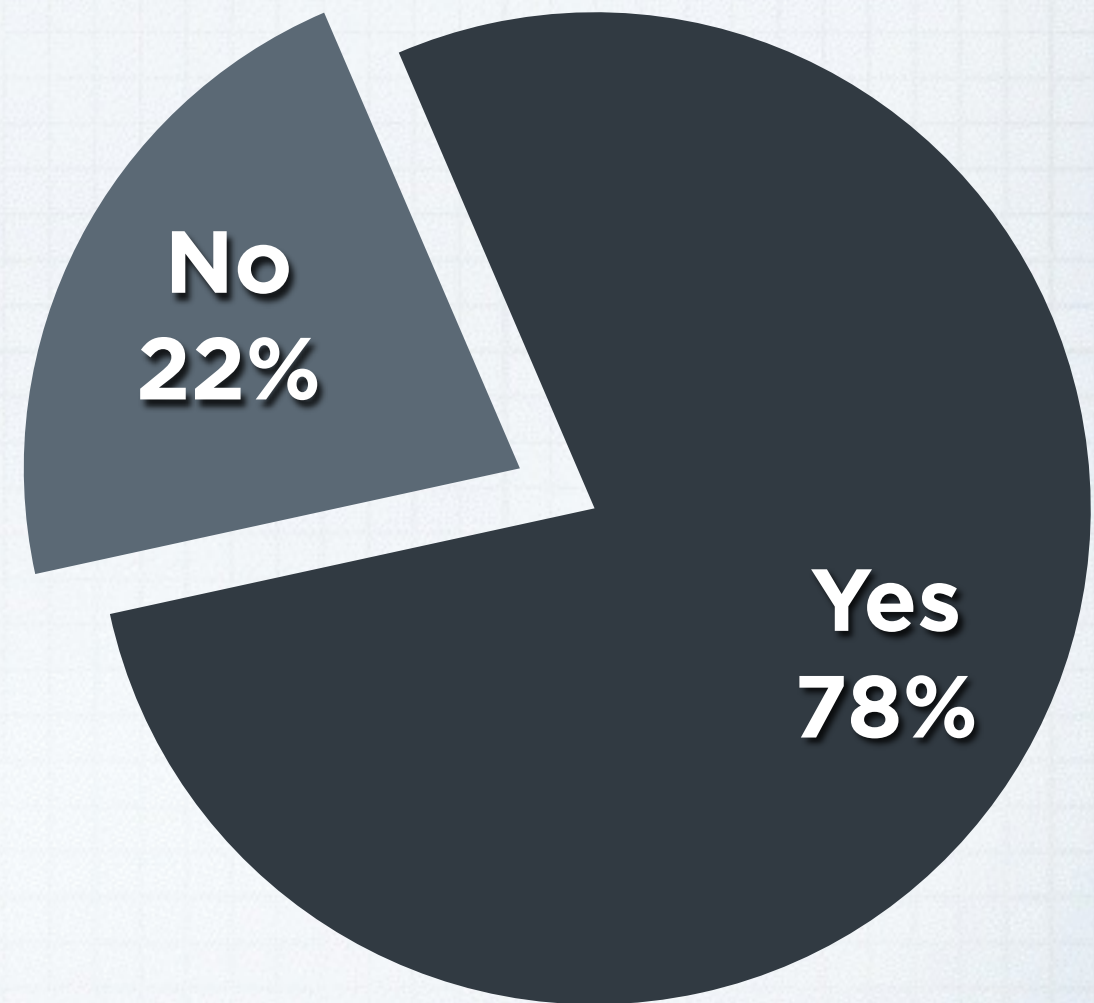


## In Which Region Is Your Organization Headquartered?





## Do You Have A System Or Tool In Place To Manage Bookings?

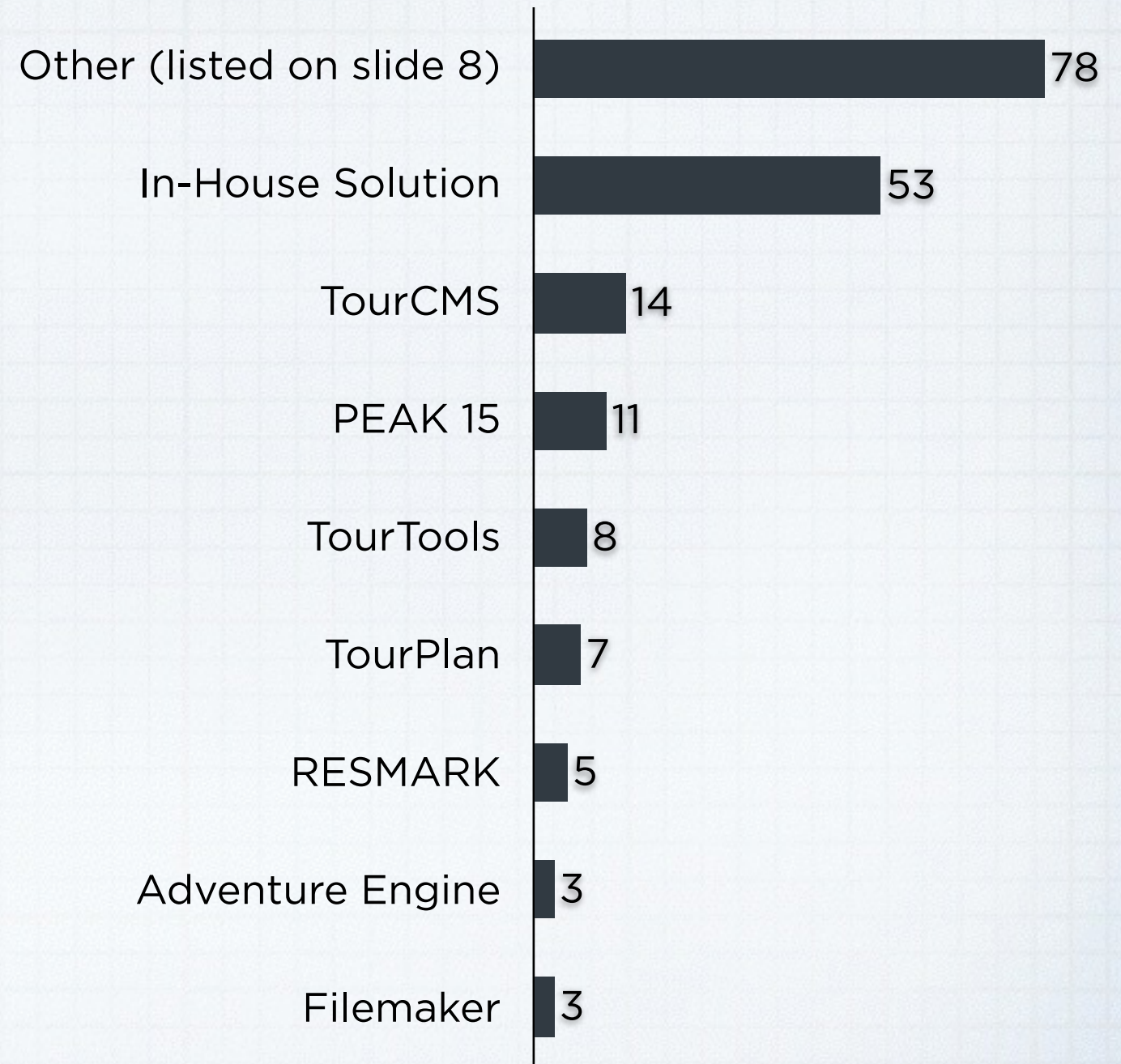




**The Following Questions Were  
Asked To Those With A Current  
Booking System**



## What Do You Use For Your Bookings?



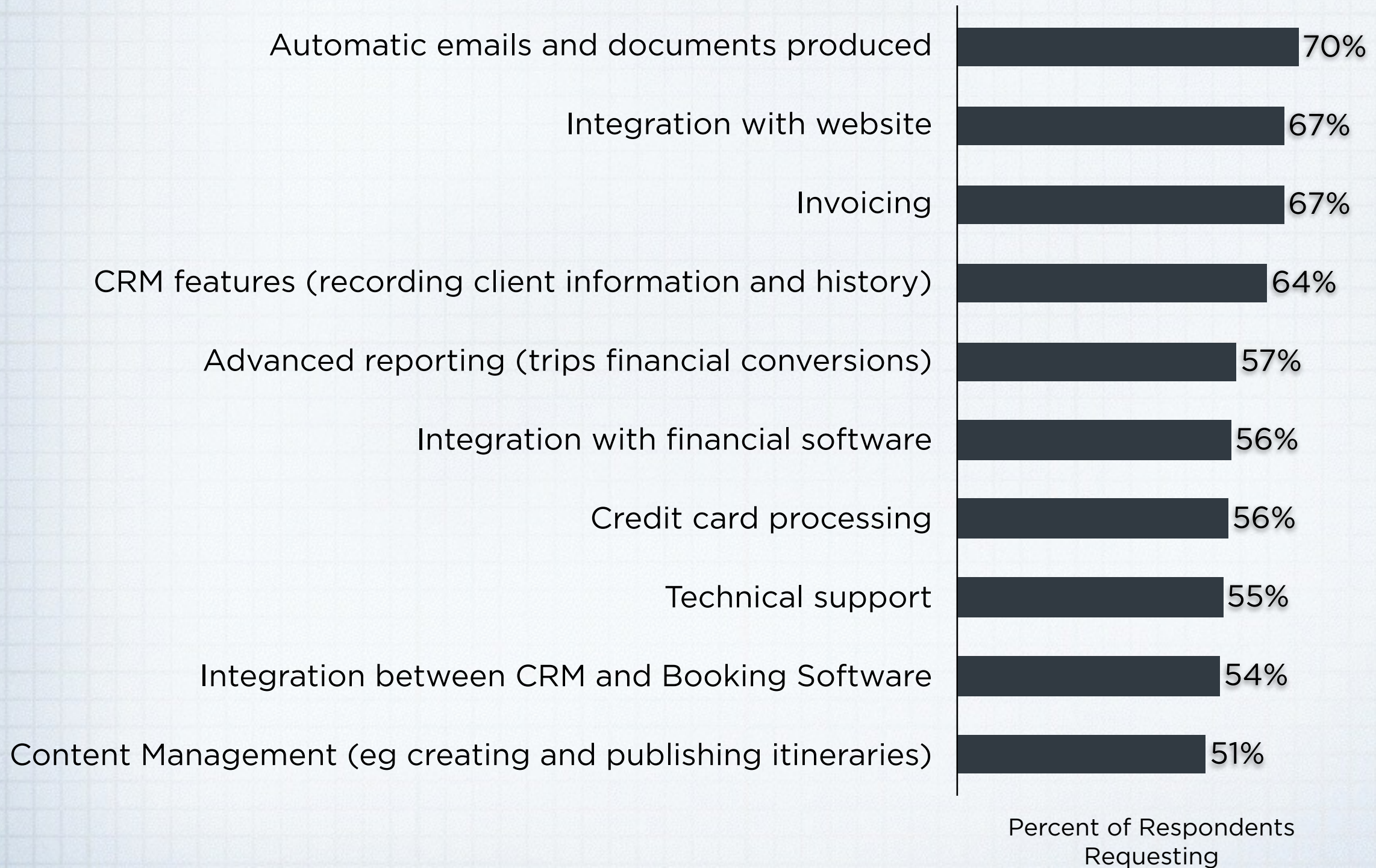


## “Other” Options From Slide 7

- Adventure Office
- Adventure Res
- Axum
- Bewotec Da Vinci
- Bewotec DaVinci
- Booqueo
- Breeze Reservations
- Centaur Systems Inc.
- checkfront
- Comers
- CRM
- Custom
- custom dev on a salesforce.com platform
- Custom-built CRM
- custome
- Da Vinci
- Eclipse
- excel
- excel
- Excel
- facile
- Fidelio
- Filemaker
- Filemaker Custom built
- FileMaker Pro
- Get In Sell Out
- Globe Track
- Home-grown system
- homemade system
- In house proprietary systems looking to change
- In house system, looking for something better to use.
- In-house system - MySQL-based
- innkeeper
- internal
- Jambix
- MR4
- Netsuite
- NetSuite customized
- Nightsbridge
- odin software
- Odin softwear,
- Oris
- our own
- our own crm
- Our Site
- Paxtrax (proprietary)
- Practisis
- Practisis
- Protour
- qucikbooks
- Rezmagic
- Rezovation gt
- RezovationGT
- Rezstream
- Salesforce
- salesforce.com
- Some local software
- SUGAR CRM
- SugarCRM
- Tailor made system for our company
- Tailor-made
- Tierra
- TIMS
- Tour Plan
- Tourbook
- TourISD
- Travel Logic
- Travelport
- TravelWire Midoffice
- We had an in-house custom solution but we are in the process of switching to PEAK 15
- webreserv
- Wintours



# Top Features Of Successful Booking Software





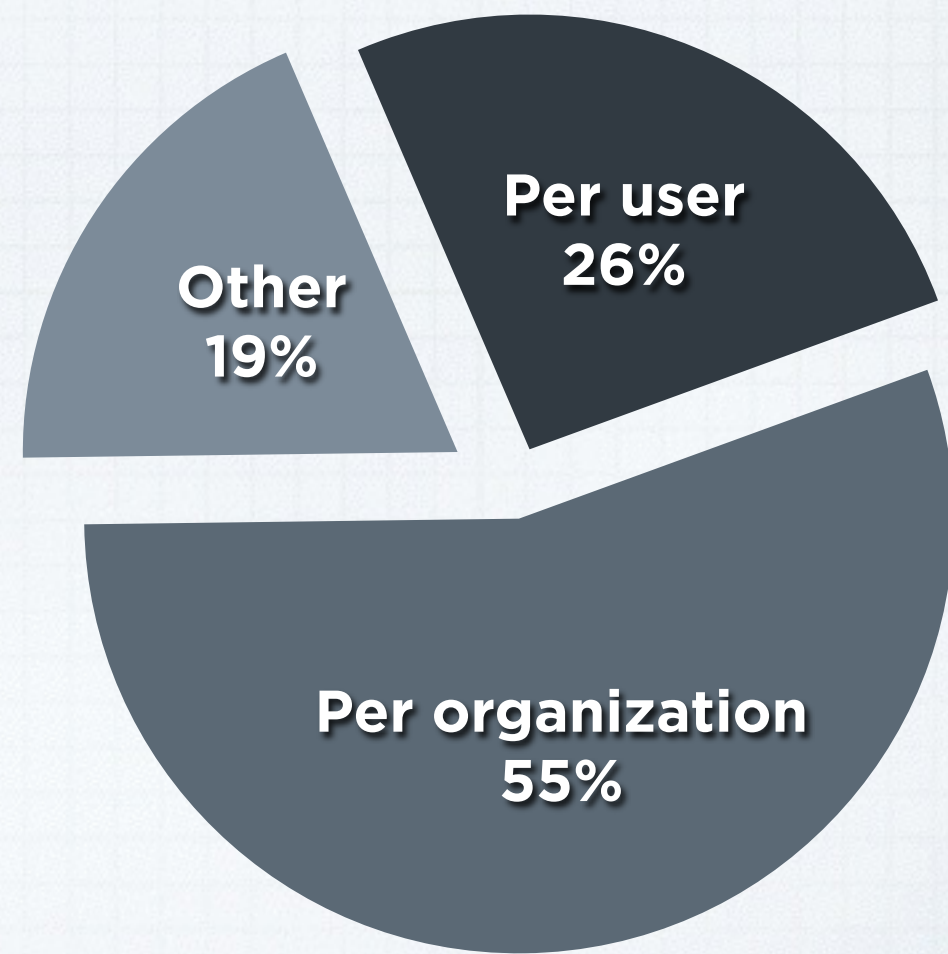
Average Setup Fee  
**\$8,824**

Average Monthly Price  
**\$309**

*Figures in US Dollars*

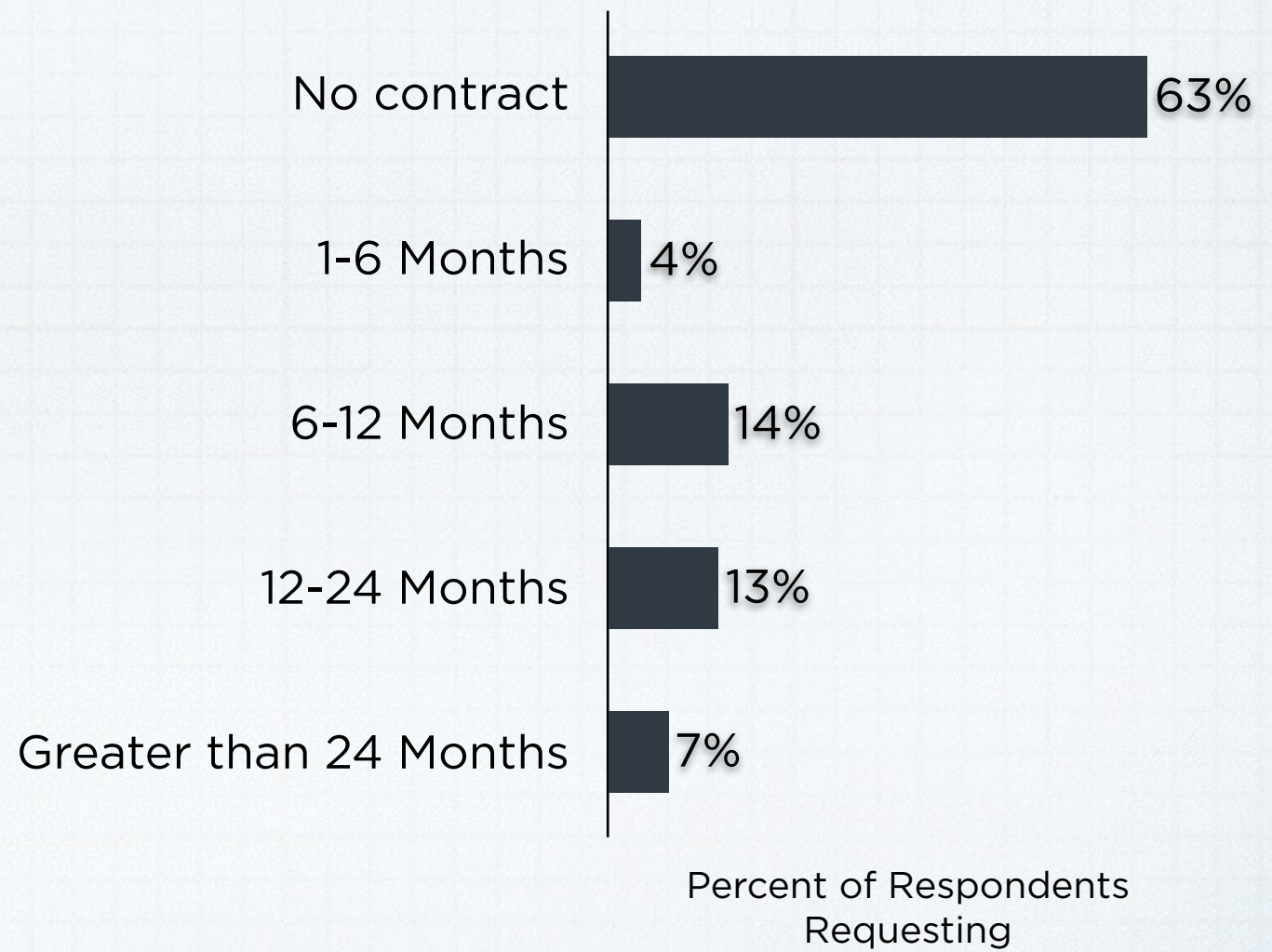


## The Pricing Is:



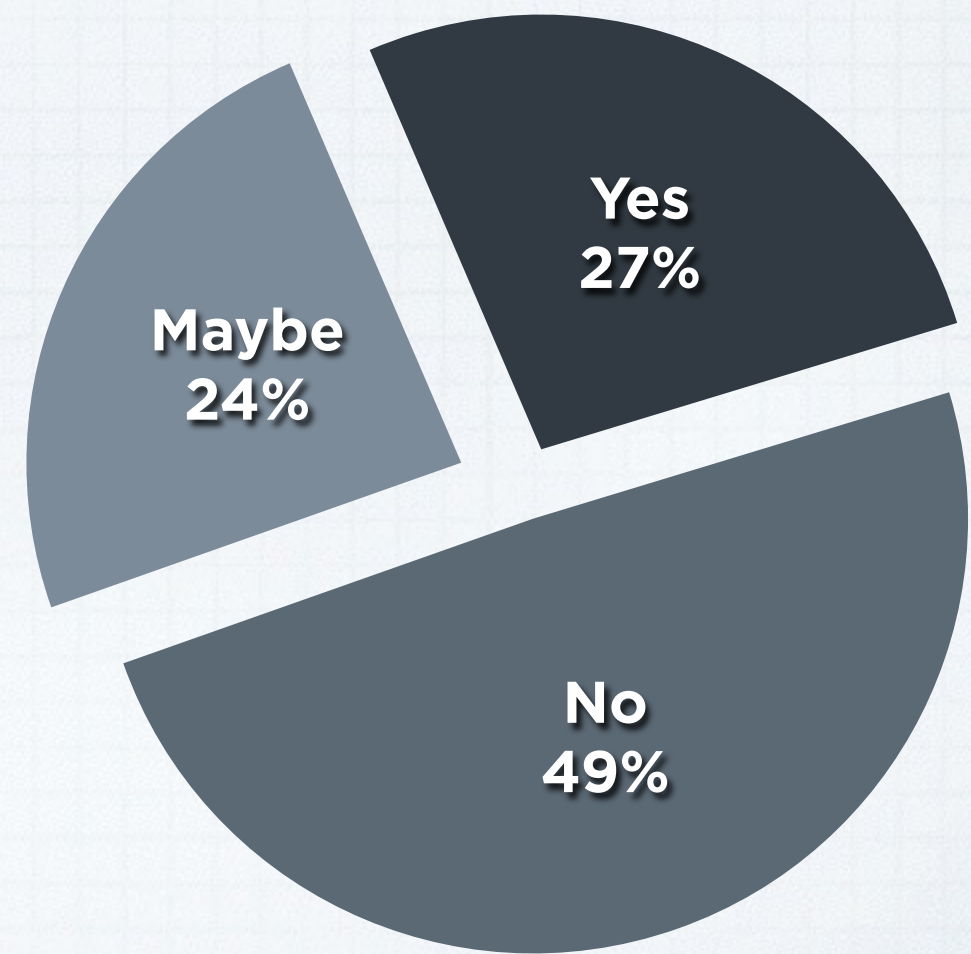


## Contract Length





## Do You Plan On Changing Booking Providers Within The Next 12 Months?





# Please Tell Us Why You Are Considering Changing Booking Systems.

\*Comments are raw and unedited in order to accurately convey the response. Identifying remarks removed.

- Cost; Integration with financials/ accounting; considering XXXXXX, customized to fit our tour operation business
- Always open to something that provider better value, so far not seen anything that does
- Antiquated
- Because we are not satisfied with our software.
- Better integration, usability, and invoice creating.
- Complexity and cost in installing system.
- Current sys is outdated and not very good
- Developer passed away
- Don't like the current one.
- Expensive, doesn't work as advertised, poor support, complicated to use, ineffective for the price
- Getting outdated
- Growth
- Handling more clients
- Hasn't kept pace with other choices. Too inflexible.
- I am not happy at all, this system is not value for money
- I need more integration with itineraries and followup
- I want something that corresponds exactly to my needs, which is why we are developing our own system
- I would like to have a much better integrated system and think that an established an proven system may be the best option
- In House system has reached various limitations. it either needs to be completely re-developed or we need a new off the shelf solution
- In order to introduce a professional one and to facilitate customer interaction
- Keeping up with the Joneses
- Limited languages for the system
- No social media integration
- Too many steps to complete a booking
- Looking for a web based solution, integrated with website CMS, CRM, lower price, with same capabilities for managing complex service package for booking management and price calculation
- Looking for better online reservations capabilities
- Looking for web integration - bookings online automatically create their own record and invoice.
- Maybe google apps might provide a more seamless interface
- Need a better tool. crm, customizable, better reports
- Need something that better integrates the various departments of our business.
- Need to upgrade old system
- Need something more web-based, remote access, with cloud interface and easier interface and inter connectivity with partners - suppliers and clients.
- Not pleased with the accounting features and our tech support guy is not nearby so meetings with bookkeepers, accountants, operations and management are complicated to developing exact needs
- Old system.
- Our booking system is the best for what we do currently, however it is lacking with CRM and bookings for multi day trips.
- Our current system does not cater to our business model. We need a more comprehensive system.
- Our system is over 20 years old. Need new technology.
- Ours is outdated and limited in its functionality. Need more integrated system. However, we have not been satisfied with any other program we have seen. Each one has limitations and functionality problems.
- Out of date



# Please Tell Us Why You Are Considering Changing Booking Systems.

## Page 2

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- XXXXXXXXXXXX has terrible customer support and they don't have the expertise in the industry. The produce shoddy customizations that end up costing far more than they estimate. They are not concerned with the issues of their smaller clients and only create upgrades based on their bigger client needs. Their system is full of bugs and is poorly documented.
- Poor integration, quirky and inflexible. Also, poor coding by developers.
- Possible new ownership
- Present one does not give good itinerary presentation and not very flexible in terms of design of documentation etc.
- Present system is very bad
- Require more detailed features
- Want a cloud based sys
- Streamlining and efficiency. Credit card processing a required aspect for us.
- System providers too focused on technical development rather than user requirements. Also, System uses old technology which is less compatible with web and cloud based systems than required
- The system we're using at the moment is too limited to be used for all our business. We are looking for system that does.
- To be more efficient and integrated, especially to create a trips database with pricing so that we can quickly create custom itineraries with prices. Also, we need a better client database to manage CRM and use it for more effective marketing.
- Too difficult to implement. Sold as SAS but requires extensive customizing and no sample reports or itineraries to test. Very clunky - based upon XXXXXX and upgrade is not in sight.
- Too expensive. Terrible support, poor project management, over promised and under delivered.
- Want to bring it in house to avoid monthly fees
- We need a better content management system for quicker turnkey on proposal
- We are currently looking at doing a major update to our in-house system which when we compare to other options still is the best deal. So we won't change but we will likely invest around \$50,000 in an upgrade but that will be our only setup cost and then monthly cost will be around \$200 a month most.
- We have a custom-built booking/ CRM system that is just too simple for how much we've grown. We are building a new, more robust custom system with a larger developer.
- we have only solution for part of our company as it is now we have looked in to many software like XXXXXXX, We are now down to XXXX and XXXX as the best solution for our company. with in the next two weeks we will choose
- We wanted a system that could provide better reports for tracking conversions and would enable us to integrate logistics, sales and marketing. In addition, when we went to upgrade our current database we learned that the code was unstable and significant changes or updates could cause a crash of the entire system. Starting over was the only choice to accomplish our goals
- We're in the process of migrating to Salesforce.
- While we've done and continue to do extensive customization, there are lots of things that TT still does not have that we'd like. That said, the customization continues and while we look, it's not likely we'll change soon.
- Would love to get some standardization, but we very few transactions - just a few dozen tours per year and mostly custom one-off tours so hard to find efficiencies there.





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Established in 1990, the Seattle-based ATTA is a global membership organization dedicated to unifying, networking, professionalizing, promoting and responsibly growing the adventure travel market. ATTA members include tour operators, destination marketing organizations, tourism boards, specialty travel agents, guides, accommodations, media and service providers. Host of the annual Adventure Travel World Summit executive conferences, the ATTA provides professional support, development, education, research, marketing, career building, networking and cost-saving resources to its members.

### The ATTA's Web Properties



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