

Fit 4 Travel

Fit 4 Travel relies on TravelRez from BANANACOM - powered by UniVerse from Rocket Software – to provide a full suite of travel services for travelers seeking sports and adventure holidays

Fit 4 Travel is a specialist sports travel agency based in Brisbane, Australia, that offers a unique selection of sports and adventure holidays. Whether travelers are competitive athletes looking to compete in events around the globe, or individuals and families looking to explore the world, Fit 4 Travel is a one-stop-shop that provides a full range of vacation services.

Fit 4 Travel was launched by travel-industry veterans looking to provide unique packages for athletes in Australia who want to participate in marathons, triathlons, swimming competitions and other sporting events abroad. In order to support this offering, the company needed a strong technology platform to allow travelers to book flights, hotels, rental cars and other services through a single, integrated interface.

Internet-based delivery system masters real-time data.

"We needed an online booking engine so that travelers could go online and instantly book every part of their trips," says company founder Michelle Henry. "Most of the systems that we looked at didn't correlate the data in real time, so there was a delay in being able to provide a seamless user experience. We turned to BANANACOM, which designs and develops Internet-based booking, reservation and business-management computer systems for the travel and tourism industry. Their TravelRez product offered exactly what we needed."

Saves time with integrated business logic.

TravelRez, which is built on the UniVerse database from Rocket Software, is a fully Internet-enabled booking reservation system designed by travel industry and computer professionals with many years of experience in effective automation of travel operators. BANANACOM managing director Brendan Boyle says, "Whilst many traditional systems enable booking and business management for travel operators, TravelRez provides all the traditional capabilities, but it is Web-enabled with easy-to-use Internet and Intranet access."

Fit 4 Travel
Brisbane, Australia

Fit 4 Travel allows for a full integration with a Web interface powered by Rocket Software's UniVerse database, where all data is updated instantly with no lag time. Its system is user-friendly for travelers, regardless of how they choose to book their trips with the added benefit of also handling currencies fluctuations. TravelRez allows Fit 4 Travel to be a one-stop-shop for travelers. It seamlessly integrates all reservation options, including flights, transfers, hotels, tours, car hire, packages, services and event logistics.



"TravelRez has been the perfect system for us," Henry says. "The most important thing is that the time-effectiveness is fantastic. Because it integrates instantly with our Web site, everything is up-to-date. That's a huge business advantage for us. Another key benefit is that it is very easy to search – other systems I've used don't have search capabilities that are as good as what TravelRez offers, and this really saves us time and improves the quality of service. It also cuts down on the time it takes to get quotes, which is key for us being able to close a sale to a customer. One of the major benefits to using TravelRez is that there is virtually no manual work for us to do because everything is sent from the system. For example, we can print pdfs right from TravelRez, so there is no need to open up another piece of software."

Susie Siegesmund, VP and General Manager for Rocket U2, says that, "UniVerse was designed to help organisations manage large amounts of data from a variety of sources and create seamless access to relevant data. Fit 4 Travel is proving that tools developed using our technology can help companies in any industry become more efficient, effective and profitable."

fast and flexible tool poised to face the future.

One of the key advantages of the TravelRez tool is that it is very flexible. Henry says, "Just about everything is faster and better, which is due in large part to TravelRez allowing us to handle everything in a single system. Because we can use information that's already in our system from a wide variety of sources, we can simply add current rates in TravelRez rather than opening other tools. This lowers our loading time, which allows us to focus on other, non-administrative, work. We can also manage currency fluctuations, which are very important for overseas travel, within the system."

Because of constant changes in the travel world, it is important for Fit 4 Travel to stay ahead of the technology curve. "BANANAc.com is continually improving and upgrading the TravelRez system to suit client needs, and they have worked tirelessly with us and with other clients to improve the system to standards that the travel industry finds acceptable," Henry says. "It's fabulous to have an approachable team that takes ideas on board and works to make the system more user-friendly and efficient."

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-- Michelle Henry,
President, Fit 4 Travel



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