

SUSTOUR-MED

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KA210-VET - Small-scale partnerships in vocational education and training



Good Practices: Green Village

Practice number	6.1
Name of the Practice	Travel2Fit
Theme	6. Digital Marketing and communication
Type	2. Service 4. Online Platform/Mobile App
Developer / initiator	Travel2Fit
Short description	Travel2Fit is a travel proposal management and automation platform designed to streamline the sales process of modern travel advisors.
Goal	To leverage on new-generation digital tools to support small hotels better organize, automate and upgrade critical processes in the travel package sales process
Detailed description	<p>Travel2Fit is a proposal and quoting platform that was developed to address the needs of modern travel advisors (meaning mostly hoteliers, property and villa managers, travel agents). The proposals are built within minutes and are actually interactive site urls, which inspire the travelers and contain all the essential information of the trip in one place. Travel advisors are able to instantly build, manage, share and track beautiful online travel proposals providing different options for accommodation, services, activities, and transportation. In parallel, rich destination content is automatically filled by Travel2Fit. This way, Travel2Fit can be leveraged both as a sales and as a marketing tool. We envision to automate the process of creating tailor-made travel proposals within a single management system, enabling travel advisors to become more competitive in terms of both the level of services and the overall provided experience to the prospective traveller.</p> <p>More specifically, the management environment of the Travel2Fit platform is based on the use of CRM features for easier registration of customers, accommodation, services, and</p>

	<p>activities, while its digital nature allows the export of useful statistics (analytics).</p> <p>Travel proposals are created in just a few minutes, have the form of a website and incorporating personalized and rich travel content for the destination of interest that is automatically ingested in the proposal. In this way, prospective travellers can interact with the proposal, but also use it as a digital guide that gathers all the information of their trip</p>
Innovativeness	<p>The innovative character is the automated process for the development of offers and the personalised approach that each offer has. It is an important toll for every small hotel that wants to foster a meaningful connection with the customer and at the same time promote offers and options that are related to sustainable tourism</p>
Financial aspect	<p>€€ = Moderate investment</p>
Country	<p>Greece</p>
Target Group	<p>small hotels, destination managers</p>
Transferability	<p>At the core of the offers generated by Travel2Fit is personalisation and addressing the tailored needs of each individual traveller and of each participating business. So, the amount of adaptability of the offers is immense, with the hotel owners having the final say over what kind of offers they can provide to the different target groups and to each individual tourist</p>
Website and/or relevant links	<p>https://travel2fit.com/</p>