

## Tagline:

Nourishing a tours & travel agency through a customized affluent web application.

## Project Details:

Project Name: Benchmark Holidays    Application URL: [www.benchmarkholidays.com](http://www.benchmarkholidays.com)

Country: Bangalore, India

Domain/Industry: Tours & Travels

Client Name: Benchmark Incentive And Leisure Travels Pvt Ltd

## Client Profile:

Having Bangalore as a birthplace, Benchmark holidays is a proliferating tours and travel agency. It succours people to book holiday packages across seas. Benchmark holidays provides a complete fun-packed holiday packages to various domestic and international destinations across the globe including America, Australia, Europe, Dubai, Turkey, Malaysia, New Zealand, Africa, Singapore, China, Bali, Japan, Russia, Hong Kong, Baku and domestic destinations such as Himachal Pradesh, Kerala, Rajasthan and Jammu & Kashmir. It provides various categorized holiday packages such as group tours, honeymoon packages, family packages, luxury tour packages, Inbound holidays, Customized Holidays, MICE and also speciality tours like Couple's Only Holidays, Women's Special, Senior Citizen Packages and cruise holidays.

## The Problem:

Being international and national tours and travels agency, Benchmark Holidays needed a single rich and aggressive stage to exhibit the cluster of its packages with multilevel integrated navigation. Also, the client could not onboard customers with the mere paper-based brochures and packages details. The absence of having a centralized system did not allow Benchmark holidays to stretch its wings to its fullest stretch in terms of inventory management, business collaboration, and revenue management.

## Goal:

To fabricate a robust web-based application which can provide a kinetic user interface and showcase the ravishing holiday destinations with the stunning photographs, videos and tour details. Having a flowing payment gateway aids users to complete the booking effortlessly.

## Our Approach & Solution:

Nextwebi team proposed a rich implementation of Benchmarkholidays with the evident empathy after the multiple brainstorming sessions with Benchmark holiday team. With the robust technology and features, Nextwebi launched Benchmarkholidays.com, that gives a centralized accessibility.

Integrals of the web application:

For Benchmarkholidays team:

- Uploading tour packages, tourist places and hotels with images, tour details, pricing.
- Manage the dynamic pricing for different seasons and categories.
- Manage the online booking and update the offline booking from the system which keeps live inventory seamless.

For Individuals & Corporate

- View the astounding destinations and tourist attractions with images, videos, tour details and pricing.
- User can book a destination for individual and group booking. They can do a secured online payment.
- Corporate can make their MICE package booking.
- A smooth multilevel navigation to packages according to the user's choice.

## Result:

The website helps users to get a clear idea and vision of the holiday packages, destinations, accommodation and available facilities. The website also helps users to have an exceptional user interface experience with online booking and secured payment. Benchmark holidays can manage the different categories and packages in one platform in a very neat and convenient way. The client can easily engage their existing and new customers through their social media engagement and blog posts which helps the client to maintain a long term relationship with their customers. Social media pages, google reviews, customers feedbacks give a clear idea of the available tour packages and destinations which makes a huge impact on their decision making. The website is designed in such a way that the client gets live updates of both online and offline bookings and payment. This helps the client to scale up the business in a massive way.

