

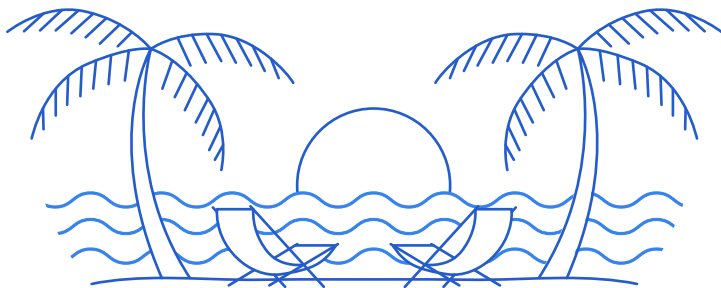


CASE STUDY

Softrip Empowers GOGO Vacations to Optimize Group Travel Booking



For over 70 years, GOGO Vacations has been a leading US travel wholesaler providing simple solutions to the complex travel trade industry. It's unrivaled global portfolio of over one million products, online self-managing booking capabilities, expert advisory team, and continuous 24/7/365 support, provides tremendous value to the extensive network of travel advisors they serve.



The Situation

In a strategic move to drive sales and revenue, GOGO Vacations, a leading wholesaler, recognized the untapped potential of group travel for leisure agents. Focusing on the increasing demand for group bookings, GOGO Vacations witnessed a remarkable double-digit year-over-year growth in group business in 2018 and continued success in the years following. To facilitate and streamline group travel operations, GOGO Vacations forged a partnership with Softrip, unleashing a powerful tool that has revolutionized the group travel booking experience.



How They Did It

GOGO Vacations introduced a key initiative to enhance the group travel experience for travel agents, "Group Technology powered by Softrip," which brought online quoting, invoicing, payment, and comprehensive trip management options to the fingertips of travel agents. This technology, developed in collaboration with Softrip, allowed agents 24-hour access to their groups, enabling them to seamlessly book passengers, manage individual air travel, access invoices and documents, process payments, and even apply travel agent service fees. The implementation of this cutting-edge technology streamlined the process, making it not only fast and accurate but also highly profitable for travel agents.

Benefits With Softrip

The strategic alliance with Softrip not only transformed the group travel booking process but also contributed to the introduction of new and more efficient client offerings, like the self-management of groups at any time. By empowering the travel agent, GOGO Vacations was not only able to increase the efficiency and profitability of their operations, but also that of their travel agent partners. GOGO Vacations President, Susan Ogden, emphasized that the focus was not just on the volume of bookings but also on efficiency and streamlining processes. The overarching goal was to equip agents with the best possible strategies and tools to maximize productivity and accuracy, ultimately freeing up time to cater to additional clients. The success of these initiatives showcases how Softrip's technology played a pivotal role in GOGO Vacations' endeavor to revolutionize and dominate the group travel market.

With Softrip, travel companies like GOGO Vacations can enjoy one comprehensive and "source of truth" platform for multi-day tour operators. Our expansive suite of products includes Reservations, Product Management, Operations, CRM & Marketing, Reporting & Task Management, Integrated Payments, and Accounting modules. We also offer best-in-class integrations into the leading GDS systems.

Start your journey with Softrip today.

