

how to Achieve operational
efficiency in travel businesses

through technology

| NET | EFFECT |
ONLINE SOLUTIONS FOR TRAVEL

What we say to dogs

Okay, Ginger! I've had it!
You stay out of the garbage!
Understand, Ginger? Stay out
of the garbage, or else!










What they hear

blah blah GINGER blah
blah blah blah blah blah
blah blah GINGER blah
blah blah blah blah...






Notes ▾ Drafts (3) ▾ Flagged


Done        ▾

From: **Ebuyer.com** <specialoffers@email.ebuyer.com> Hide
Subject: Kent, From Ebuyer with Love
Date: 7 February 2012 20:57:09 GMT
To: Steve Rushton
Reply-To: Ebuyer.com <support-bw0e9fwbfsvddau7556abymwkp3t@email.ebuyer.com>

If you are unable to see the message below, [click here](#). Hi Kent, welcome to today's newsletter: 7 February 2012

ebuyer.com   

Computing Components Accessories Entertainment Professional Outlet



From Ebuyer with Love


Valentine's Day is just around the corner, and we think it's getting pretty boring going down the flowers and chocolate route. So this Valentine's Day why not treat your loved one with one of the hottest gifts and gadgets from [Ebuyer.com](#)!

Gifts for Her.

Looking for a gift for your sweetheart? Then look no further than these tech-inspired options from [Ebuyer.com](#). You'll find something for all budgets; from cup cake makers to the iPad 2.

Toni&Guy Professional Straightener

- IONIC plates to lock in hairs natural moisture
- Floating 25 mm ceramic plates
- Warm Up Time 30 Sec



£24.99

£35.99

View gifts

Gifts for Him.

Buying a Valentine's gift for your man can be a daunting task (and no, no, no, no,

I have 20 minutes

“This seminar looks at how you can ensure your systems and software all integrate together seamlessly throughout each part of your business, from back office all the way through to front office”

Definition of New Technology:

Anything that doesn't
quite work right yet

So how do I know?



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7 Kinds of Broken

NOT my Job

selfish Jerks

The world changed

I didn't know

I'm not a Fish

contradictions

Broken on Purpose

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First off - why create operational efficiency?



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so how do we fix it?

Sadly It's not....

Fix 0xc0000005 Error With The

3 Steps Easy Fix



Download Now

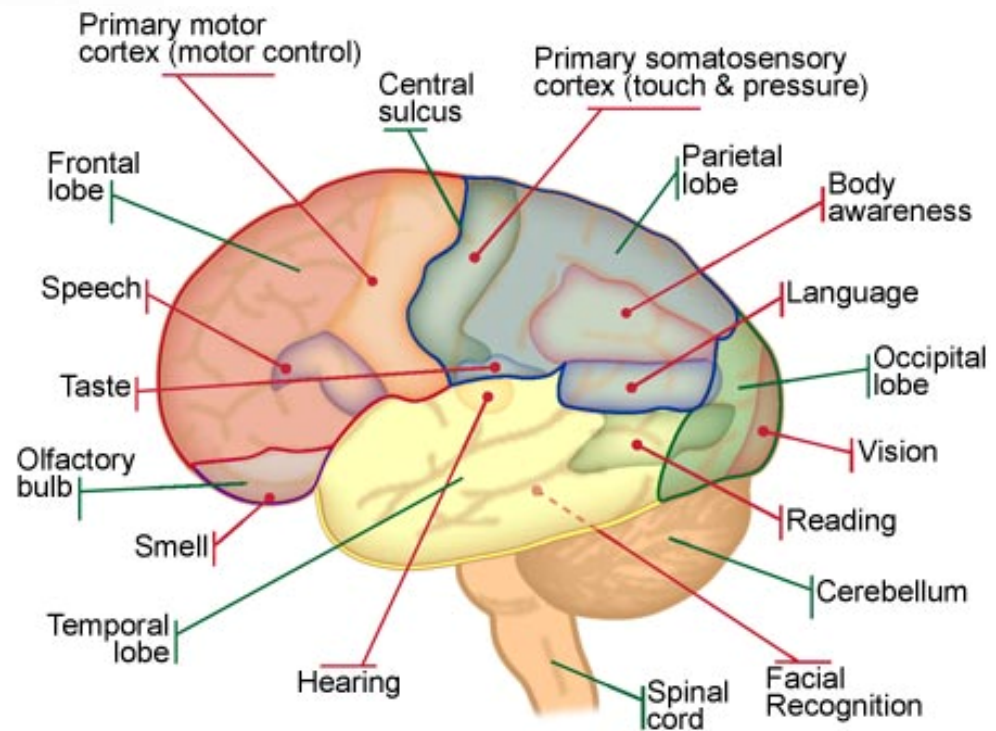
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either



A mix of both is best

or







What did I learn?

- You have to know what you are trying to do
- One size does not fit all
- It has to be affordable – or the business cannot sustain it
- The boss **NEEDS** to understand it - to assess it's value

The great news about 2012

Software development means that systems can all talk to each other.

You don't need to have and use a
'one size fits all'

Back to Travel

Agents & Operators we'll show you how to
Sell more high value holiday product.



Like [Nary Porges](#) we don't believe the internet is detrimental to the survival of high street travel agents. Far from it. With 90% of travel research starting online, the internet is the key to your success. Now you can easily demonstrate your wealth of expertise to these potential new clients in the comfort of their own homes with our simple, ready to use holiday search database customised to show your own tour operator partners' product. We also provide full travel website, social media and [holiday offers](#) solutions.



Travel Agents

We are changing the online landscape for independent travel agents with practical tools to help you sell more high commission value product.

[Travel Agents - find out more](#)

[View Travel Agent Marketing White Paper](#)



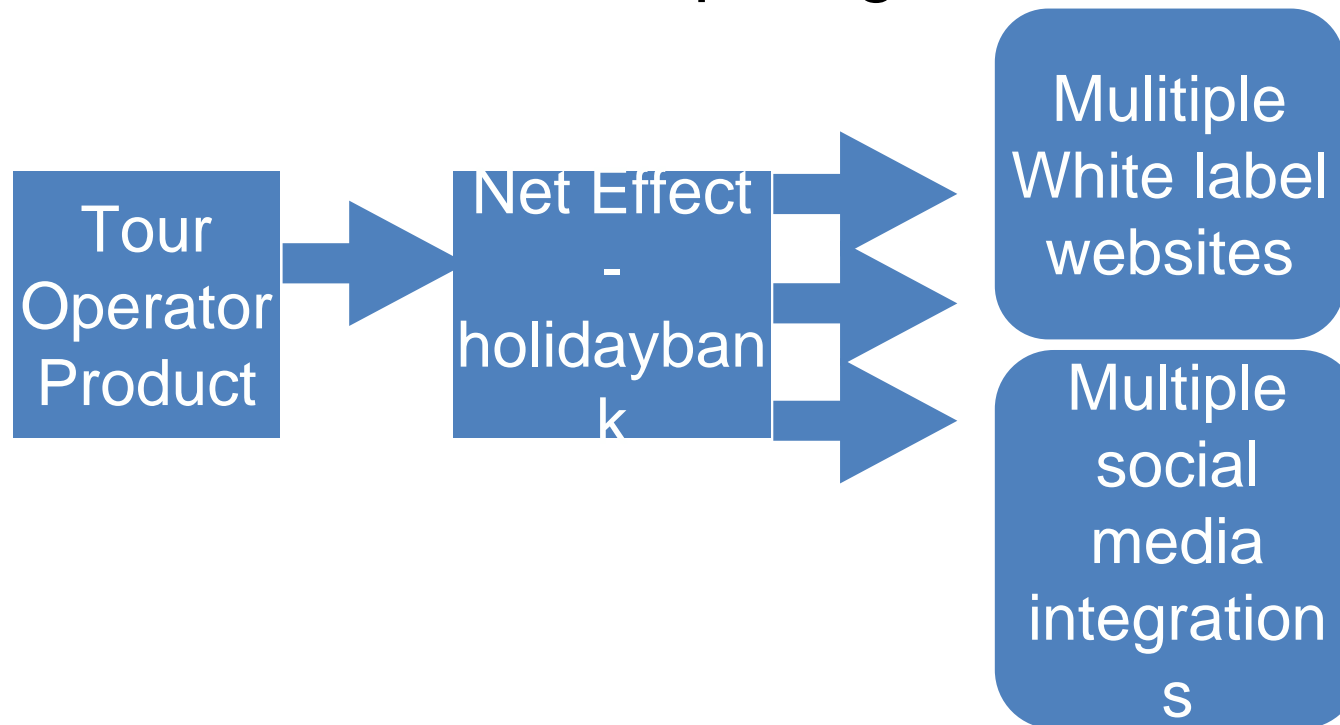
Tour Operators

Distribute product online through our network of independent travel agents without hampering your own SEC efforts and discount off brand.

[Tour Operator - find out more](#)

xml integration

efficient distribution of operator content to multiple agent websites



Telephone : 01395 265 777
Email : sales@travelworldexmouth.co.uk



TRAVELWORLD

incorporating The Cruise Consultancy

HOME

HOLIDAY SEARCH

TRAVEL STORE

SPECIAL OFFERS

EXMOUTH GUIDE



Welcome to Travelworld

We have been arranging holiday dreams for over 30 years and is still one of Devon's oldest family owned independent travel agencies. Our independence means that you can trust us to offer the most extensive range of travel opportunities combined with expert and impartial advice. We now incorporate the Tourist Information Centre in Exmouth and so we are now the one stop shop for all your travel needs, be they local or international.

Cities & Short Breaks



CITIES & SHORT BREAKS

Cruise



CRUISE

Exmouth Tourist Information



View all the latest local information here [Visit site >](#)

Latest Offer



TRIP TO

EEEE's off 2012
GREAT OFFERS

[Back to search results](#)

Haslemere Travel » Hotel » Mauritius

Shandrani Resort & Spa - Mauritius



1 / 38

Start Stop



- 327 rooms
- 5 restaurants
- Fully All Inclusive Meal Plan
- Spa & Wellness Centre by Clarins
- Free Wi-Fi in reception area and all rooms except Superior and Superior Beachfront Rooms which have ADSL
- Resident band or show every night
- Complimentary Bob Marlin Childrens Mini Club
- Many complimentary land & water sports
- Transfer is 4 miles
- Prices shown are based on All Inclusive Basis
- Video Tour



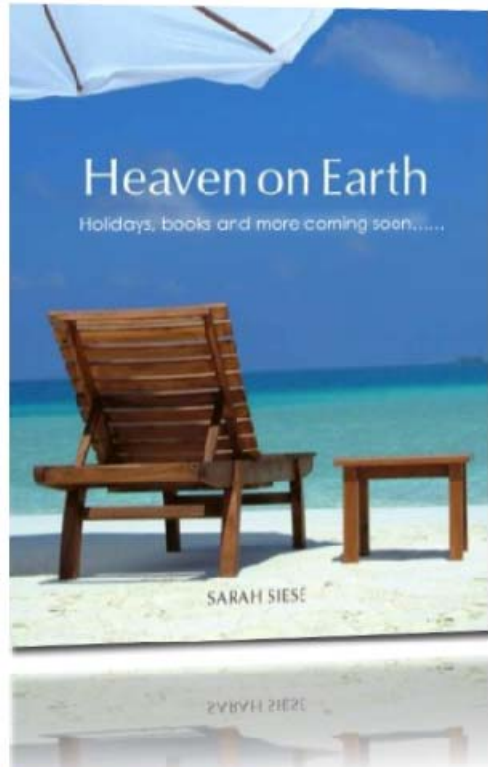
All inclusive at its best. Shandrani hotel offers the finest, most extensive fully-inclusive package on the island, so is the ideal choice if you are looking for an all-inclusive Mauritius hotel.

The extensive all inclusive concept features à la carte and fine dining at 4 of the 5 restaurants (the 5th restaurant offers buffet meals which are also included), a huge selection of internationally branded drinks, including gin and tonics, beer, wine, soft drinks, including complimentary mineral water and soft drinks. The resort also features a state-of-the-art fitness centre, a spa and wellness centre, a children's club, a tennis court, a beach, and a variety of water sports.

Beautiful tailor-made holidays are available. Prices shown are per person and includes 7 nights accommodation with meal plan as stated above, return economy class flights with Air Mauritius and return airport transfers on the island and are based on two people sharing.

Prices start from £1826

Prices shown are per person and includes 7 nights accommodation with meal plan as stated above, return economy class flights with Air Mauritius and return airport transfers on the island and are based on two people sharing.



Stay tuned, our website is launching very soon...

Whether your dream escape is luxuriating on an idyllic beach, watching polar bears in the arctic, camel-riding in exotic Oman or attending the lantern festival in Taiwan, Emma Wilson and Darren Kennedy - together with a host of celebrity guest presenters - set out to prove that the world's best travel experiences don't have to break the bank, sharing their top tips on hotels, hidden-gem restaurants and off-the-beaten-track adventures.

Watch on Channel 5.....



Email*:

Email*:

Back to Travel.....

The screenshot shows the homepage of latecards.co.uk, a beta service from Net-Effect. The top navigation bar includes links for Social Media News, Other Products, and Contact. The main header features the site name and logo. The primary content area is green and contains a headline: "Tour Operator created offers auto-posted to Travel Agent websites & social networks". Below this is a sub-headline: "We've re-invented the Friday afternoon auto-fax of the 80's & 90's. LateCards from Net Effect allows tour operators to create offers & invite agents to auto-post them to their websites and social networks". To the right of this text is a light blue rounded rectangle with a play button icon and the text: "Want to see just how easy it is? Play this 60 Second Intro". Below the main text are two orange buttons: "I am a Travel Agent" and "I am a Tour Operator", each with a "more information" link and a "Login" link. The lower section of the page is divided into three columns. The first column is titled "Simple solution for long suffering Travel Agents" and features social media icons (Facebook, Twitter, RSS) and the text "Make sales via Social Media". The second column is titled "A Huge Problem Solved for Tour Operators" and features a "Broadcast your offers Off Brand" icon. The third column is titled "What people in travel are saying about Late Cards" and contains three testimonials in speech bubble boxes. The testimonials are: "I can't wait to get LateCards, it'll sort out so many problems - Agent, Wiltshire", "This looks amazing, it'll save so much time - Operator, Kent", and "Getting offers to customers is my biggest issue, this looks great - Agent, Oxfordshire".

latecards.co.uk beta
from Net-Effect

Social Media News Other Products Contact

Tour Operator created offers auto-posted to Travel Agent websites & social networks

We've re-invented the Friday afternoon auto-fax of the 80's & 90's. LateCards from Net Effect allows tour operators to create offers & invite agents to auto-post them to their websites and social networks

[I am a Travel Agent](#) more information

[I am a Tour Operator](#) more information

[▶ Travel Agent Login](#) [▶ Tour Operator Login](#)

[▶ Play this 60 Second Intro](#)

Simple solution for long suffering Travel Agents

[f](#) [t](#) [b](#) [Make sales via Social Media](#)

Is updating your website with offers too costly and time consuming? Are you having difficulty understand the role of social media to your travel agency? Both these problems are solved by LateCards from Net Effect. Now with three simple clicks you can choose un-branded operator deals to auto-post to your website, Facebook page and Twitter account, plus you can print them out for the window.

A Huge Problem Solved for Tour Operators

[Broadcast your offers Off Brand](#)

Remember the days of the auto-fax to agents on a Friday afternoon with details of offers for that weekend? Long dead and buried right? Not anymore. LateCards from Net Effect is the 21st Century version. You create the offers, agents post them to their website and social networks to be seen by 000's of customers - make that hundreds of thousands!

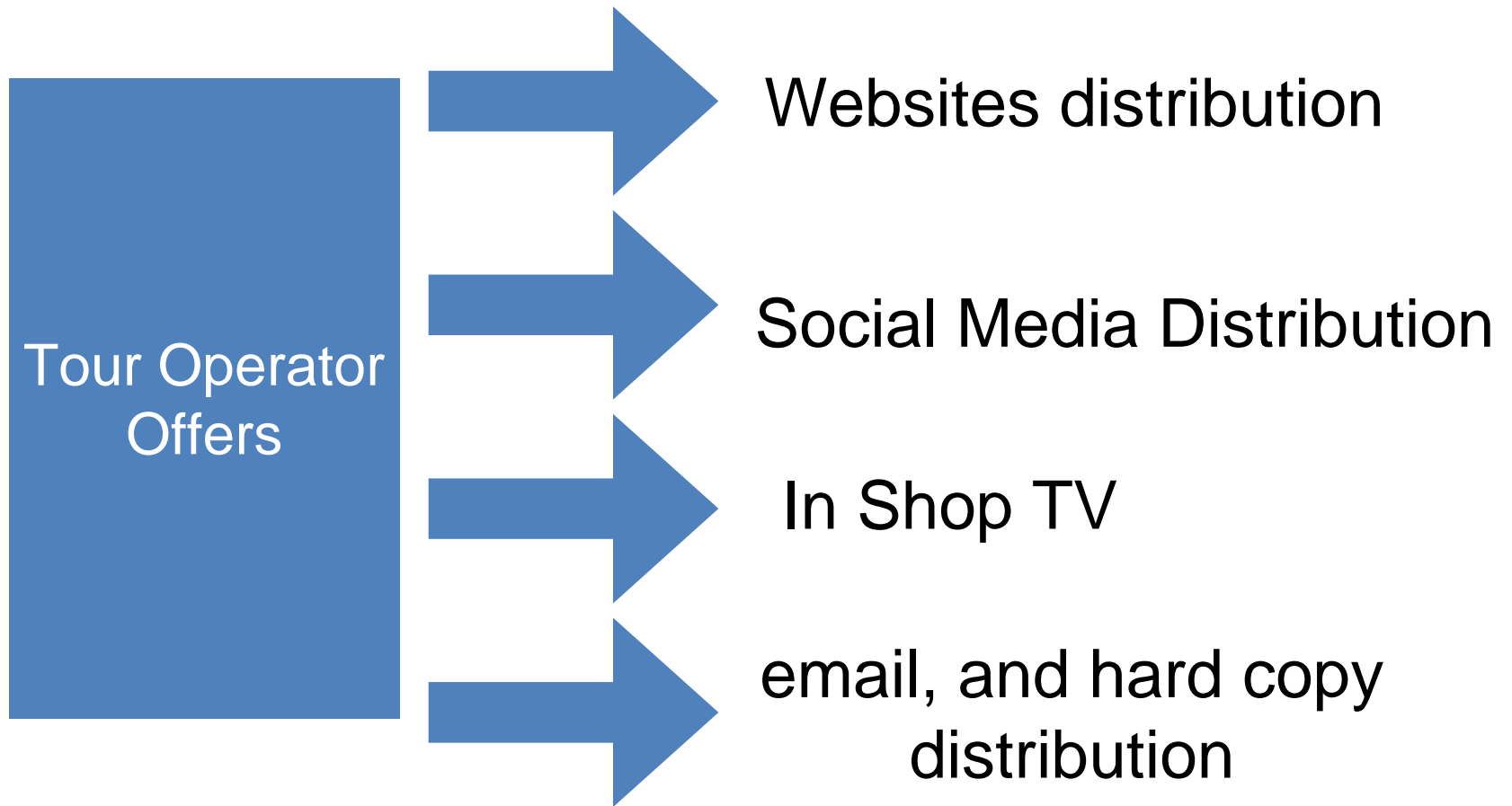
What people in travel are saying about Late Cards

I can't wait to get LateCards, it'll sort out so many problems - Agent, Wiltshire

This looks amazing, it'll save so much time - Operator, Kent

Getting offers to customers is my biggest issue, this looks great - Agent, Oxfordshire

multi-distribution





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Cruise

Honeymoon

Special Offers

Price filter Holiday type Destination
Departing between: and

5 nights from £189pp
UK, Isle Of Man



Offer price £189.00
Per Person
5 Nights
Bed & Breakfast
Flight not included.

[More details >>](#)

Offer dates: 28/12/2011 to 20/12/2012

3 nights from £199pp
Channel Islands, Guernsey



Offer price £199.00
Per Person
3 Nights
Bed & Breakfast
Flight not included.

[More details >>](#)

Offer dates: 28/12/2011 to 20/12/2012

3 nights from £230pp
Channel Islands, Jersey



Offer price £230.00
Per Person
3 Nights
Bed & Breakfast
Flight not included.

[More details >>](#)

Offer dates: 28/12/2011 to 20/12/2012

Ski & Board In Hopfgarten, from £340pp
Austria, Austria



Offer price £340.00
Per Person
7 Nights
Bed & Breakfast
Flight not included
All inclusive
1 night
Per person

4* All Inclusive
Egypt, Sharm El Sheikh



Offer price £440.64
Per Person
7 Nights
All Inclusive

Per person
1 night
Per person

5* Winter Sun Offer from £459pp
Portugal, Algarve



Offer price £459.00
Per Person
7 Nights
Bed & Breakfast

Per person
1 night
Per person

[My Agent Profile](#) [My LateCard List](#) [Select Operators](#)

3* Edelweiss guest house - 5 nights from £189pp

Your Tweet will look like this

[Tweets](#) [Favorites](#) [Following](#) [Followers](#) [Lists](#)



Traveltime Group

Isle of Man for 5 nights from £189pp staying at 3* Edelweiss Guest House Includes ferry from Liverpool. - <http://l8card.co.uk>

05 Feb

Your Facebook wall post will look like this



Traveltime Group

Isle of Man for 5 nights from £189pp staying at 3* Edelweiss Guest House Includes ferry from Liverpool.



5 nights from £189pp
<http://www.traveltimegroup.co.uk/>
3* Edelweiss guest house

240 Impressions - 1.65% feedback

Today at 08:00 - Like - Comment - Share

251 people like this.

Write a comment...

Today's Selection

All offers will be sent with a 2hour interval

You have not yet chosen any LateCards today.

Choose this LateCard

Print this LateCard

Print this LateCard (Plain)

PDF of LateCard

success depends on...

- it's a business necessity to have technology at the core of your travel business as it is key in marketing/CRM and systems/accounting
- the technology should not run the business - it should be a business problem solver

Use this innovative piece of software

