# MARCO POLO
TOURIST AGENCY

CASE STUDY

Accommodation explorer

Client and project information

About Marco Polo - Tourist Agency

One of the first tourist agencies in Istria, Marco Polo opened its doors in 1989.
Located in region of Medulin – one of the most popular tourist destinations in all of Croatia. With over 25 years of experience in the region, they have collected a large number of satisfied guests who return to their site year after year. Just as importantly however, Maco Polo has collected a vast quantity of property owners who continue to show their trust by providing the agency with their properties for booking management.
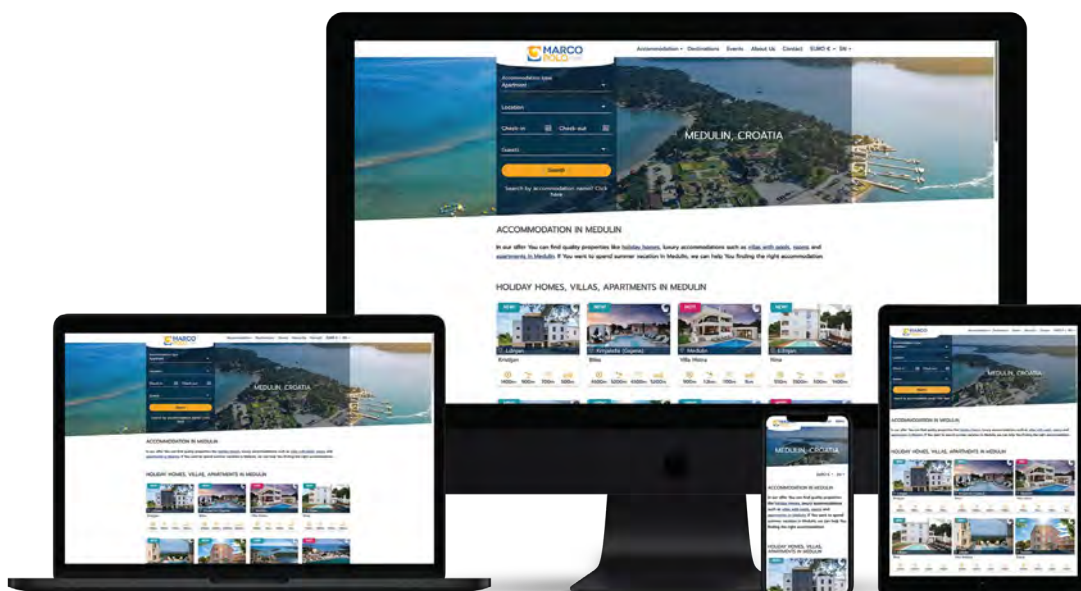
An ambitious digital journey
Solution

Top tier solution

A tourist agency located in a place as popular as Medulin, really needs to be at the top of its booking game. That means attracting potential guests with a flawless booking experience. With a name such as Marco Polo, the organization wanted to offer its clients an equally ambitious and impressive digital experience. This is where Hexis stepped in and delivered.
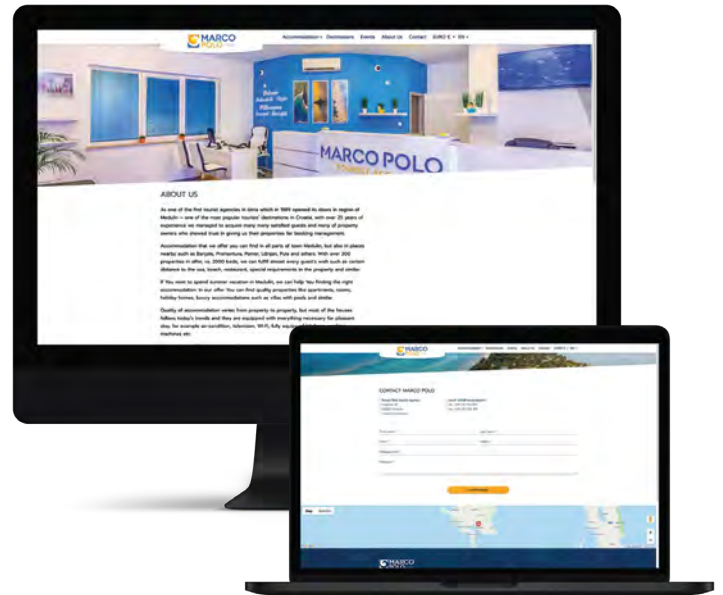
What's good for the guests...

At the very beginning of the journey, the guest is welcomed by a pleasant and clean design showcasing special offers and an intuitive calendar for reviewing and selecting the right accommodation. In other words, everything a client wants, needs and more! They have the option to change their language options and the currency to their specific preference. Accommodation can be filtered by type or location, and those who are familiar with the local area can do their search directly on the map.

Besides accommodations, the site offers information about nearby events which can influence the decision related the dates of arrival and the preference of a specific location. The map also displays points of interest and distances.


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A wish come true

Result

Direct booking and powerful CRM module

The website is powered by a direct booking system and features a CRM module. The agency has the option to send birthday wishes or thank you notes to guests.

All system users - owners of the real estate being rented - have the ability to log in and edit the content related to their unit. Naturally, the agency's administrators instantly see who has edited the page and when the edits were done.
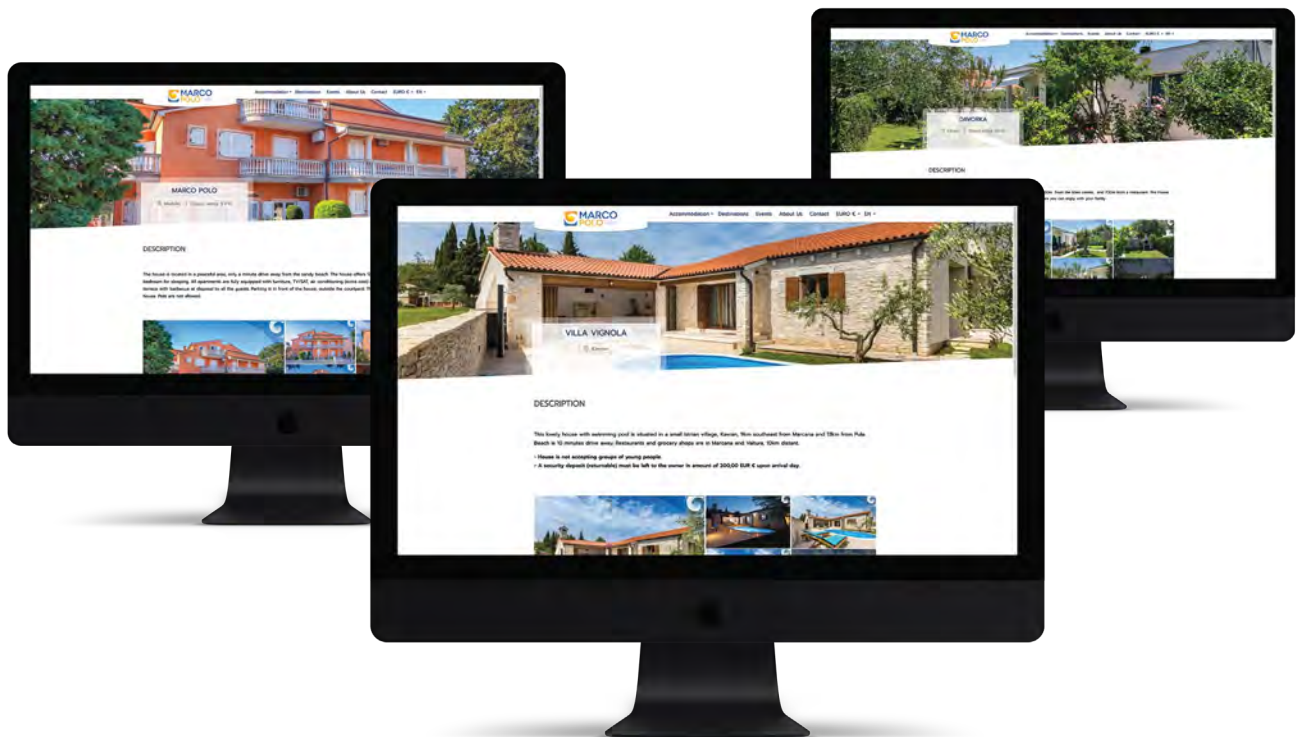
Special treat for the administrators

After a lovely stay and a safe trip home, the system automatically sends the guests a request to rate and comment on their accommodations. This is optional for the guests but can improve the agency's services for future visits. Prior to publishing and comments, the administrator can check the content to ensure appropriateness.

Finally, busy administrators now have the option of creating accommodation descriptions using the automatic advanced text generator. This new tool bases its content on keyword input resulting in - Less writing and more booking!

Software that suits you.

We care about the software. We speak your language. We make ideas come to digital life.

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