



Travel Websites That Sell More...

Designing the Perfect Travel Website

Jonathan Greensted
Business Development Director

Check us out online at zolv.com or www.twitter.com/zolvtech





Travel Websites That Sell More...

**“Zolv are travel technology specialists
dedicated to delivering high performance
travel websites with one aim;
to sell more product.”**

ZOLV Selling travel online since 2002



Check us out online at zolv.com or www.twitter.com/zolvtech



ZOLV

Travel Websites That Sell More...

What We Don't Do that's your job!

Check us out online at zolv.com or www.twitter.com/zolvtech

ZOLV

ZOLV We don't do the following ...

- **Reservation Systems**
 - Anite, Comtec, Intuitive, Multicom
- **CRM Systems**
 - Multicom
- **Product Distribution**
 - Comtec , Multicom
- **Product Content**
 - Frommers Unlimited
- **Sell Travel Products**
 - APH, Directline Holidays, Fred Olsen Cruise Lines, GTA, Kuoni, Lowcost Travel Group, Mark Warner, Mercury Direct, NH Hotels, Titan Travel, Travel Republic

ZOLV What we do do ...

*change the world by delivering
innovative digital sales technology*

Check us out online at zolv.com or www.twitter.com/zolvtech



ZOLV

Travel Websites That Sell More...

Digital Perfection

what's the perfect travel website?

Check us out online at zolv.com or www.twitter.com/zolvtech

ZOLV

ZOLV The Perfect Travel Website...

helps you sell more product

(it's all about sales conversion)

Check us out online at zolv.com or www.twitter.com/zolvtech



ZOLV

Travel Websites That Sell More...

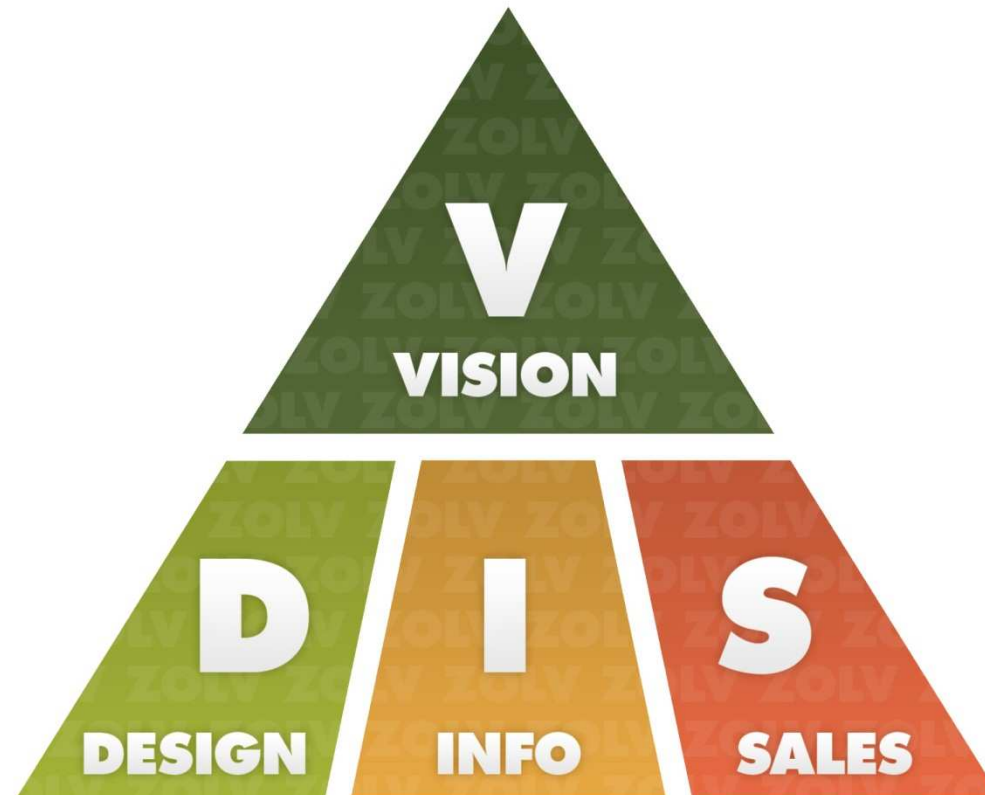
The Science of Perfection

www.google.com/search?q=perfection

Check us out online at zolv.com or www.twitter.com/zolvtech

ZOLV

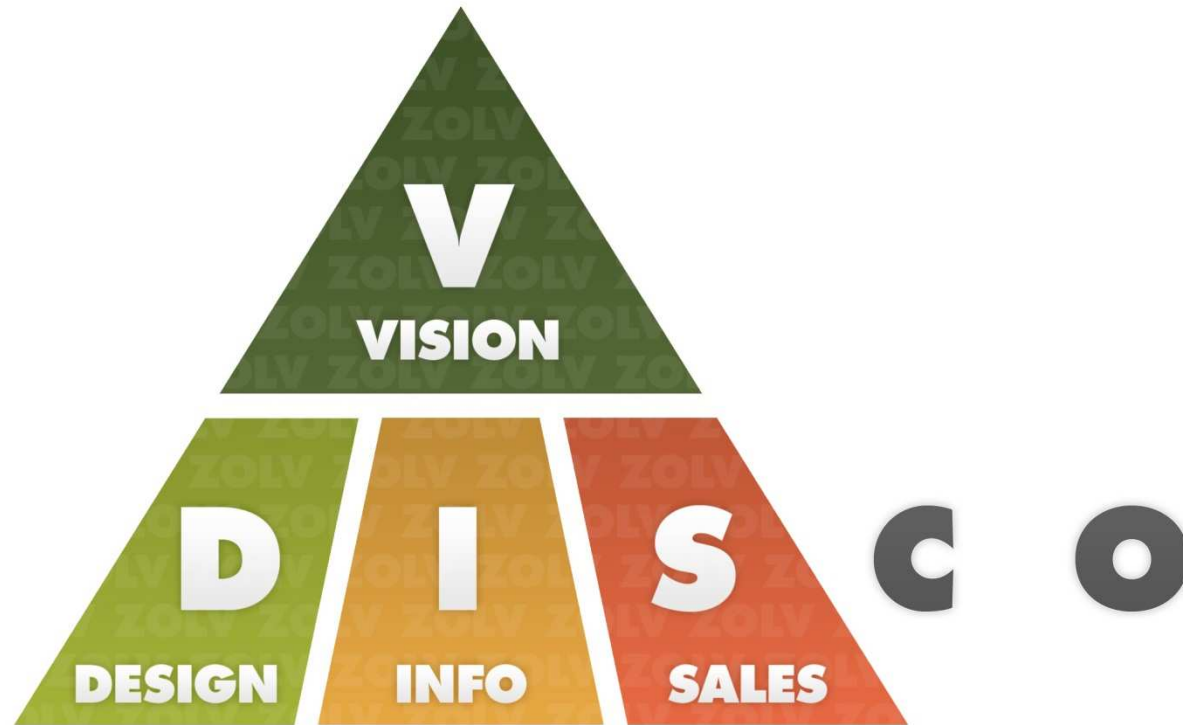
ZOLV Trifector



Check us out online at zolv.com or www.twitter.com/zolvtech



ZOLV Every Party Needs Music

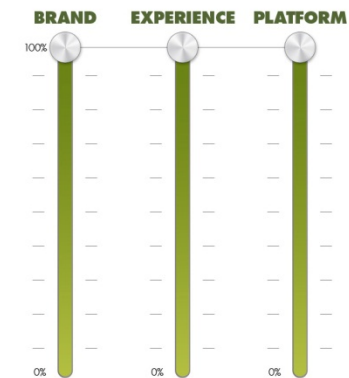


Check us out online at zolv.com or www.twitter.com/zolvtech

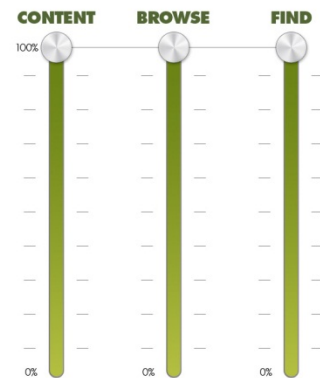
ZOLV

ZOLV Web Perfection

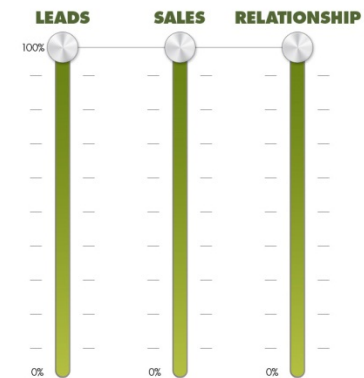
DESIGN 100%



INFO 100%



SALES 100%

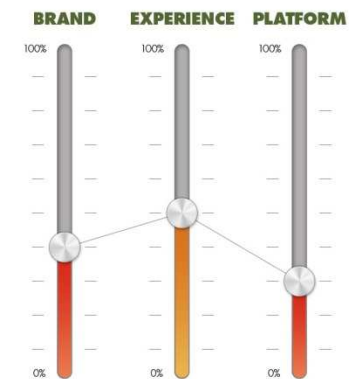


Check us out online at zolv.com or www.twitter.com/zolvtech

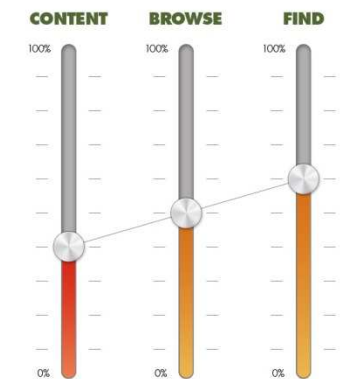


ZOLV Web Reality

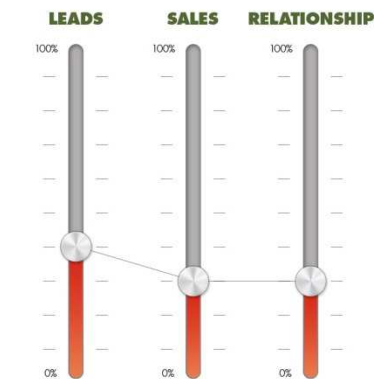
DESIGN 40%



INFO 50%



SALES 33%



Check us out online at zolv.com or www.twitter.com/zolvtech



ZOLV

Travel Websites That Sell More...

Zolv's Magic Sauce

www.google.com/search?q=zolv

Check us out online at zolv.com or www.twitter.com/zolvtech

ZOLV

ZOLV Life's a Sales Funnel



*sales velocity is
critical*



Example

Demonstration of Sales Velocity

ZOLV The Perfect Travel Website...



marketing@zolv.com
or full name and email address

Check us out online at zolv.com or www.twitter.com/zolvtech



ZOLV

Travel Websites That Sell More...

Three is the Magic Number

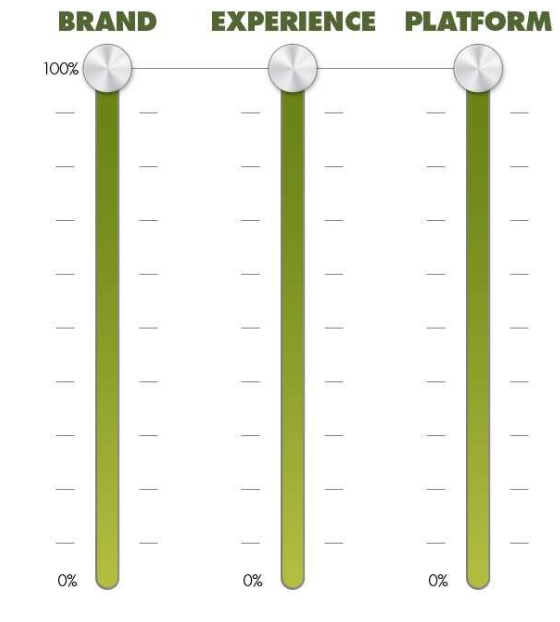
google.com/search?q=de+la+soul+magic+number

Check us out online at zolv.com or www.twitter.com/zolvtech

ZOLV

ZOLV Design

DESIGN 100%



Brand

- Creative
- Values
- Consistency

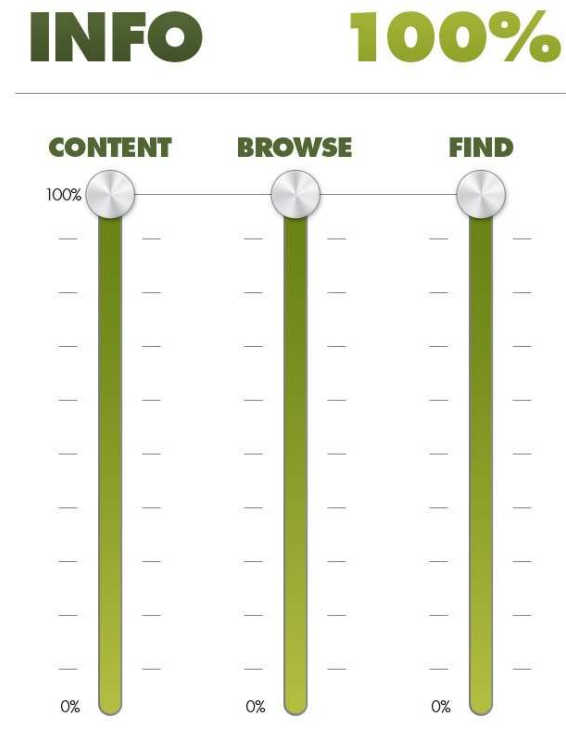
Experience

- User Interface
- User Experience
- Dynamic / Adaptive

Platform

- PC
- Mobile
- Tablet
- TV

ZOLV Information Architecture



Content

- TLI / TMI
- Quality
- Timely

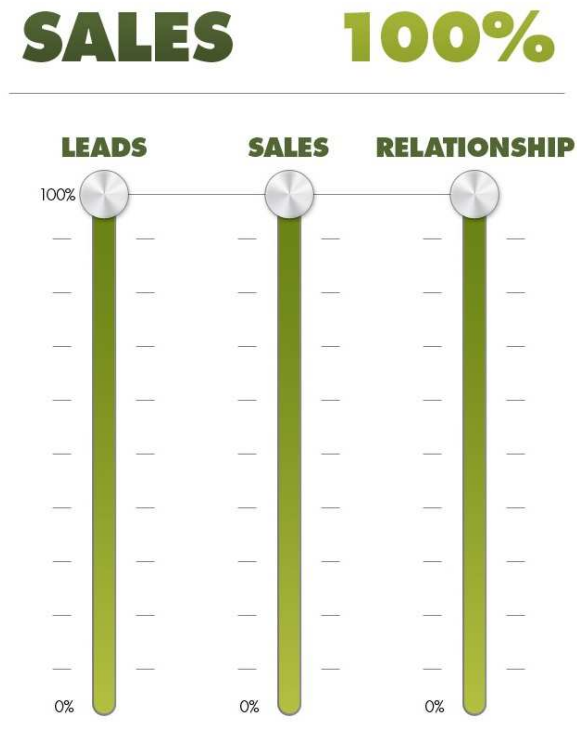
Browse

- Navigation
- Exploration
- Suggestive

Find

- Search
- Social
- Dynamic

ZOLV Sales Architecture



Leads

- Social Media
- Email Marketing
- Lead Capture

Sales

- Pipeline Tracking
- Sales Assist
- Order Taking

Relationships

- Booking to Departure
- Testimonials
- Social Media

ZOLV

Travel Websites That Sell More...

Live Case Study

revisiting an old friend

Check us out online at zolv.com or www.twitter.com/zolvtech

ZOLV

ZOLV Travel Republic

The screenshot shows the Travel Republic website interface. At the top, there is a navigation bar with links for Home, Hotels, Holidays, Flights, Car Hire, Transfers, Airport Parking, and Attractions. A search bar is located on the right side of the navigation bar. The main content area is divided into three columns. The left column contains a search form with tabs for Hotels, Flights, and Car Hire. The middle column features a 'Highly Recommended' banner with a 5-star rating and a '1st' badge. The right column displays travel offers for Hotels, Holidays, and Flights.

SEARCH

Hotels | Flights | Car Hire

Great value holidays

Flight + hotel

Destination: Please enter your destination

Check-In Date: Check-Out Date:

Rooms: Room 1

1 Adults: 2 Children: 0

Currency: GBP

Check Availability

Highly Recommended
Rated top travel agent

64,937 reviews

Over 94% of customers recommend Travel Republic
From more than 12,000 customer reviews

Hotels

- Algarve, Portugal From £2
- London From £12
- Gran Canaria, Spain From £7

Holidays

- Costa del Sol, Spain Hotels from £6, Flights from £42
- Ibiza, Spain Hotels from £10, Flights from £22

Flights

- Tenerife From £64
- Majorca From £20
- Dalaman From £72

Check us out online at zolv.com or www.twitter.com/zolvtech



ZOLV

Travel Websites That Sell More...

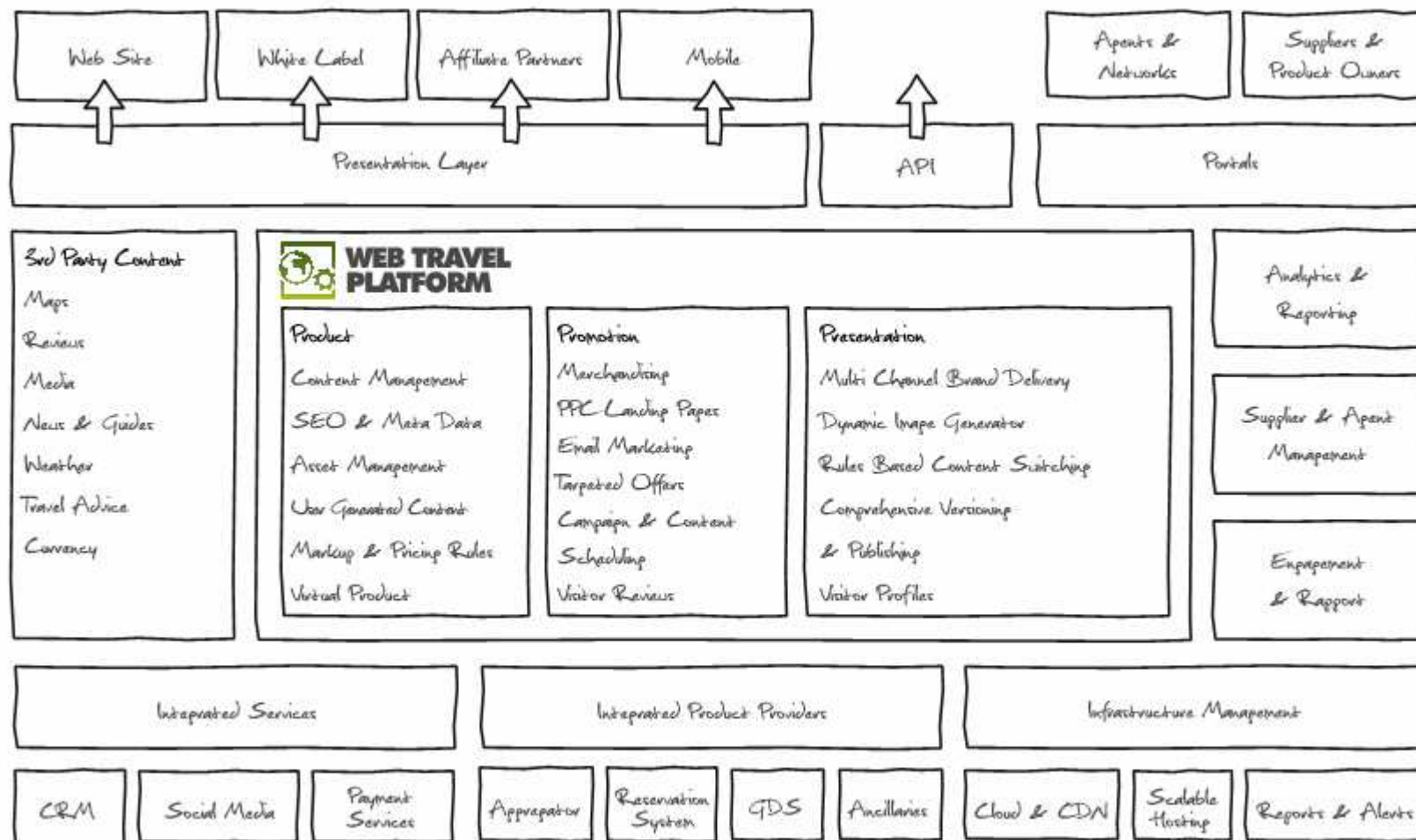
Web Travel Platform

architected for cloud computing

Check us out online at zolv.com or www.twitter.com/zolvtech

ZOLV

ZOLV Web Travel Platform (WTP)



Check us out online at zolv.com or www.twitter.com/zolvtech



ZOLV

Travel Websites That Sell More...

Working With Zolv

helping you sell more online

Check us out online at zolv.com or www.twitter.com/zolvtech

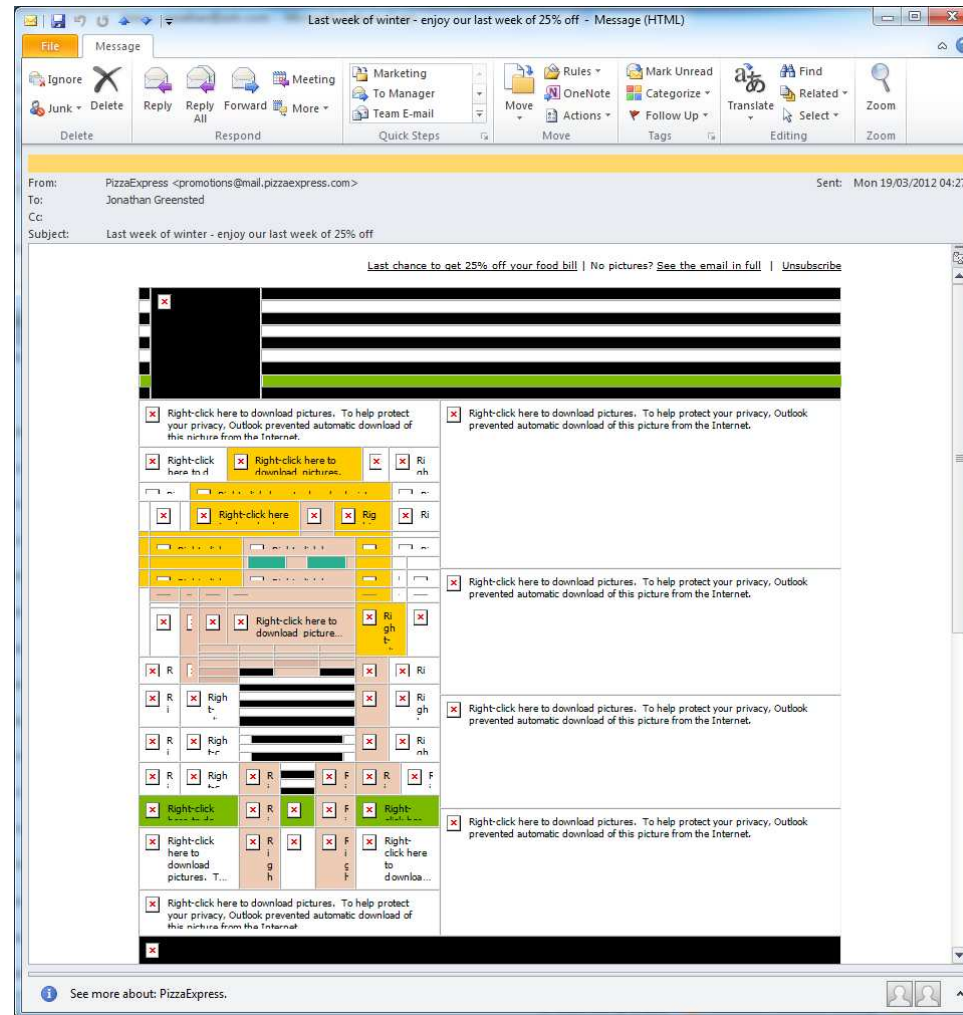
ZOLV

ZOLV Our Services

- **Website Audit and Consultancy**
website review, audit and expert opinion.
- **Project Scoping Workshop**
collaborative blueprint for your project.
- **Website Design and Development Projects**
work with our experienced team to deliver your next project.



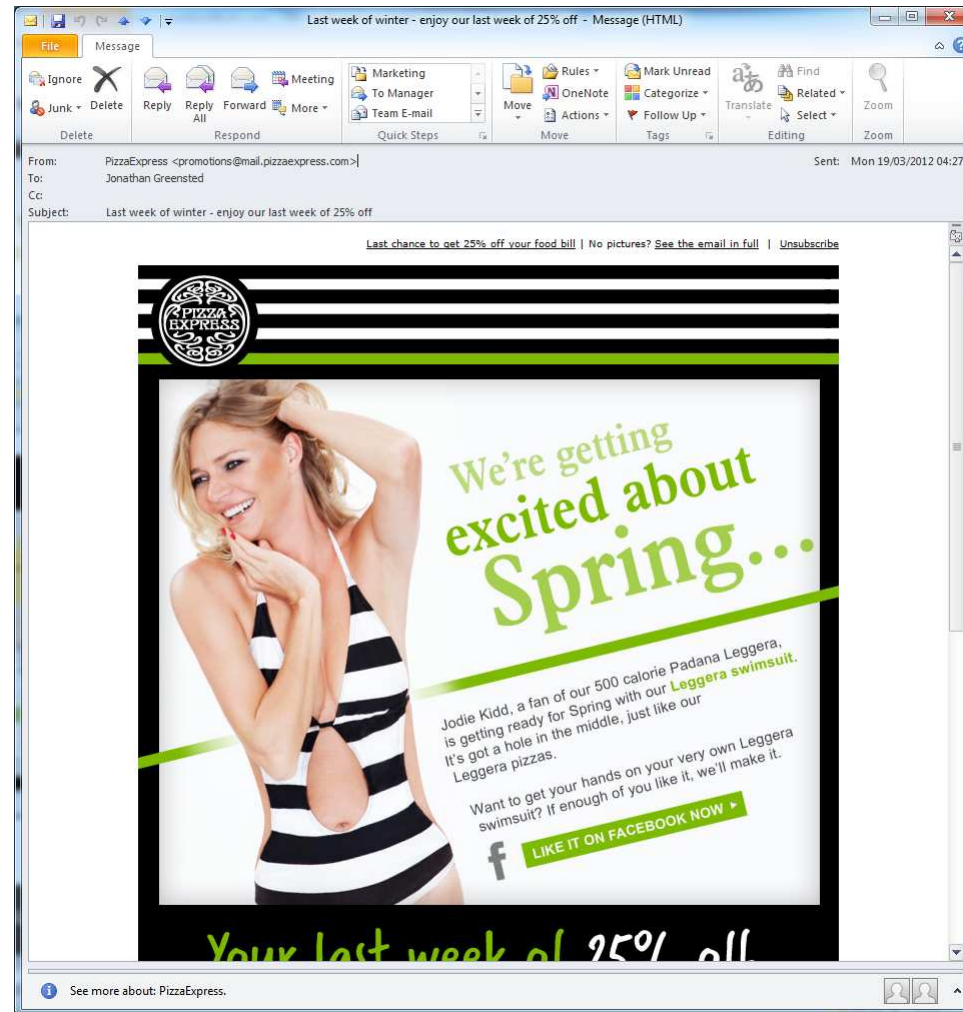
Digital Hall of Shame



Check us out online at zolv.com or www.twitter.com/zolvtech



ZOLV Digital Hall of Shame



Check us out online at zolv.com or www.twitter.com/zolvtech



ZOLV Download this presentation



google.com/search?q=qrafter

<http://goo.gl/nD2dv>



Travel Websites That Sell More...

We help travel companies big and small
please come and talk to us.

www.zolv.com

Thank-you for your time.

Check us out online at zolv.com or www.twitter.com/zolvtech

