

umajin

Case Study – Tourism information and activity booking

Kiwi Experience



Situation

Kiwi Experience has been New Zealand’s leading adventure bus travel network for over 28 years. They have won numerous tourism awards, traveled over 20 million kilometers and shown more than 500,000 travelers the trip of a lifetime.

Each year over 25,000 Travel Guides with 144 pages were printed and handed out to customers travelling on the tour bus. This Travel Guide is produced at great cost and does not fit with Kiwi Experience’s “Green Not Mean” focus on sustainable tourism. On top of this, it is a fixed piece of collateral, not suitable for the dynamic nature of the Kiwi Experience business.

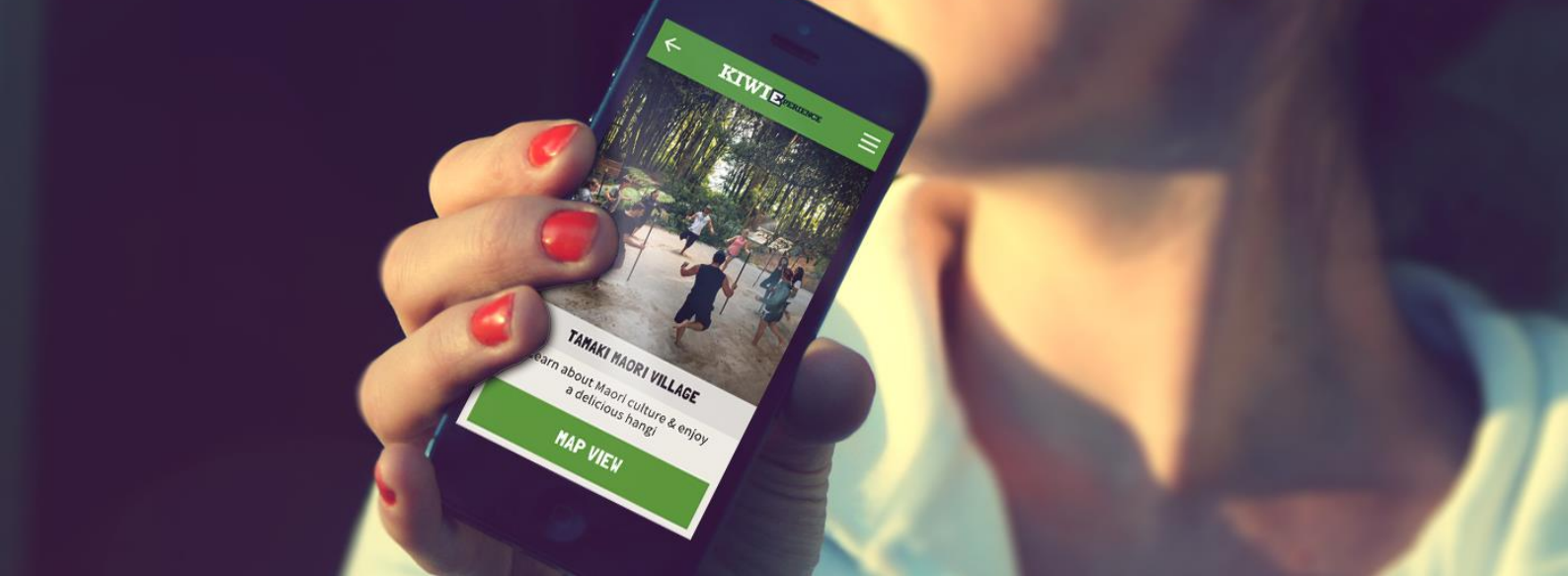
Typical passengers being ‘20 somethings’ meant they were looking for a smart phone app that would engage users and incorporate electronic activity booking.



“Having a mobile strategy and supporting that with a great mobile app is essential for our predominantly youth customers”

Ben Lane, General Manager





Solution

A native mobile app, available for download by travelers, even before they leave for their New Zealand holiday. The app presents 21 New Zealand destinations with over 180 activities and accommodation options. The information is beautifully presented with 800 color photos showcasing New Zealand's unique landscape, tourist sites and activities. It has become an invaluable planning tool for Kiwi Experience customers both before and during their travels.

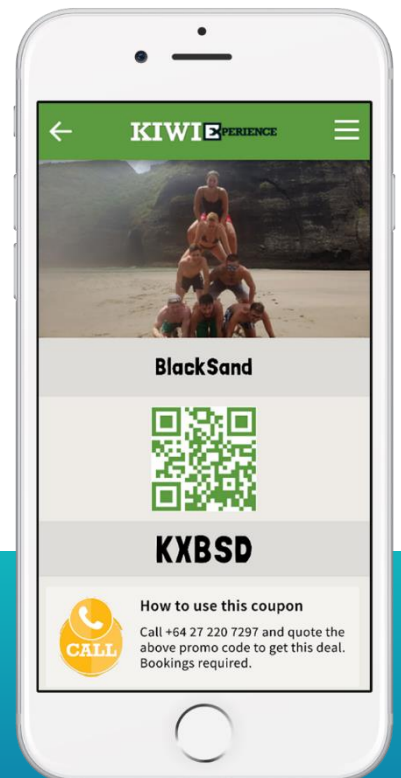
Being a native app it is able to deliver all relevant information to travelers, even if they are offline. Poor connectivity is common as many of the activities are in remote locations without access to Wi-Fi. The flip side however, is once they are back in coverage, the Kiwi Experience team is able to deliver real time updates to the app with the latest content, offers, pricing and availability. The app also allows sell through deals and activity booking directly through the app.

Highlights

- Eliminated the need for printed materials
- Activity promotion and booking
- Content management system for real-time updates
- Live weather feed for each destination
- Dynamic bus timetables
- Passenger feedback survey

“Umajin has reduced our dependency on printed materials and helped us reduce our impact on the environment. It has also allowed us to be far more dynamic with the information we present to our customers.”

Ben Lane, General Manager



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