

Holidays.ch boosts holiday bookings for major airlines

Powered by Peakwork's Dynamic packaging solution

State: August 2017

BACKGROUND

Many international airlines are seeing holidays as a way to promote their brand and boost customer loyalty. Which is why more and more airlines are developing their own holiday brands - as it also represents another revenue stream. Ancillary services, such as seat assignment and baggage check-in, generate revenues due to volumes, but holidays can deliver significantly greater revenues at much greater margins as empty seats can be sold with lower rates hidden within the package price.

Typically, the airline will outsource its holiday brand to specialist partners, and one of the busiest in the industry today is Holidays.ch.

Holidays.ch AG is a medium-sized tour operator based in Basel, Switzerland. Specialized in combining flights and hotels in real-time to offer dynamically packaged holidays, Holidays.ch powers the tour operator, HLX, as well as holiday brands for Air Berlin, Lufthansa, Swiss and Sun Express. Most recently, Ryanair Holidays has been launched in cooperation with W2M and Iberostar. Holidays.ch also supports Sixt car rental dynamically package various airlines with its car hire offers.

THE CHALLENGE

Holidays.ch aggregates inventory from its airline partners and combines it with hotel inventory. Around 80% of the accommodation inventory is directly contracted, which gives Holidays.ch greater control over the holiday package pricing.

As the number of partners increased, Holidays.ch needed a more powerful solution to handle the different requirements of each individual airline customer to support them in delivering a superior service to their own customers.

OVERVIEW

Company: Holidays.ch

Location: Switzerland

Technology: Full integration of complete Peakwork technology, from inventory system, dynamic packaging and multiple distribution connectivity

Results: Increasing number of airlines outsourcing their airline holidays tour operator business

Link: www.holidays.ch



AG

Explains Sven Ickstadt, member of Holidays.ch board: No airline is the same. Which is why each airline holiday brand has its own, dedicated team, handling their product management, marketing operations and more. As our airline partners have such different requirements, we quickly recognized that we needed flexible technology in order to create relevant offers and services to each target group.

THE SOLUTION

Sven Ickstadt continues: The powerful Peakwork solution is flexible and enables us to build bespoke and relevant offers for each of our individual airline partners. For example, Ryanair operates hundreds of flights a week to Majorca, so we have a team in-resort to look after their customers. Ryanair, however, has lots of traffic into Italy which are typically city breaks, so we have lots of contracted hotel partners but there is no need to provide in-resort services.

“The ability to offer a tailored service for every airline partner.

In some ways, Holidays.ch operates like a traditional tour operator, but as the packages are now dynamically priced, they can offer travellers more flexible options than the typical seven or fourteen night break. By running a continuous process that combines live, daily airline rates and hotel accommodation - with travel offers that are updated every two hours - Holidays.ch is able to build holiday packages using the most up-to-date portfolio and availability of each travel component.

Besides its own hotel content, Holidays.ch also sources from the extended Player Hub network from Peakwork. Peakwork offers access to worldwide hotel content, offering fast connectivity to numerous providers and the exchange of individually negotiated rates.

“Our customers access the best choice at the best rates, all in a matter of seconds.

Hotel supply is extended continuously to give customers the best choice and rates. Airline and hotel suppliers can also feed

FAST FACTS

- six airline partners
 - Flexible technology managing differentiated portfolios
 - Created new market segments for airline partners
 - Accelerated bookings
 - Increased traffic and reach with new metasearch connectivity
-

in special rates for packages and as component prices are not exposed, suppliers can offer discounts for both distressed and general inventory.

With more than 100 different worldwide partners and over 100 million offers, customers can select from a wide portfolio online including transfers, handling and representation to book the perfect package holiday.

As an inventory system for their own hotel contracts and the content of several bedbanks, Holidays.ch uses the Peakwork solution. Using the dynamic Player, hotels are packaged with flights from the specific airline partner. Holidays.ch has set up the complete fulfillment and individual accounting.

With the Peakwork Hub, offers can be booked on the airline's own website and via third party distribution. Holiday packages are also sold on OTA websites and increasingly via Peakwork's integration to metasearchers such as Google and Kayak. Since April 2017, Holidays.ch is one of the pioneer tour operators selling packages directly on Google. Starting in UK and Germany, product offers and sales are both set up for international business.

“With Peakwork's meta search integration, we have extended into new markets.

All the Peakwork solutions are integrated with the booking system of each airline partner, where specific content can be booked directly into the airline booking system. The multi-language and multi-currency options of the Peakwork technology allow for broad distribution via third party OTAs and metasearchers.

Holidays.ch has also developed a white-label solution, www.cityholidays.com. This solution powers well-known travel brands such as Secret Escapes and Travelzoo, operating in international markets including Scandinavia and Spain. With an easy to adapt front-end design, this solution combines the lowest fares from well-known airlines along with multiple bedbank suppliers and effectively represents another revenue stream.

LINKS

- airberlinholidays.com
 - lufthansaholidays.com
 - swissholidays.com
 - ryanairholidays.com
 - holidays.sunexpress.com
 - sixt.airlineholidays.com
 - hlx.com
 - cityholidays.com
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THE RESULTS

The Peakwork solutions have enabled Holidays.ch to become one of the leading companies in the airline holidays sector.

- 500,000 travellers to 130 destinations per year
- Markets: DACH, UK/IE, IT, ES, Scandinavia
- Packages booked per day: 1000

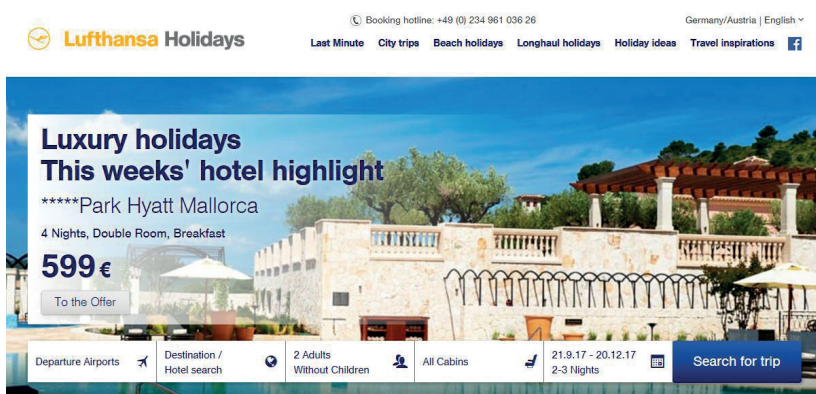
The success of the solution continues to drive new business opportunities, as more and more airlines look to outsource their holiday brands to the Holidays.ch portfolio.

WEBSITE

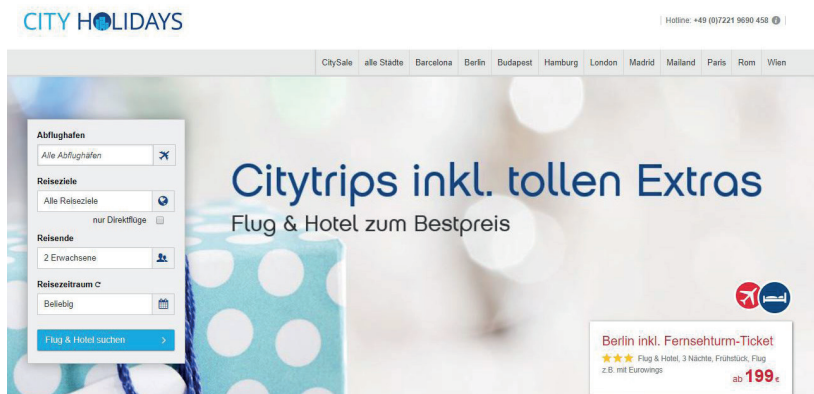
www.holidays.ch - optimized for Switzerland, USA and UK



Here are some examples of 3rd party websites:



www.lufthansaholidays.com



www.cityholidays.com



www.holidays.sunexpress.com



www.ryanairholidays.com