



# ***iTur4us – “All Destination” Tourism Concept***

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## Introduction

This document shows executive summary of iTur4us "all destination" tourism concept. Document will shortly point out main components of presented concept. It serves as introductory document and reference point for future potential communication with interested parties.

## Technology

*iTur* software package is core product of the company and its most valuable asset. Best practices and functionality from similar BSS solutions for other industries are combined with specifics from tourism industry. *iTur* software application is innovative mix of ERP, CRM, Billing, Payment systems packed in one back-office application. The whole new ICT technology environment will enable new kind of tourist offerings, innovative business models and value chain in the tourism industry.

## Opportunity

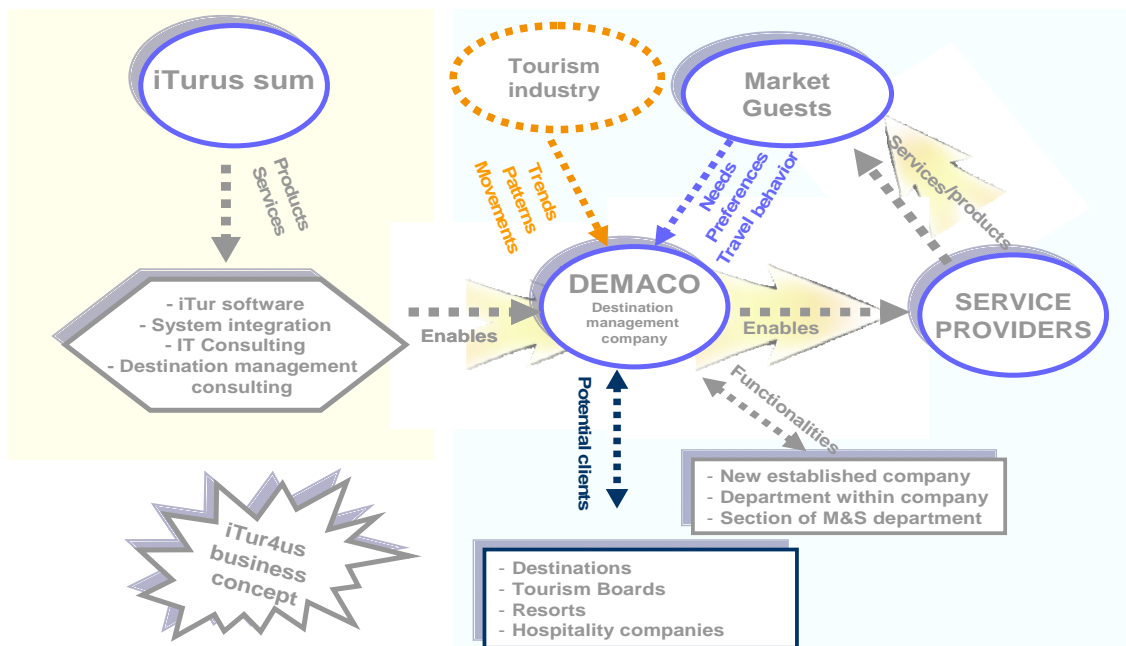
Potential clients (destinations and hospitality companies/resorts) found themselves in the position that new and innovative tourism products/services are of paramount importance, especially in such a demanding, high customer oriented, volatile and congested competitive wise industry. In order to diversify, it is essential to gather local effort and offer, into new, innovative and highly specialized packages of tourism offer. *iTur4us* concept ensures just that. Our conservative assessment show significant impact on profitability for service providers, recognition and positioning of destination brand, as well as optimization of business activities throughout the season (seasonality issues, overcapacity issues in high season)

## Key to success

Our key to success is innovative and unique *iTur4us* concept that is created on the basis of gathering ICT and tourism industry, giving another and different aspect of tourism related products/services. Our turnkey solution will be utilized in a way:

- Destinations will be able to market themselves through use of destination as a brand
- End customers will have the opportunity to consume highly innovative services tailored in accordance to their inner travel needs
- We will create long-term relationships with our clients, building loyalty and retention programs
- Maintain innovative edge in possible future direct competition

## Description of *iTur4us* concept



*iTur4us* is a tourism concept for destinations that leans on advanced program equipment, applying principles proven in telecommunication industry. It also enables common marketing and communication approaches to entire business subject that operate in one destination.

***iTur4us* concept for DEMACO** (destination marketing company) It is comprised of *iTur* software and its integration in the environment; strengthen by business consulting in area of destination management.

It enables establishment of DEMACO on certain location that will act as primary coordinator of marketing & sales activities. *iTur4us* concept offers superior service to end customers that are choosing their destination of visit; it also ensures summing of marketing & sales efforts and effectiveness of operational activities of business participants (service providers) in the whole process. Through use of Internet application as main communication tool, *iTur4us* concept enables potential customers to choose package of offers based on their inner motivational preferences for travel.

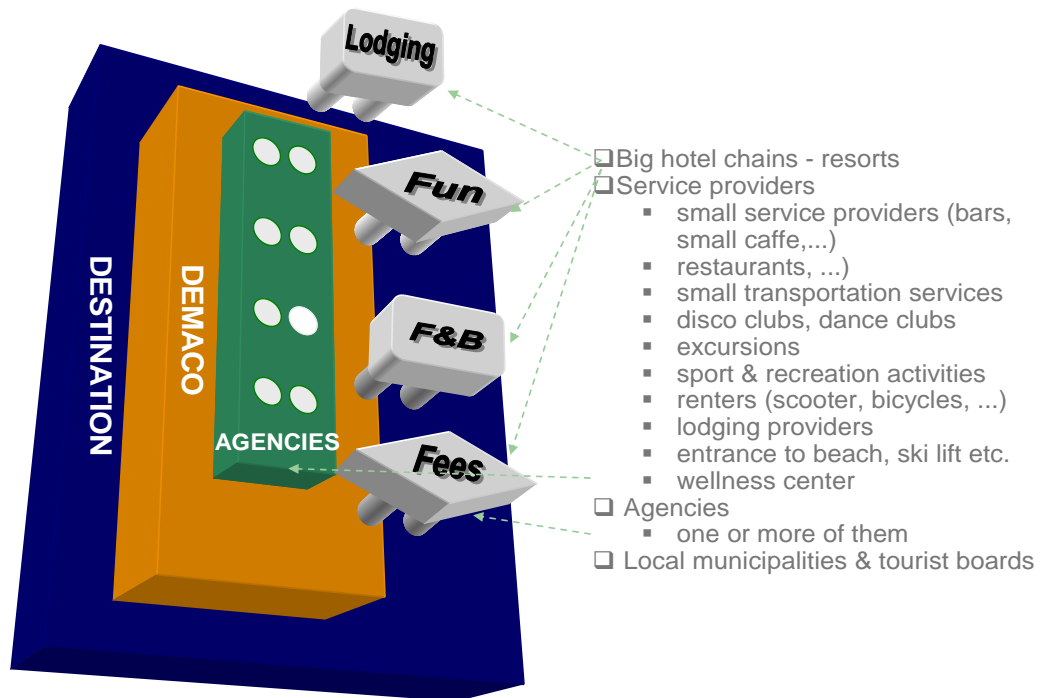
*iTur4us* concept gives turnkey solution to destinations. It ensures fundamentals for future strategic positioning on the global and highly competitive tourism market. By integrating local tourism offer into attractive tourism packages, it enables creation of new category of tourism product.

### ***iTur4us* enables**

- Increase in attractiveness of complete tourism offer of all business subjects that operate on certain destination;
- Creation of unique destination brand;
- Realization of new business models that will be attractive to guests;
- Decreasing total marketing & sales costs of service providers that participate in the project;
- Increase of business volume out of season;
- Proactive approach towards guests through direct and specified marketing campaigns;
- Increase in quality of service through guest's convenience and satisfaction;

## **iTur4us clients**

- Destinations of all types
- Hospitality companies
- Local municipalities/tourist boards



## **Benefits**

- **Client benefits**
  - Increase in revenue and volume (out of season guests, passers-by)
  - Involvement in creation of attractive offers and packages
  - Participation in complete marketing of destination but with less costs
  - There is no need for independent future IT investments (back-office, call center, administrative processes etc.)
  - More efficient approach to current and potential customer
  - Customer's history data used for creation of new and attractive packages tailored towards specific preferences and motivational factors for traveling
  - Ability to identify and cross-examine packages, offers
  - Competitive advantage on saturated and highly competitive global tourism market
  - Low cost of acquiring new customers due to destination business integration
  - Effective and optimized business processes
  - Proactive CRM and sales activities

➤ **Visitor benefits**

- Simple and fast use
- Uniqueness and attractiveness of service
- Convenience of service
- Complete and various offer
- Promotional discounts
- Sense of cost control
- Services tailored in accordance with visitor's preferences
- Sense of belonging

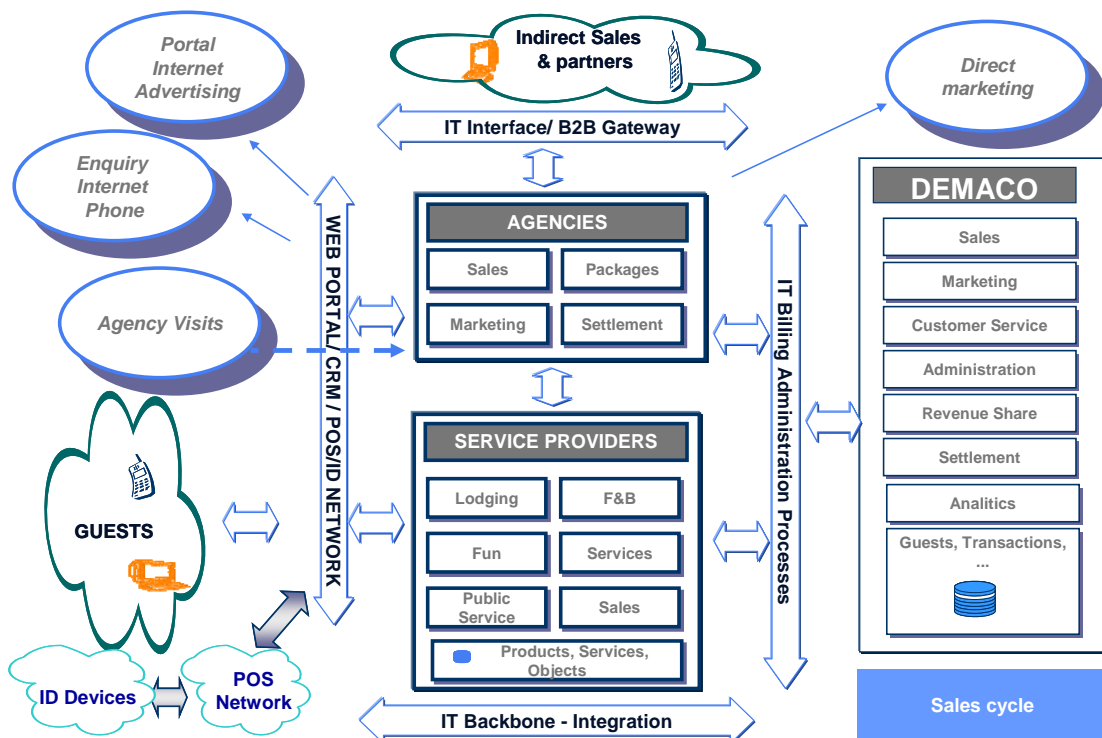
➤ **Community benefits**

- Positioning on tourism market
- Control of business activities (fees, taxes, statistics)
- Increase in destination brand awareness
- Increase in visitor's spending
- Loyalty of guests
- Development of sales network
- Stimulation of local economy (demography, quality of life)

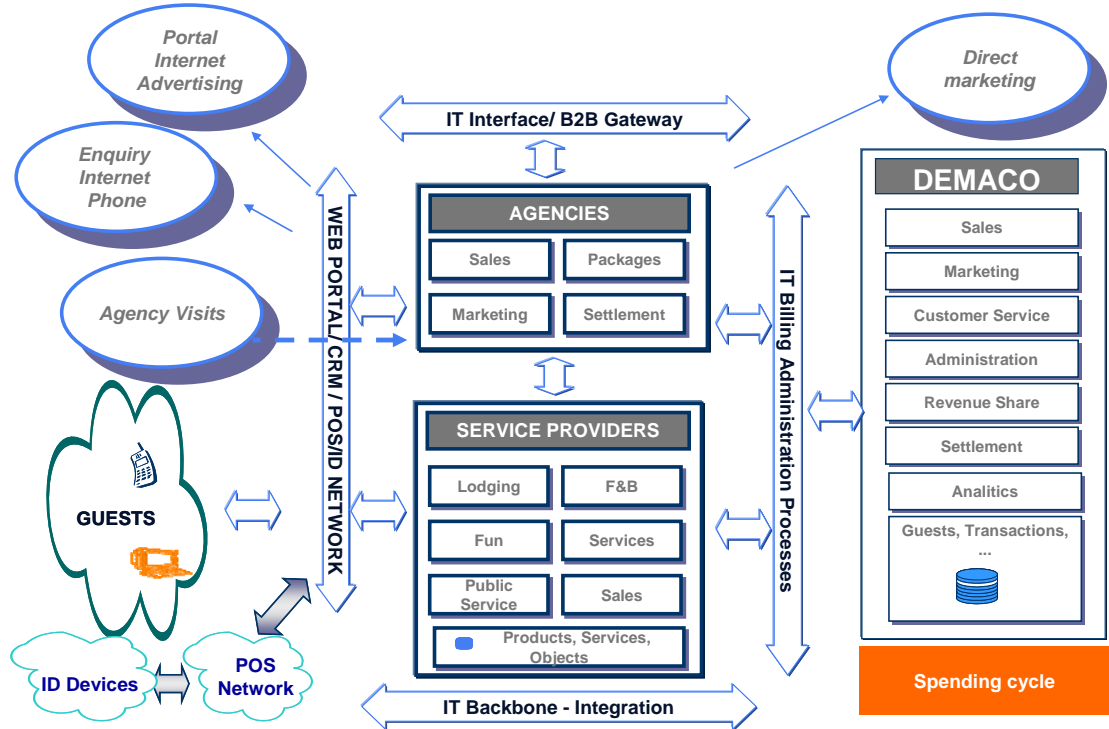
## Business Integration

Integration of business processes is created through use of 3 business cycles

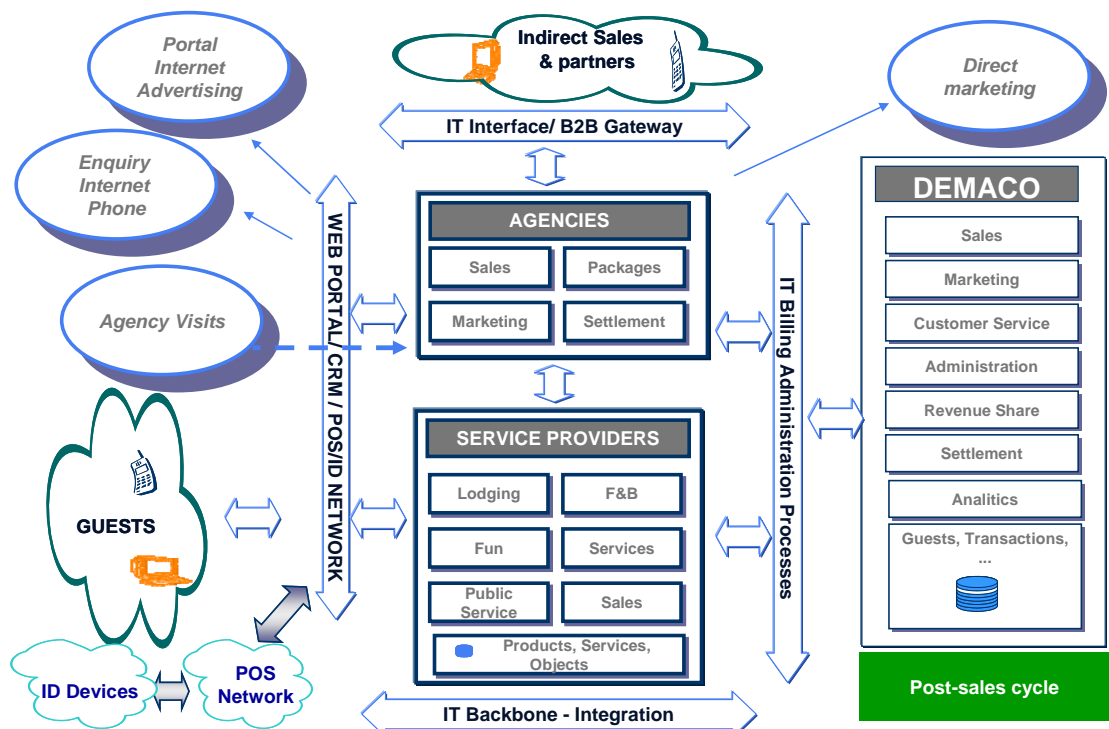
- Primary cycle – Sales - targeted marketing, specific market segments, creation of attractive packages



- Secondary cycle – Spending cycle - visitor spending while on destination in process of consumption of prearranged packages



- Tertiary cycle – Post sale - process after visitor leaves destination, creation of new marketing & sales strategies, building of retention & loyalty programs





## Future with *iTur4us*

In such a highly competitive and volatile industry like tourism, new generation of products and services are vital to each and every tourism community. With global trends and competitive surroundings, strategy of diversification is of utmost importance. Current and future travelers are going to be even more demanding. That can be expected due to process of globalization, introduction of new technologies and education of people. Today's and tomorrow's potential visitors are going to seek for different and specific offers tailored in accordance to their personal preferences.

## About us

*iTur* application software and *iTur4us* tourism concept were developed by highly skilled and experienced business professionals coming from IT and tourism industry. Synergy of these two industries creates new approaches to service industry offer by satisfying high demanding needs of today's and tomorrow's travelers.

Team has following experience:

- Highly skilled and experienced consultants, system integrators and project managers
- EMBA graduates
- Partnerships with experts from different and demanding aspects of business
- 10+ years of experience in BSS operations
- 5+ years of experience in integration and development
- Executive and management roles in telecom (fixed, mobile, ISP) and hospitality industry
- IT system integration (finance, public services, telecommunications, hotel operations)

## Our mission

iTurus sum ltd. has purpose of upgrading and strengthening global tourism offer. iTurus sum ltd. sets new category of tourism product/service that will serve as an example for many destinations to follow in their strategic planning activities. Through use of experience and know-how, our team will continue to develop innovative products/services that will ensure future prosperity of proactive and advanced destinations.

## Our vision

In the period of 5 years will be premier leader in combined IT and tourism consulting services with unique IT software solution providing new category of "all destination" service. Our vision as well, is to lead successful company established on knowledge and work as our main values, in an environment of trust and cooperation, in order to provide satisfaction to our customers, employees and community in whole.

## Additional information

We are determined in our vision and mission to satisfy out clients by offering new and innovative category of tourism product. We would be very happy to discuss business opportunities in relation to *iTur4us* all destination tourism concept. Please feel free to contact us for further communication.

A handwritten signature in blue ink, appearing to read "Nenad Štandl".

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