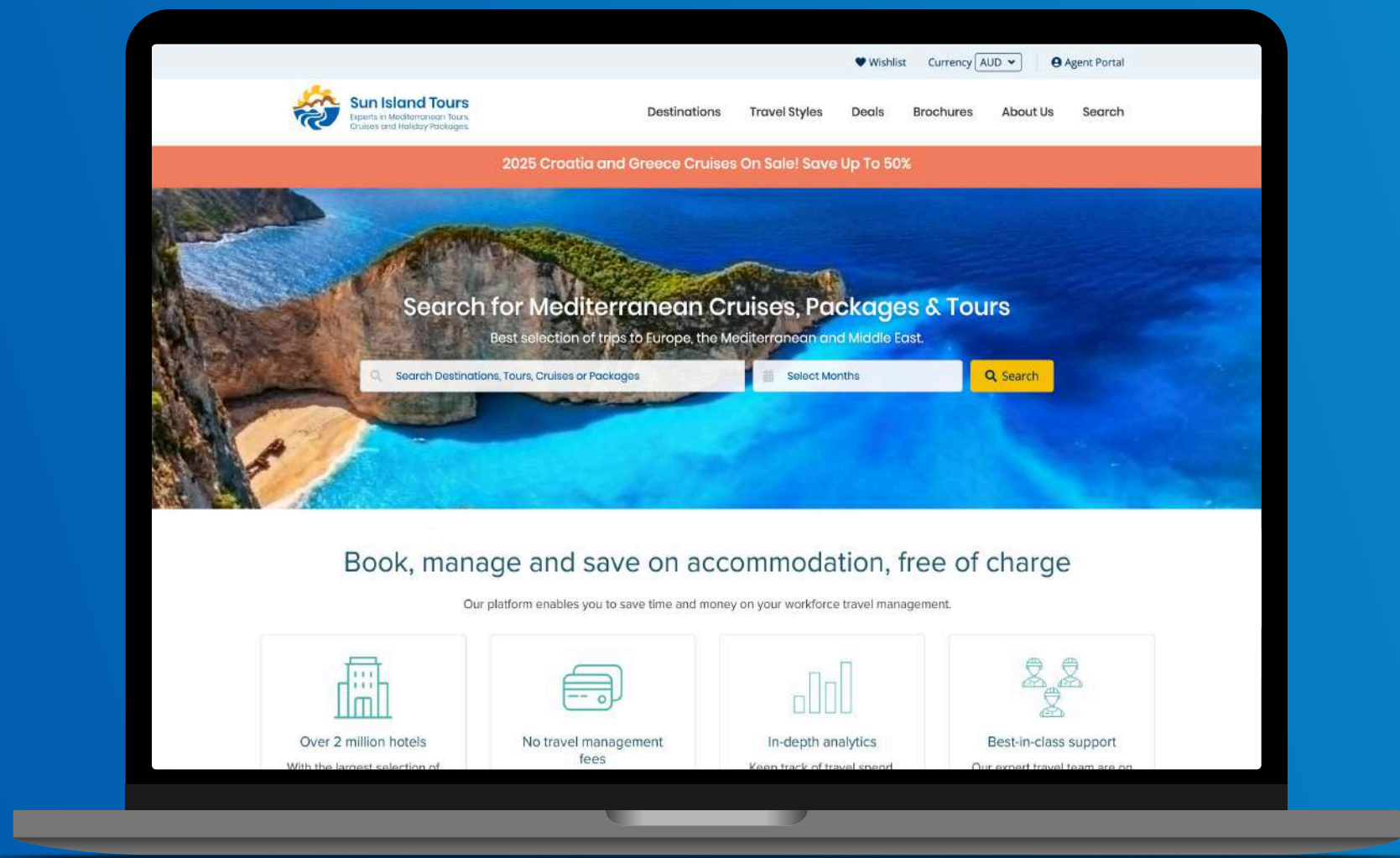GP Solutions

ADVANCED BOOKING AND SUPPLIER MANAGEMENT PLATFORM FOR AN AUSTRALIAN TOUR OPERATOR

Case Studies

Advanced Booking and Supplier Management Platform for an Australian Tour Operator

- **Industry:**

  Travel

- **Approach:**

  GP Travel Enterprise

- **Vertical:**

  Tour Operator

- **Tech Stack:**

  JavaScript, Vue.js, Java, MySQL, Nginx, Spring

- **Solution:**

  - Booking Engine Software
  - API Integration
  - Business Travel Management
  - Inventory

Client Background

Sun Island Tours is an established Australian outbound tour operator headquartered in Sydney. Its core business revolves around crafting and managing personalized travel experiences in the Mediterranean region for Australian travelers. Key destinations include Greece, Italy, Croatia, Turkey, and Malta — all of which are known for their diverse offerings, from coastal cruises to culturally immersive inland tours.

The company specializes in designing multi-day tour packages that often consist of complex combinations of services — sometimes involving 30 or more individual components in a single booking. These can include accommodations, transfers, ferry and flight segments, activities, guides, and other add-ons that require careful coordination and supplier communication.

Sun Island Tours employs a dual-channel approach, servicing both B2C and B2B markets. Its B2B network includes over 4,000 partner travel agencies across Australia and abroad. These agencies are empowered to create and manage bookings independently through the client's system or with assistance from the Sun Island Tours support team.

🎯 Project Goals & Challenges

The hybrid client structure combined with the extensive partner network created a demand for a powerful, scalable, and future-ready travel platform. Sun Island Tours approached our team with the goal of modernizing its operations and moving away from a legacy system that was no longer aligned with their growth ambitions. They were looking for a flexible, modular, and integration-capable solution that could support both their current operations and future expansion — particularly in terms of online services and partner ecosystem development.

Challenges with the legacy system included:

- High complexity and cost of customizations and system updates;
- Manual processes with minimal automation across the booking lifecycle;
- Inability to connect with modern external suppliers via XML/API;
- Fragmented service management and lack of centralized workflows;
- Poor adaptability to handle volume fluctuations or seasonal demand spikes.

KEY PROJECT GOALS

To address these challenges, we proposed leveraging our proprietary travel management system, <u>GP Travel Enterprise</u>, enhanced with client-specific configurations. Custom development efforts were aimed at solving the following business needs:

- Building a **unified booking and reservation management system** to automate and centralize key business operations — covering inventory, user roles, supplier management, pricing, and financial tracking;
- Deploying an **online booking engine** accessible to travel agencies, with a forward-looking roadmap to extend booking capabilities to individual travelers (B2C segment);
- Implementing **XML/API-based integrations** with multiple travel service suppliers to enable real-time product availability, pricing, and reservation;
- Creating **document generation modules** for automated quotes, invoices, itineraries, payment confirmations, and email communication.

During the vendor selection process, Sun Island Tours cited several reasons for choosing our team: the high configurability of our platform, our proven ability to deliver feature extensions on request, support for seamless third-party integrations, and a collaborative, transparent project approach.

Project & Its Development

The implementation began in **June 2022** and has since evolved into a long-term partnership focused on continuous improvement. The delivery strategy was milestone-based, ensuring that tangible value was delivered at every phase. This agile, feedback-driven model allowed us to refine features and functionality in close alignment with the client's evolving needs.

The solution is built on a shared product core, allowing the client to benefit from tested modules while also supporting a high level of customization for unique operational requirements. This approach ensured lower time-to-market while maintaining flexibility for long-term evolution.

Key Milestones

June–August 2022:

Vision and analysis phase. Contract signed and backlog defined.

September 2022:

Initial TEST environment deployed.

December 2022:

PROD environment set up; Phase 1 development completed.

February–July 2023:

Phase 1 deployed and refined during acceptance testing. System entered support phase.

October 2023–Present:

Rolling updates including versions 9.5.4 to 10.3 released. Features planned for version 12.0+ are under discussion.

NOTABLE CUSTOM FEATURES DELIVERED

- **Cruise product management** with structured inventory logic (with future API-based dynamic sourcing under consideration);
- **Automated operational workflows** — including daily supplier communication, payment reminders, and batch document generation;
- **Scheduled reservation reports** sent directly to supplier systems;
- **FX Gain/Loss tracking** functionality due to multi-currency support for supplier contracts and customer transactions;
- **Payment schedule management** at the booking level, including milestone-based payments and due-date tracking;
- **Offline service handling interface**, enabling manual entry of services not tied to supplier integrations while maintaining pricing and margin transparency.

Results & Business Impact

The client's migration to the modern travel platform has resulted in a tangible improvement in operational efficiency and system scalability. By transitioning from a restrictive and manually intensive environment to a dynamic, API-ready platform, Sun Island Tours has aligned its digital infrastructure with the demands of today's travel market.

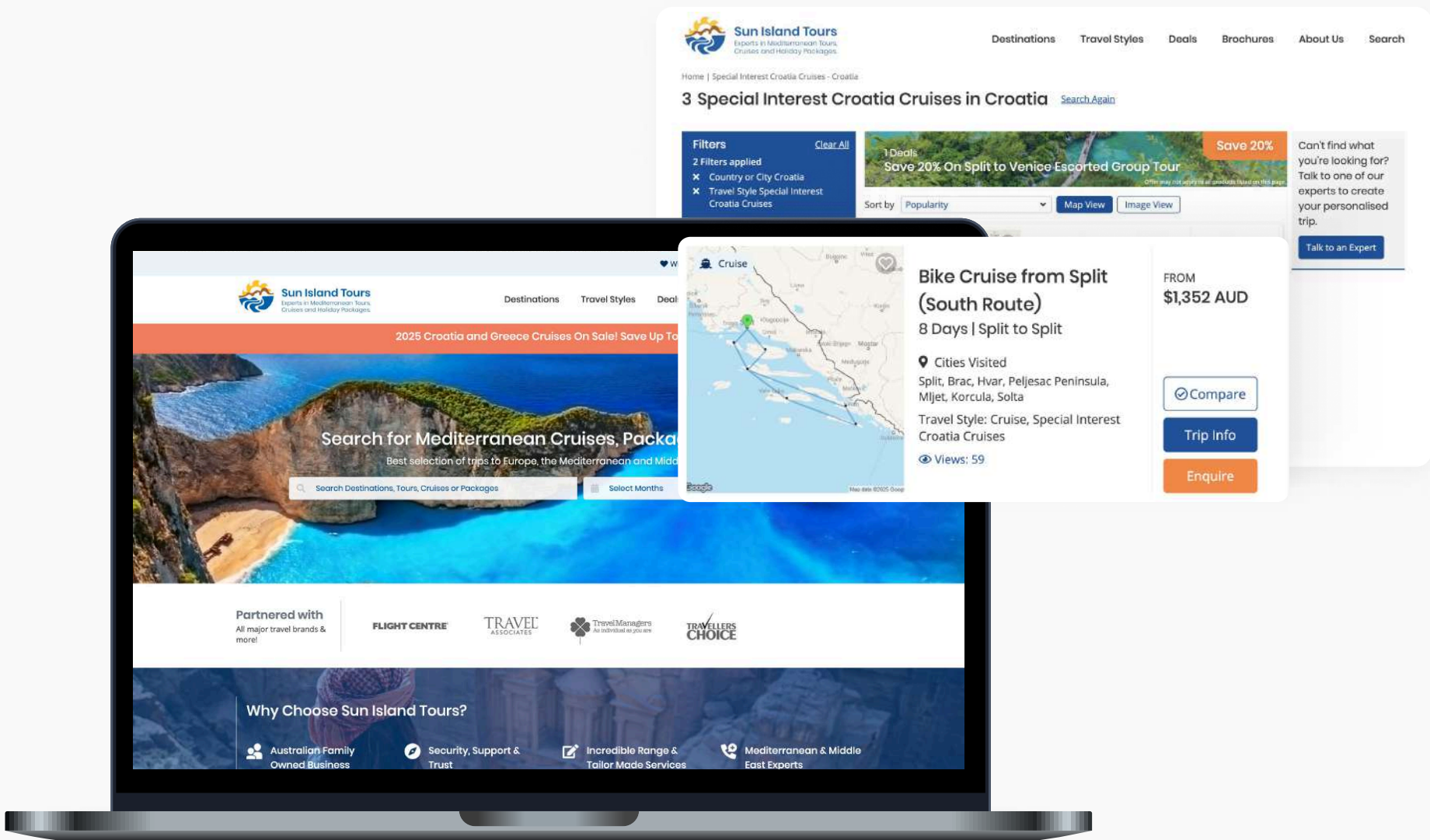**The newly implemented system supports:**

- Streamlined quotation and booking workflows for both agents and internal users;
- Real-time integration with external travel suppliers, reducing turnaround times and ensuring up-to-date availability;
- Centralized financial workflows that support invoice generation, currency reconciliation, and reporting;
- Enhanced documentation management, providing agents and clients with accurate, timely communications.

While precise performance metrics such as ROI, booking conversion rate uplift, or average lead time reduction are still being analyzed due to seasonal travel cycles and the long planning horizons typical of Mediterranean tours, key indicators suggest strong adoption and satisfaction.

Notable improvements include:

- Substantial reduction in booking processing time;
- Improved partner experience through a robust self-service portal;
- Lower overhead through automation of routine tasks and FX handling;
- Strategic flexibility, including the ability to launch a B2C portal and explore AI-driven enhancements such as automated itinerary building or dynamic pricing.

Sun Island Tours has also begun onboarding dedicated staff to manage direct supplier relationships and API connections, further underlining the platform's role as a growth enabler. With each successive update, the client continues to streamline its processes, diversify offerings, and strengthen its competitive edge in the Mediterranean travel market.

GP Solutions delivered a robust, scalable system that became the backbone of our wholesale travel operations. The platform's adaptability, automation, and integration capabilities have transformed our workflow, saving time and reducing errors. A few advanced features required brief familiarization, but GP Solutions' support team helped us quickly get up to speed. Highly recommended for travel businesses seeking a tailored, future-proof solution.

John Polyviou,
General Manager

Sun Island Tours
Experts in Mediterranean Tours,
Cruises and Holiday Packages.

GP Solutions

Thank You for Your Attention!

For any additional information, please contact us

Head Office

Unterschleißheim, Germany

Lise-Meitner-Strasse 1

+49 89 4161-523-0

Sales Office

Miami Beach, USA

407 Lincoln Road

+1 888 353 7392

Sales Office

Dubai, UAE

Al Gargawi Building, Office 14,

+1 888 353 7392

Development Center

Warsaw, Poland

Rondo Daszyńskiego, 2B

+48 22 266-21-33

Development Center

Krakow, Poland

Al Pokoju 1

+48 22 266-21-33

Development Center

Wroclaw, Poland

Pl. Konstytucji 3 Maja, 3

+48 22 266-21-33

www.software.travel   gp-solutions-gmbh   letstalk@software.travel