



Established in 2004, Travel Logic Limited is a fast growing business that have developed a cost effective sales and marketing platform that seeks to level the online “playing field” between the global tourism & hospitality brands and the independently owned tourism enterprises that operate in the European market.

Travel Logic has received EU Interreg IIIA funding support delivered under the Special EU Programme Body and managed by the Irish Cross Border Area Network (ICBAN) Partnership.

The result of this project is the creation of an integrated marketing and sales platform that is delivering increased bed-night sales cost effectively for the tourism sector within the ICBAN Region.

EU Interreg IIIA Programme (Knowledge Economy)

The Interreg IIIA Programme is designed to support cross border co-operation, social cohesion and economic development between the regions of the EU. Its intention is to encourage harmonious & balanced development by addressing common border problems & challenges.

ICBAN Irish Central Border Area Network

In 1995 ICBAN was established as a network of councillors from the central Ireland/Northern Ireland border area with one common aim: to respond to the unique economic and social needs of the central border region.

Mission Statement: ICBAN will continue to improve the quality of life and prosperity of the Central Border Region by creating a dynamic model of best practice and partnership in Cross Border Development.



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Make the jump...



...and Profit in a Changing Tourism Environment

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SALES & MARKETING SOLUTIONS FOR THE HOSPITALITY INDUSTRY

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Travel Logic - who we are

Established in March 2004, Travel Logic is an innovative Irish software company that has developed an online sales and eMarketing platform for independent tourism businesses.

The Travel Logic platform offers the hospitality industry a one-stop-shop website marketing and sales solution that gives tourism businesses enhanced in-house control of their website, online sales and marketing functions.

Designed for marketers and not techies, the system is easy to use and puts your sales team back in control of promoting your business at a sensible price.

The company is focused on providing a professional marketing infrastructure that allows independent tourism businesses to take

advantage of the digital marketplace and harness the upside of the fast changing tourism environment.

To date, the company has invested €500,000 in developing its integrated sales and marketing platform that levels the online "playing field" between the global tourism brands and the independently owned tourism enterprises that operate in the Irish market.

With offices in Sligo & Donegal, Travel Logic has an excellent support and IT development team comprising of professional marketers, programmers and web developers.

To learn more about Travel Logic and the tourism businesses we work with, please visit www.travellogic.eu

Benefits of Travel Logic System

Increase Sales and Revenues

Get better results from your marketing spend. Channel customers through your website and increase sales conversion rates. Use direct marketing techniques and up-selling of additional services (e.g. bedroom upgrades, champagne, packages etc) to increase sales revenues and individual customer spend.

Save & Reduce Costs

Monitor customer profile and trends thus creating an improved understanding of what promotions work best for your business. By combining all Travel Logics features onto one platform you can enjoy the benefit of immediate cost savings and drive better results and efficiencies from your existing marketing spend.

Greater Promotional Capability

Integrate your offline and online promotional campaigns without the need to go to external web designers and advertising agencies. The Travel Logic platform allows your sales team to radically improve promotional capability and campaign frequency while lowering administration costs.

Better Reporting & Decision Making

Understand what works on your website and identify the campaigns that are successful in converting to sales. Identify which email campaigns have the most opens and click-through rates or which promotions generate the most traffic and conversions. The Travel Logic integrated marketing platform makes it easier to see which promotions deliver results and allows you to track sales revenue against your marketing spend.

Easy to Use

If you are comfortable with using email, then you will find our marketing platform easy to use and learning intuitive. Designed for marketers and not techies, Travel Logic provides users with real time access and control over website content, booking sales engine and marketing functions. As a hosted solution, there is no expensive IT capital investment required.

Improve Customer Database Management

Use your website to capture customer data from booking engine pages, email enquiries, web forms and competitions. Travel Logic's marketing platform and automation brings your database to a central location from which you can launch promotional email and SMS campaigns targeted at different customer segments.

The Travel Logic Solution

