

# Project Mercurius



Operational Programme I – Cohesion Policy 2007-2013  
*Investing in Competitiveness for a Better Quality of Life*  
Project part-financed by the European Union European Regional Development Fund (ERDF)  
Co-financing rate: 42.5% EU Funds, 7.5% National Funds, 50% Private Funds



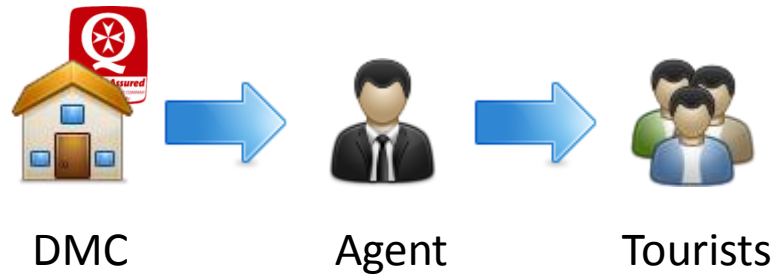
# Who are we?

Quality Assured Destination  
Management Company (DMC)

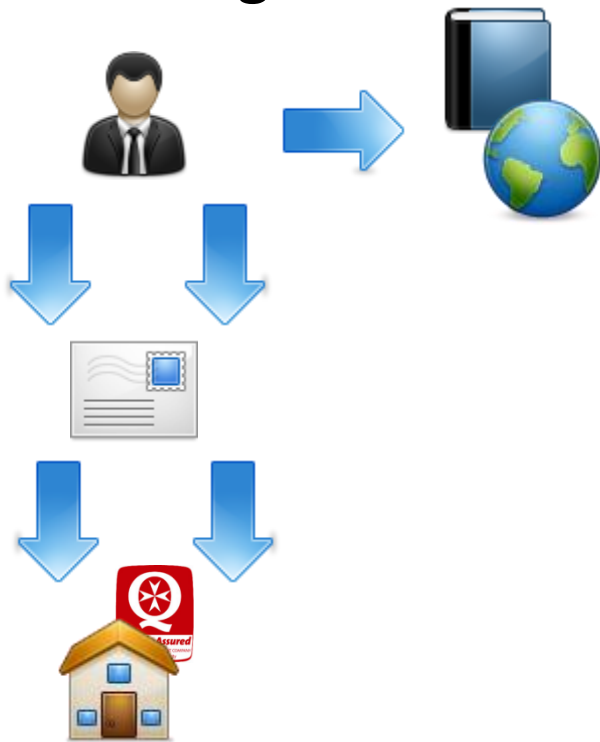
Over 25 years experience in the field

Brought over and handled more than  
1.3 million foreign clients to Malta

Offer preferential rates based on the  
buying power we have with our  
suppliers

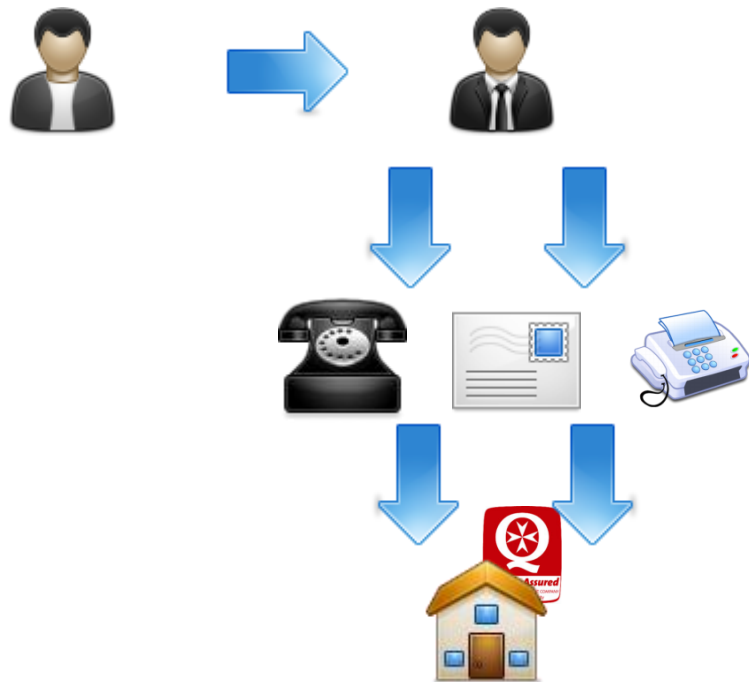


## The traditional process - Brochuring



- Agents asks for prices, availability, images and descriptions of a number of properties around the country
- We provide the information in accessible electronic formats (JPG, PDF)
- Agent transforms information (prices, availability, images, descriptions) into brochure and/or website content so that his clients can consult
- This process takes weeks of continuous communications

## The traditional process - Booking



- The tourist books a holiday from the brochure and/or website provided by the agent
- The agent forwards the booking information to DMC
- The DMC confirms the booking if supplier is available and forwards the supplier with the confirmed details
- Supplier supplies the service to tourist
- Response time for every procedure is typically < 1 hour

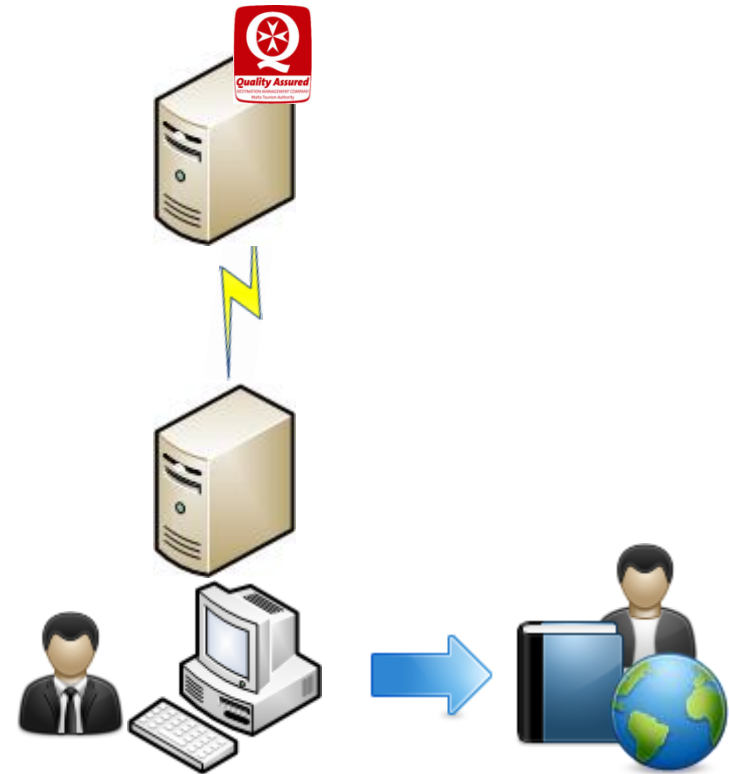
- With the advent of the internet, the tourism industry has evolved in providing prospective tourists with faster response times with respect to quotations and bookings
- An ever-increasing acceptance, familiarity and trust in internet channels

# The Project

- We evolved to provide online solutions in order to provide immediate responses and instant confirmation
- Traditional offline destination management companies are now seeking ways to compete and thrive amid the new online environment and shifting consumer dynamics.
- The project was implemented in 1 year from the 4<sup>th</sup> quarter 2009 to the 4<sup>th</sup> quarter 2010, split in 4 activities each lasting a maximum of 3 months.

## The streamlined process

- Our server and our agents' servers connected using an 'XML interface' which within seconds sends the prices, availability, images and descriptions
- The agent accesses the availability, price, etc in real-time and may book instantly using his own reservations system



# Major Benefits & Outcomes

- We have already started to integrate our larger agents with the XML interface and offer a B2B portal to smaller agents. This enables the enterprise to release its staff from doing the detailed work and only performing the minimum administrative work.
- Lower booking lead times increases FIT business as agents use the tools, the XML interface and the B2B portal, to generate more business in a faster manner.
- Staff can thus concentrate more on marketing Malta and the company.
- We are viewed as a more serious partner with our agents as it demonstrates that we are truly planning for future sustainability of the company and moreover we show our competitive advantage also in terms of ICT technology.



## Robert Arrigo & Sons

Your Travel & Tourism Partner

Wednesday 3. November 2010

Agent: Robert Arrigo FIT

[Logout](#)

### Agent Area

#### Online Bookings

#### List Bookings

#### New Booking

#### This Booking

#### Online Tariff

#### Online Accounts

[Back To Top](#)

### Agent Area

Welcome to the Robert Arrigo & Sons Ltd online website.

We've added some great new features including an online tariff and agent accounts area, plus we've upgraded your online bookings system to include detailed product information and images.

Please use the options on the left menu bar to access our online services.

#### Links:

[Accommodation & Services Guide 2010/2011](#)

[Robert Arrigo & Sons - a Quality assured DMC](#)



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# Challenges Encountered

- As a direct requirement, the company invested in upgrading its existing equipment (previously only 1 personal PC acting as a server) to state-of-the-art servers resulting in a hefty spend on ICT.
- The project resulted in a radical change in the way we have been doing things, especially since we moved away from paper-based documents to the notion of digital based documents.
- The main challenge is getting accustomed to working within the new parameters of the software.

# Future Plans

- As the software is not a custom-made product, but has been developed for other DMC's overseas we can make use of the various enhancements available by the software makers.
- The creation of an interactive brochure or eBrochure having the potential to communicate destination Malta's experience more fully. This project, will also be co-financed by the European Regional Development Fund 2007-2013.



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