

TOURISM SOUTH AND WEST WALES

**COMPLETE INTERNET TOURISM MARKETING MODULE**  
**(Incorporating 0800 Number Enquiry Service)**

**QUOTATION**

6th April 1996

**Tourism Online Limited**

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## REQUIREMENTS

1. The provision of communication links within the tourism industry.
2. The provision, via the Internet, of tourism product information relating in general to an area embracing the Objective 2 Industrial South Wales Programme area and West Wales areas of the Objective 5b Rural Wales Programme area, and to Tourism South & West Wales (TSWW) member businesses in particular.
3. The effective marketing of the area and individual businesses within it.
4. The provision of a booking service for accommodation and events consolidating the existing 0800 booking service.
5. The roll-out of the project into Mid Wales and North Wales areas of the Objective 5b Rural Wales Programme area.
6. The publicising of TSWW's position in the application of new technology to tourism marketing.

## MEASURES

- a). The provision of communication links with the tourism industry.

The setting up of a Local Area Network (LAN) linking main sites via ISDN connections and subsidiary sites via dial-up modems, with a preferred rate local dial-up service for TSWW members complete with a package of approved Internet access software including e-mail; using CymruNet as the Internet provider.

- b). The provision, *via* the Internet, of tourism product information relating in general to an area embracing the Objective 2 Industrial South Wales Programme area and to the West Wales section of the Objective 5b Rural Wales Programme area, and to TSWW member businesses in particular.

We propose a two-phase approach to the task of establishing a marketing effective online presence for TSWW.

PHASE 1: Creation of an initial web site on the Internet, encompassing general information about the defined area, together with full information about TSWW members providing accommodation, attractions, and other goods and services.

PHASE 2: Extension of the web site to include online booking facilities. This will make use of the Tourism Online on-demand Internet–Telephone Gateway featuring VoiceTel™, allowing potential visitors to relay their booking automatically *via* telephone to the desired accommodation, show, concert, etc. (with options for fax and e-mail). The existing 0800 freephone booking service will connect into the system through a telephone operator (human) interface.

- c). As an extension of Phases 1 & 2, the creation of clone packages covering the Mid Wales and North Wales sections of the Objective 5b Rural Wales Programme area for implementation under sub-licence by Mid Wales Tourism and North Wales Tourism respectively.

TSWW will have exclusive rights for a period of twelve months to grant sub-licences for the full contract period for areas of the Rural Wales Programme area not covered by TSWW. The licence for the Globalvision Multiscale™ Mapping System in Wales is held by This Week Publications Limited who have agreed to provide TSWW with exclusive access to the maps situated within the This Week domain.

## PHASE 1

### 1.1 Marketing Proposal

The development and presentation of a complete marketing proposal embedding cutting-edge Internet communications technology.

### 1.2 Home Page and Web Site Design

The creation of a dynamic, high quality web site that incorporates an easy layout and intuitive navigation in a well structured site. The latest Internet technology will be exploited, allowing border frames to be used in the design of the site. In keeping with Tourism Online's commitment to putting the viewer first, the site will make use server software that allows each web page to be automatically configured in the best way so that any user's bandwidth and browser capabilities are maximised without incurring excessive download times. These features ensure that the potential tourist to South and West Wales will return to this valuable and easily accessible site.

### 1.3 Content Provision and Continual Updating

Initial provision and continual updating of events, editorial and news in brief items relating to Industrial South Wales and West Wales areas of Rural Wales (including the design of special screens for events information input by operators). The sourcing, digitisation and storage of photographic images for Internet and other promotional applications by TSWW.

### 1.4 Database

The site will incorporate information from the TSWW Paradox system into an online database holding current information about every member. Access to the database will be under a secure password ring scheme, allowing members to update their records according to pre-defined rules, together with full access to TSWW from their existing system. Updating of standard information on the system will require vetting authorisation whilst updating of tactical information will be made by operators through direct access to the system.

### 1.5 Search Engine

All the information contained in the web site (including the online database) will be fully searchable via a word and concept search system using well-designed icons. This will allow users of the site to easily access the information by location, date and type, together with an extensible set of custom parameters that TSWW may add easily in the future. Consumers will thus be able to build their own custom packages.

### 1.6 GIS/Globalvision Multiscale™ System

The vast pool of information contained in the TSWW web site will become accessible in an intuitive and visually appealing manner to users through the Geographical Information System and the new Multiscale™ Mapping System developed exclusively for the Internet. This feature will also be incorporated into the Search Engine with hot-spotting of marketing areas, towns and villages. The clickable maps can zoom into particular areas of interest, and also be used to confine types of searches, e.g. types of accommodation, types of attractions, types of transport, and certain types of event which can be viewed on the map in an infinitely more visual way than the word search above.

## 1.7 Help Button

A help button will be incorporated into each screen design allowing users to gain instant access to help and advice on the screen they are in.

## 1.8 Positioning on the World Wide Web

Indexing and registration of the TSWW web site with all major Internet search engines and web browsers and provision *via* Tourism Online of direct access by consumers to the TSWW web site from the web sites of major domestic online service and information providers.

## 1.9 Web Site Publicity and Promotion

National Tourism Newspaper of Wales promotion publicising TSWW's new web site, the 0800 number service and the VIP Wales scheme, offering an Internet dial-up connection service to consumers in association with major UK dial-up service providers. Backed up by VIP Wales and 0800 number publicity in other media.

## 1.10 Project Publicity and Promotion

National Wales media and UK Internet media publicity for TSWW as project leader. (To give public recognition and to reinforce TSWW's position with tourism bodies, and to encourage the co-operation of operators, the travel trade, funding bodies and the private sector with TSWW in the development of tourism in the Objective 2 Industrial South Wales Programme area and to the West Wales section of the Objective 5b Rural Wales Programme area.)

## PHASE 2

The second phase of the project will involve the setting up of a Secure Server allowing encrypted transactions over the Internet. This will be used to obtain the credit card details of users paying a deposit as part of the online booking system and will work in conjunction with the existing 0800 freephone booking service.

### 2.1 Booking System

The online booking system will be available directly to potential visitors or *via* the 0800 number service. It exploits the latest in Internet-Telephony technology which refers potential bookings directly to the appropriate accommodation provider or venue. This bookings-led approach has many benefits over other empty-bed/empty-seat led systems, not least of which is the minimisation of the workload imposed on managers.

The system will utilise an automatic telephone dial-out gateway, making use of the VoiceTel™ voice-synthesized (local dialect) system which relays information over the phone, and takes input from the touch-tone telephone at the vendors (tourism operators) end. The system is easy to use, with simple yes/no questions being asked about potential bookings (with a 'replay message' feature at each option). 'Yes'/'No' voice response can also be made available if required.

The financial and booking details are logged in a secure database, allowing the appropriate information to be forwarded and audited, together with any discount/commission structure that TSWW agrees with its members.

VoiceTel™ telephone calls to vendors are made from the Secure Server following on-screen enquiry prompts from potential visitors. These calls will be 'local' Wales calls averaging out at, say, 50p per call. Itemised bills for these calls will be supplied direct to TSWW from the telephone service provider (BT, Mercury). In negotiating booking commission rates with vendors TSWW may wish to add a notional 2% to cover the cost of these calls.

## 2.2 VIP Wales Registration Capability

The TSWW site will become one of the key players of the VIP Wales marketing programme. Each potential visitor to the defined area will be assigned a VIP identity, which they can use to access unique discounts or special promotions within the tourist sector in the defined area.

On the TSWW web site, this will allow them to view the special features area of the site, which details last-minute offers or other marketing promotions. Since each VIP member registers their e-mail address and other details this can also be used to generate marketing statistics and to form a mass e-mail gateway which TSWW may use to post special targeted messages with last-minute booking availabilities, etc.

## 2.3 Training

Training of TSWW personnel is an important component in ensuring the success of this project. We envision having two full-day training sessions for up to five people, which encompasses the updating system, the Paradox to online databases information transfer and use of the booking system by 0800 number operators on behalf of potential visitors.

Training of vendors is an equally important component to ensure that VoiceTel™ enquiries from potential visitors and 0800 operators are responded to with ease, and that operators are familiar with and confident to use the updating procedure.

User-friendly documentation will be provided as part of the training facility proposed.

## 2.4 Help Line

Throughout the period of the contract a Help Line will be maintained for TSWW personnel and for TSWW members who have subscribed to the marketing scheme, and who have completed the training courses.

## COSTING DETAILS

(Objective 2 Industrial South Wales & West Wales section of Objective 5b Rural Wales)

### Phase 1

Design and implementation of stages 1.1–1.7 (25 days @ £350/day)		£ 8,750
Publicity and promotion – year 1 (including design)		£ 5,855
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		£ 14,605
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Rent of space on CymruNet virtual server – Point of Presence (unique name)	£ 1,000 pa	
Web Server Software Licence (with gateway and database modules)	4 yrs	£ 6,000
Internet Access to Globalvision Multiscale™ Map of Wales	4 yrs	£ 6,000
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		£ 12,000
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### Phase 2

Design and implementation of stages 2.1 & 2.2 (20 days @ £350/day)		£ 7,000
Training of TSWW personnel (2 days @ £500/day)		£ 1,000
Training of TSWW member operators (2 days @ £500/day)		£ 1,000
Content provision and continual updating – year 2		£ 2,000
Publicity and promotion – year 2 (including design)		£ 5,855
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		£ 16,855
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Rent of full web server on CymruNet	£ 5,000 pa	
Secure Server Software Licence	3 yrs	£ 1,500
Booking Software Licence (including VoiceTel™ gateway)	3 yrs	£ 5,550
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		£ 7,050
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Verisign Digital ID (certificate required by all secure servers on the Internet)	\$ 290 pa	
Telephone costs of Booking System	use dependent	
Content provision and continual updating (years 3 & 4)	£ 2,000 pa	
Publicity and promotion – years 3 & 4 (including design)	£ 3,725 pa	
Training of TSWW member operators	£ 1,000 pa	
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		£ 6,725 pa
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### Summary

*Advantage for tourism in the Programme areas:* An extremely effective marketing tool; by registration of individuals a full profile can be administered of that persons holiday or day trip needs. Also an effective tool for analysing which holidays are becoming more/less popular, etc.

*Advantage for the visitor:* The software enables tailor-made holidays by destination marketers for an individual user, based on the past behaviour of that individual. An effective and easy way for registered users to download up-to-date information on special offers, bed availability and forthcoming events.

## COSTING DETAILS

(Mid Wales & North Wales sections of Objective 5b Rural Wales)

### Phase 1 Extension

Design and implementation of stages 1.1–1.7 (12 days @ £350/day) £ 4,200  
Publicity and promotion – year 1 (including design) £ 7,918

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£ 12,118  
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Rent of CymruNet virtual server – Point of Presence (unique name) £ 1,000 pa

Web Server Software Licence (with gateway and database modules) 4 yrs £ 2,000  
Internet Access to Globalvision Multiscale™ Map of Wales 4 yrs £ 6,000

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£ 8,000  
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### Phase 2 Extension

Design and implementation of stages 2.1 & 2.2 (10 days @ £350/day) £ 3,500  
Training of personnel (2 days @ £500/day) £ 1,000  
Training of member operators (2 days @ £500/day) £ 1,000  
Content provision and continual updating – year 2 £ 2,000  
Publicity and promotion – year 2 (including design) £ 7,918

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£ 15,418  
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Rent of full web server on CymruNet - pa

Secure Server Software Licence 3 yrs 500  
Booking Software Licence (including VoiceTel™ gateway) 3 yrs £ 1,850

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£ 2,350  
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Verisign Digital ID (certificate required by all secure servers on the Internet) - pa  
Telephone costs of Booking System use dependent

Content provision and continual updating (years 3 & 4) £ 2,000 pa  
Publicity and promotion – years 3 & 4 (including design) £ 3,053 pa  
Training of member operators £ 1,000 pa

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£ 6,053 pa  
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### Notes

It is anticipated that TSWW will benefit from the granting of software sub-licences and from sub-rental of space on the full web server for Mid Wales and for North Wales.

## TIMESCALES AND PROJECT MANAGEMENT

Phase 1: Completed by end Summer 1996  
Phase 2: Completed by Spring 1997  
Extension of Phases 1 & 2: Completed by Summer 1997

## TERMS

### Period of Contract

The initial agreement would be for a period of four years incorporating completion of Phase 1 by Summer 1996, completion of Phase 2 by January 1997 and a further two full years to December 1999 during which time the extension of Phases 1 & 2 will be completed (by Spring 1997), the web site will be maintained and the licensed software updated to cover advances in software technology

### Software Licensing

Software licences will run concurrent with the contract period and are renewable in their latest version at the end of the period for a further three years with annual updates to cover advances in software technology. All intellectual property rights in the software will be retained by the software licensors. Licenses will cover the whole of Wales for a period of one year and for a further three years if pan-Wales arrangements are finalised by the end of the first full year. Otherwise the licences will become limited to South and West Wales.

### Copyright

Copyright will be retained by Tourism Online Limited to all editorial material supplied other than that supplied by TSWW.

### Backup

Tourism Online will undertake to provide full back up of all material throughout the contract period and for this backup to be made available to TSWW at the end of the contract period.

### Insurance

TSWW to insure all insurable items against all risks under the advocacy and guidance of Tourism Online Limited.

### Payment

Licences:	In full upon commencement of contract(s).
Phases 1 & 2:	50% with order. 40% upon completion. 10% within 30 days of completion.
Extension of Phases 1 & 2:	50% with order. 40% upon completion. 10% within 30 days of completion.
Years 2-4	50% January. 50% July.

### Rights Protection

TSWW's rights to the use of all software will be protected at all times and in the event of the Licensor of the software ceasing to trade will transfer in full to TSWW.