

DREAMLAKE

Easy to cruise

Will you be part of the future of cruises?



With the rapidly changing habit of booking online and even on smart phones, the cruise industry needs to adapt quickly to its current and future customers, focusing on mobile first.

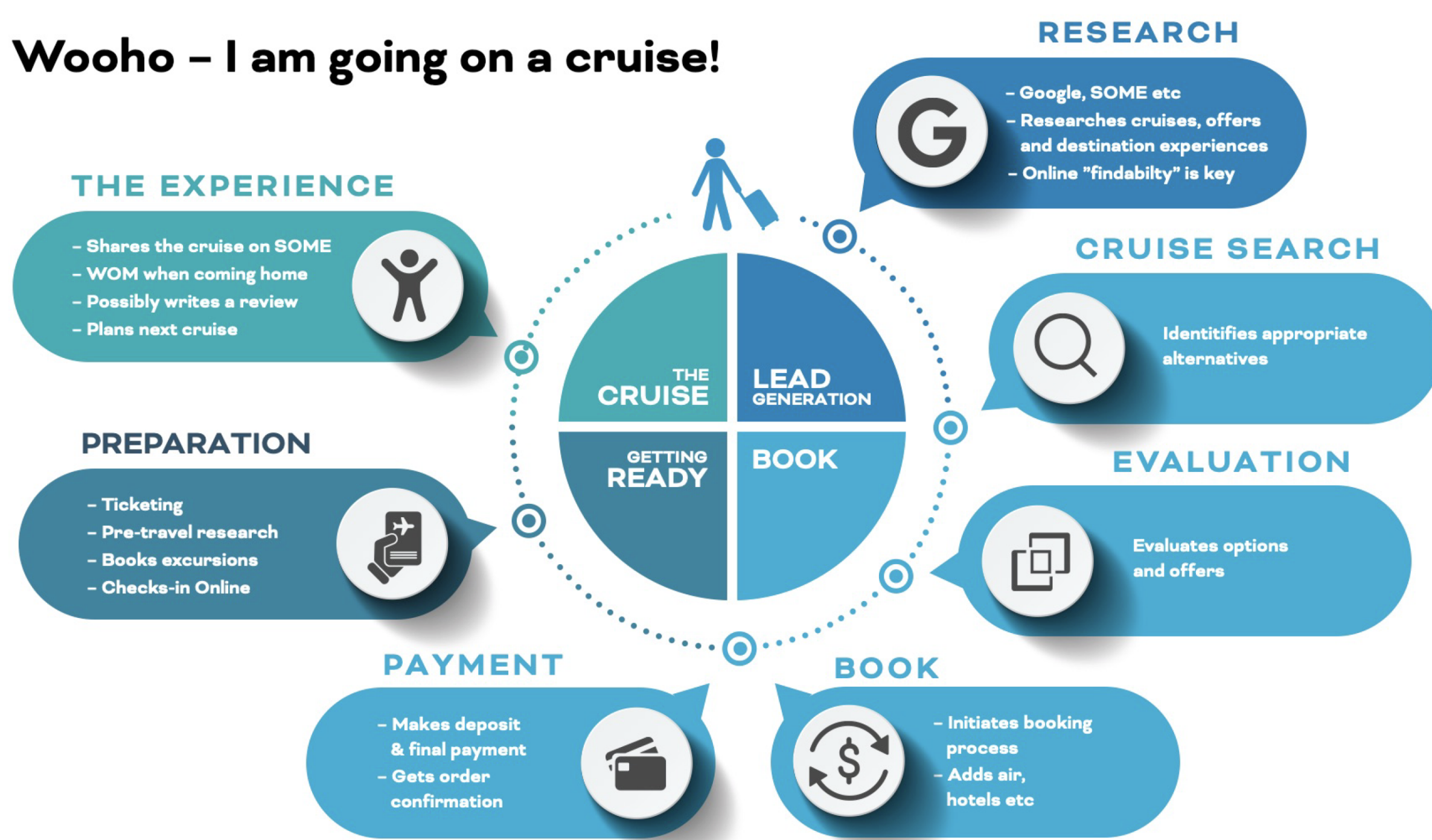


Cruise holidays show the largest projected growth numbers within the travel industry. As the cruise lines are investing in new ships over the years to come (ships on order) it is a supply driven market that will attract new target audiences.



The complexity of the cruise product and the traditional distribution through travel shops and call centers backing travel websites, have obstructed developments towards full online distribution and automation on a large scale. Dreamlake has developed the 360 solution for consumers, travel agents and tour operators.

Wooho – I am going on a cruise!



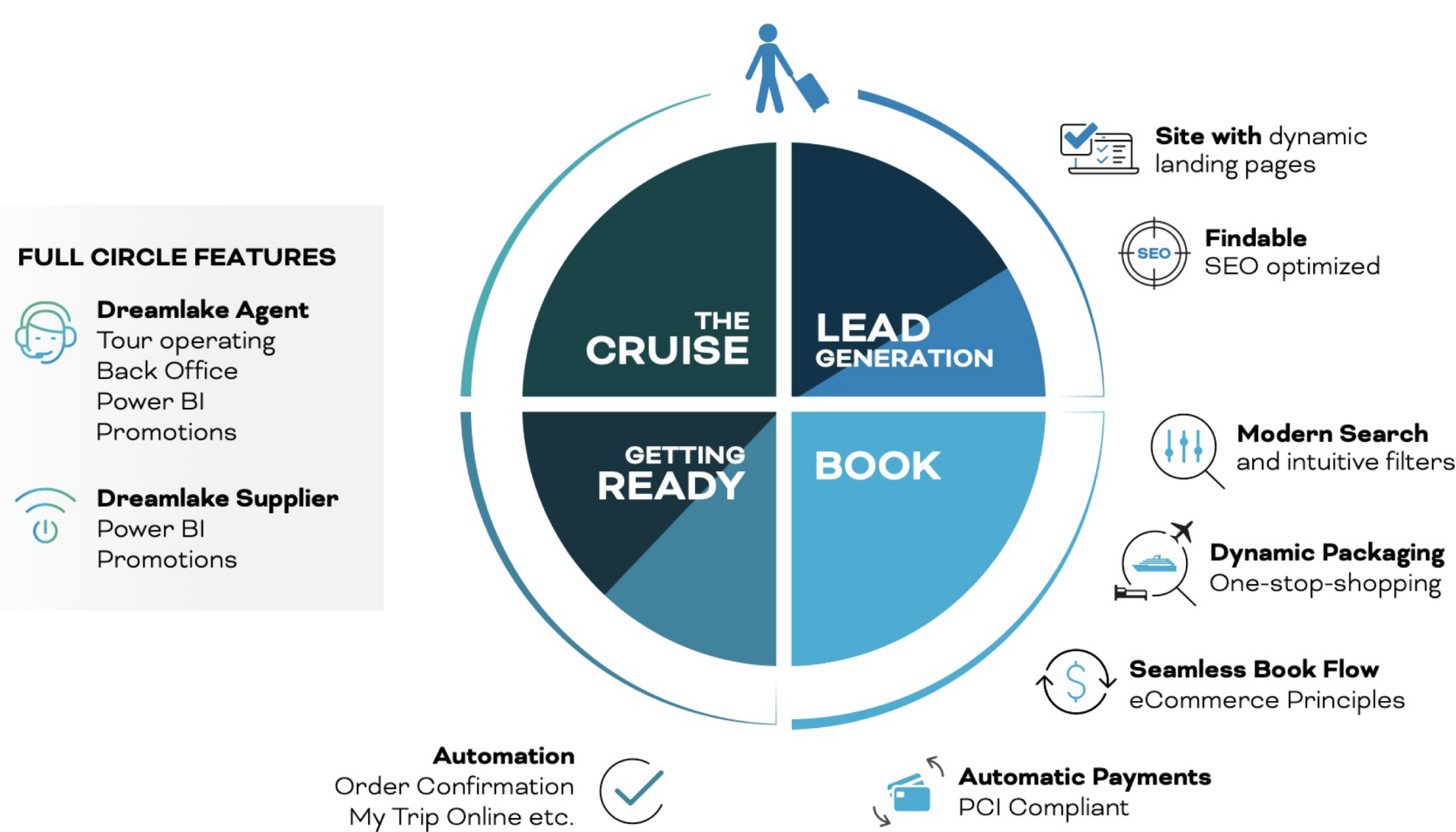
360° marketplace platform

Dreamlake offers a 360 marketplace platform that is a true e-commerce solution for booking cruises online.

Customer journey touch points

- Rich content to experience the product and destinations (CMS),
- An optimized website structure (SEO) enhancing marketing performance, and page navigation
- Instant smart search results,
- Seamless booking experience, offering easy choice actions
- Secure online payment processing
- Automatic communication of confirmation and reminders throughout the customer journey
- Personal overview page (MyTrip) providing invoices, tickets and booking details.

Dreamlake 360°



As online conversions grow the return on investment for marketing will too, offering the chance to increase traffic further through online marketing. Sales and customer service staff will be able to dedicate their time to value enhancing processes, like customer satisfaction, conversion of high value baskets and the offering of ancillary services. They will be able to process more bookings and passengers. Staff will be able to book through the Dreamlake marketplace instead of through individual booking systems of the cruise lines. The replacement of offer creation and lengthy phone calls with online bookings, leads to efficiencies in the sales department.



International expansion is facilitated through localization of languages and currencies and offers our partners the opportunity to enter new markets with minimal effort, duplicating website structures and content, only needing to translate text.



Dreamlake offers partnership with complete technical solutions and knowledge of ecommerce and the travel and cruise industry. We aim to create and execute growth business cases with our partners, becoming market leaders in the major cruise industry markets.

We invite you to explore the opportunities with us.