

Brochure Update

February 22, 1984, 10:30

BAHAMAS: Caruso Islands Tours

UPDATE: Caruso now offers a special, Midnight Cruise. Departing Freeport every Sat at dusk and returning at 3am. Dancing to the Island rhythms of the Rumcays. Free bar and refreshments. May 1 - Sept 1 only. RATES: \$20.00 for singles, \$35.00 couples tickets available at wharf kiosk. NB: 20% discount for reservations made at time of hotel and flight bookings.

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THE FUTURE IS HERE

The information revolution has arrived, and one of the sectors that is being profoundly affected by the changes in computer communications technology is the travel industry. Partly, it is because the travel and tourist industries have had a long association with computer technologies. A terminal has been a standard feature for years in airline offices, travel agencies and at reservation desks. Familiarity with computer communications makes the introduction of new services with the medium easier than is the case with some business sectors. And the nature of the business itself demands instant information from thousands of points around the world. And that information is continuously changing as travel services, prices and facilities change.

PAPER — BANE OF THE TRAVEL INDUSTRY

Despite the familiarity with traditional computer services, the travel industry relies on paper-based information for much of its day-to-day marketing and sales tasks. Anyone in the industry is fully aware of the limitations of the print media in marketing travel. The information in those glossy brochures at travel agencies, for example, is often out of date by the time they're printed and distributed. There are never enough of the popular ones, and old stocks accumulate on shelves. A customer enquiring by phone about a particular service or facility could wait days before the information reaches him or her by mail. Even the visitor who arrives at the travel agency in person often has to wait for an agent to become free, the agent's time often being taken up by searching endlessly through paper-based schedule and price lists.

Small wonder progressive marketers in the travel sector are actively looking for faster, more efficient and more effective ways to make known their services and deliver them to a waiting public.

Small wonder videotex is being regarded as one of the most exciting new tools for the travel industry.

Travellers Database Sailing

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Sea Ventures