

# *White Paper*

Mons (Belgium), June 29th, 2006

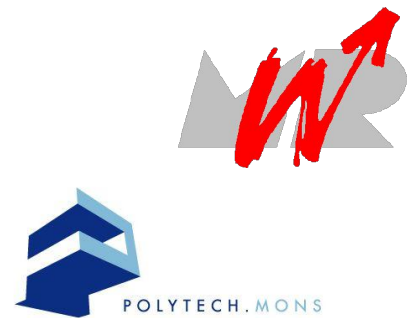
## *Smart Dynamic Packaging*

Innovative Decision Support System  
for Customized Trip Planning



[www.decizium.com](http://www.decizium.com)  
[info@decizium.com](mailto:info@decizium.com)

In partnership with Mons Polytechnic Faculty and under sponsorship of the Walloon Region of Belgium ("First Spin-Off" programme), *decizium* develops and markets an innovative decision support system to plan fully-customized trips, in the ambit of the "*Your Tour*" project. This "personal tour operator" uses an advanced mathematical algorithm in an interactive, multi-criteria way to automatically generate complete, fully-customized travel packages, in accordance with a tourist's preferences, wishes and constraints.



## Customized Trip Planning

Planning a trip may be an extremely complex task due to the countless number of combinations (for example, in terms of activities and accommodation), the technical expertise required (e.g. price calculation) and the difficulty to conciliate the available offers with the tastes and preferences of the tourists. It also represents a crucial decision process, as tourists make a huge investment in terms of time, money and expectations.

So far, the tourist has been trapped between two bitter choices: buying a static package, wherein all the elements are predetermined in a "one-size-fits-all" solution, or waiting for days before obtaining a tailor-made package from a travel agent. Actually, 73% of consumers express frustration at the inflexibility of travel packages ("Vacation Packages: A Consumer Tracking and Discovery Study", Vividence and PhoCusWright).

Yet, recent studies about the future of the travel industry confirm that holidays will be less frequently sold as package arrangements and more often compiled "à la carte" (tailor-made) in the future ("The Future of Leisure Travel-Trend Study", Kuoni group). Also, recent research about travel trends from the worldwide recognized travel and tourism marketing expert Peter Yesawich has confirmed the growing interest and demand for personalizing products, due to the fact that static packages do not match the desire of consumers to customize their own vacations.

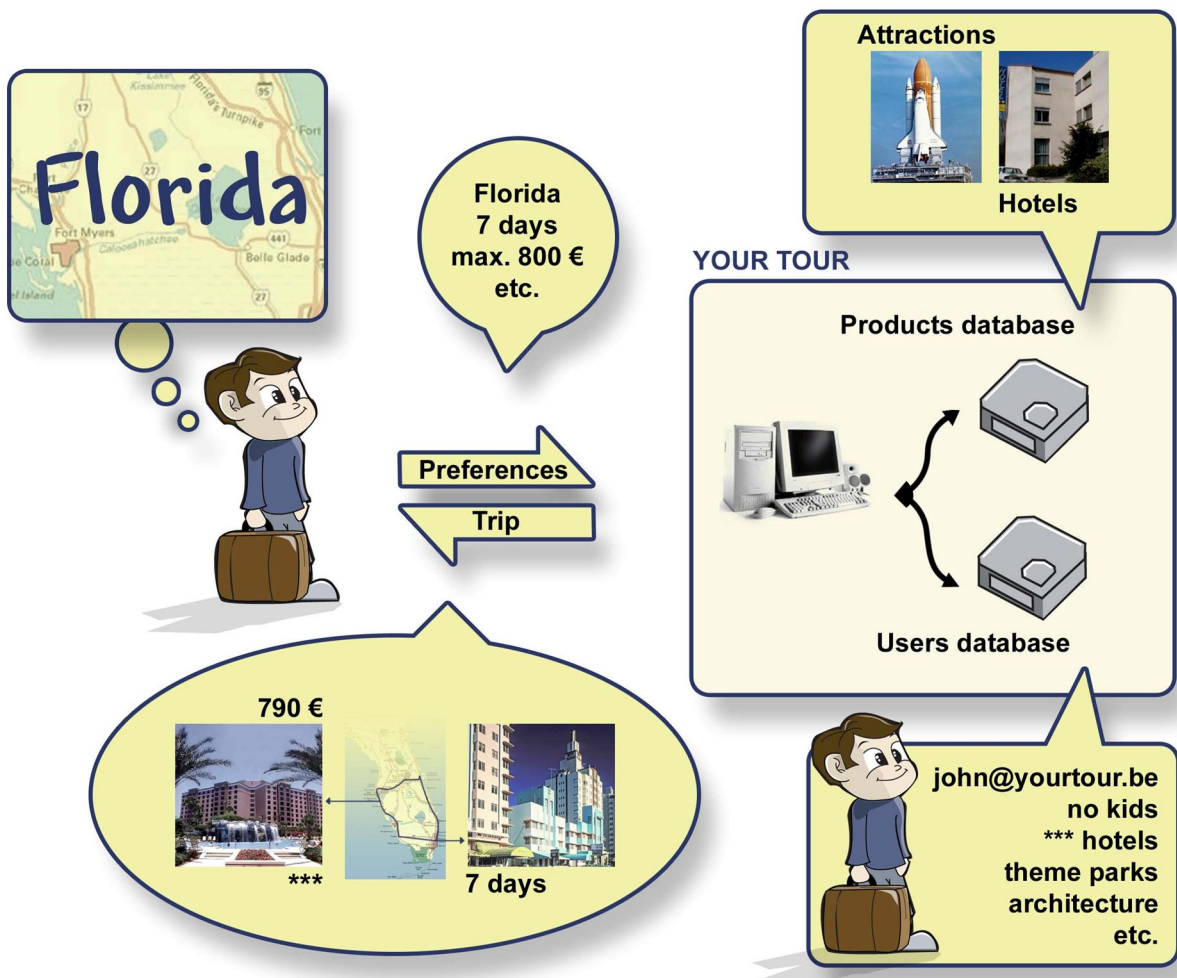
## "Your Tour" System



The software application developed by *decizium* within the ambit of the "*Your Tour*" project is aimed at assisting the trip planner, allowing him/her to automatically generate in an interactive, multi-criteria way, fully customized trips based on a tourist's preferences, wishes and constraints.

This system consists of a web interface, databases and a powerful calculation engine that illustrates the *decizium* expertise in decision support. A diagram illustrating how the system operates in planning a trip to Florida is shown after.

In the current version, the system allows the planning of sightseeing tours (e.g. by car or coach), from one to thirty days. The trip schedule, generated within seconds, displays in chronological order what to visit and where to stay each night, considering the tourist's priorities (e.g. level of comfort of the hotels, level of interest of the activities), his/her budget, specific activities and/or type of accommodation that he/she may wish to include or exclude from the trip. In an interactive way, the operator can now review his/her requirements and modify the initial trip to quickly reach a final offer and proceed with the booking.



## Key Benefits

The uniqueness of *deciZium's* trip planning system lies in the fact that all the actors of the tourism industry can benefit from it:

- hotel chains, that will be able to sell leisure packages directly to the end user and as a result eliminate intermediaries;
- tour operators, that will be able to better match vacation packages with the tourist's needs, preferences, wishes, and constraints;
- travel agents, that will be able to get back to their clients with customized proposals in just a few minutes – and not anymore in a matter of days –, while enjoying huge savings in terms of money and time, by automating the whole process;
- etc.

Also, the value of the *"Your Tour"* system to the tourist who plans his/her own trip online is especially important – in terms of time-saving and ease of use – in the context of new technologies (e.g. on-line booking). On the other hand, despite the technical complexity of the product, its user-friendly interface allows customers to dream of different destinations... By bundling the tourist's choices into a consistent package, while taking care of the scheduling, the *"Your Tour"* system

clearly differentiates itself from the other trip planning systems, which leave the tourist alone as if he knew the destination like the back of his hand.

The *"Your Tour"* system enables tourism service providers – travel agencies, tour operators, publishers of travel guides, hotel chains, car rental companies, etc. – to offer a powerful and efficient service of smart dynamic packaging, for example on their website. Thanks to its advanced functionality, which generates fully-customized sightseeing tours, the system is able to attract and retain new customers. It also allows companies to develop on-line bookings, making it easier to sell more products simultaneously.

The system has also plenty of other more specific applications:

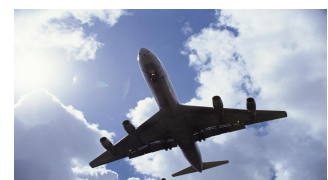
- hotel chains can use this technology to offer their customers tailored tours, including accommodation mainly, or exclusively, in their premises;
- this technology facilitates the sale of specific products according to provider's priorities (in combination with yield management systems);
- Global Distribution Systems (GDS) companies can offer this technology to travel agencies, for the provision of tailored trips to their customers;
- this tool can be used to capture incremental revenues by selling online add-on activities that the tourist normally buys offline;
- on-board navigation systems can include this facility to better guide and inform users;
- this system collects high valued-added information about the preferences and routines of the tourists, allowing the creation of customized promotional offers (provided that clients have given their consent);
- etc.

## Modules

The *"Your Tour"* system is composed of several modules that can be adapted to meet our customers needs and to integrate with existing technology and data:

- trip planning software: the heart of the *"Your Tour"* innovative system; this module is responsible for the customization of trip offers;
- web interface: this module is adaptable to the "look & feel" of tourism service providers and allows a friendly access to the system through the Internet;
- tourism databases: throughout this module we can provide our customers with the main data the *"Your Tour"* system needs in order to operate;
- user profiles: to allow tourists to save their preferences, we offer a 'universal profiles' module.

A great number of platforms, including the most recent ones, may also benefit from the possibilities offered by our system. Therefore, it is feasible to deploy interfaces that will allow tourists to plan their customized trip via the Internet, mobile phone, pocket PC, on-board navigation system, etc.



## Contact

For further information, please contact:

Jean-Marc Godart, General Manager

Mobile : + 32 475 64 80 57

E-mail : [jmgodart@decizium.com](mailto:jmgodart@decizium.com)

Web site : [www.decizium.com](http://www.decizium.com)