



Travefy Professional

# Case Studies

Volume 2 | March 2016

Xpogo

Sapphire Journeys

YOUUnique Ventures



# Simple Itineraries for Extreme Travel

*"With Travefy, we were able to increase by 50% our total events that we attended or produced!"*

**- Ariel Beach-Westermoreland, Director of Operations - Xpogo**



## ***Ariel's Story***

Xpogo is a world-famous live event and retail brand dedicated to the growth of Extreme Pogo worldwide. Before the Pogo athletes get busy visiting events worldwide and performing crowd-pleasing tricks and stunts, they have a team working behind the scenes planning travel and logistics for the athletes and traveling crew.

Before Xpogo discovered Travefy in October of 2015, Director of Operations, Ariel Beach-Westermoreland relied on building itineraries in multiple programs like Microsoft. "I spent hours of my time reformatting information to try and get things to look clean, readable, and customized," said Ariel. The challenges she faced went even deeper, "Overall my itinerary and communication system was messy, confusing, and the chance for human error was at a tenuous high."

What Ariel found so special about Travefy is that she could deliver a clean itinerary to the athletes and if she made any changes, she didn't have to send an update every time. "No longer sending 3-4 PDF versions of itineraries means I can trust that everyone is using the most updated information and not referencing old information."

The magic didn't stop there for the Xpogo team—"The ability to forward bookings to the itinerary and have them input directly" is Ariel's favorite thing. **"No more sleepless nights about worrying if the timestamp was typed correctly or if I copied in the right information."**

"With the ability of Travefy in our back pocket, we were able to increase by 50% on our total events that we attended/produced!"



# Impress Clients and Attract Bookings

*“When the itinerary is presented in the Travefy format, my clients are more likely to respond positively and book their travel through me.”*

**- Eric Sternberg, President - Sapphire Journeys**



## **Eric's Story**

Sapphire Journeys creates once-in-a-lifetime travel experiences by organizing tours, cruises, expeditions, resorts, destination weddings, bikes trips, as well as offering concierge service for those visiting Napa Valley.

Before using Travefy, Sapphire Journeys' President, Eric Sternberg, was presenting itineraries in an accurate but dry way using emails, links, and sometimes Microsoft Word documents without any photos. “It was not at all eye catching and each one was kind of a “one-off” in which I had to create it from scratch every time,” said Eric. What caught Eric's attention about Travefy was, “presenting itineraries in a visually compelling and well organized format. I needed a tool that did not require superb technical ability, it had to be very intuitive and easy to use.”

With Travefy, Eric is able to create itineraries for any kind of trip, and do it quickly by replicating content from a previous itinerary and using keyboard shortcuts to enter events quickly. “This is particularly relevant with the part of my business that involves visits to Napa and Sonoma counties— I don't have to ‘reinvent the wheel’ each time.”

Eric also loves the ability to present the itinerary to clients in a PDF or link format. “When the itinerary is presented in the Travefy format, my clients are more likely to respond positively and book their travel through me. It's just a much more professional presentation.”

**“Travefy accelerates the sales process because it makes it faster to compose itineraries and faster for clients to absorb that information.”**



# Engaging Clients With Better Itineraries

*"Travefy engages clients in their upcoming trip, it's easy to use, and it looks professional."*

**- Kendra Ashe, Owner - YOUnique Ventures**



## **Kendra's Story**

YOUnique Ventures takes the stress out of planning and creates memorable travel experiences that fit each traveler's dreams, personality, and budget. Owner, Kendra Ashe, was raised traveling and exploring the world, so planning unique trips for clients comes very easy. The only thing missing was a quick and simple way to create beautiful itineraries to showcase her client's trips without spending a ton of time and the itinerary not being mobile friendly.

"I knew that there had to be a better way that could streamline the process and allow me to be more efficient but maintain my unique approach," said Kendra. She then found Travefy to help her customize and truly make her own "itinerary gift" to your clients.

"Clients who have been with me for some time loved how they could view their itinerary via their phone. They liked the user experience."

**"Travefy has added to my branding and made my process so much better. I would recommend Travefy because of how it engages clients in their upcoming trip, is easy to use, and looks professional."**

# These are just a few stories of how Travefy helps travel businesses every day... and makes them smile too.

We'd like you to meet the sidekick behind the heros of these stories.

**Meet Travefy Professional.** Create delightful customer experiences with simple tools for travel professionals and companies, like:

- Quick itinerary and quote builders
- Custom travel content management
- White-labeled trip planners
- Simple client-facing mobile apps



Learn more and try it out for yourself with a free trial:

[Travefy.com/Pro](https://travefy.com/Pro)