



Company



The rules of the game have finally changed.

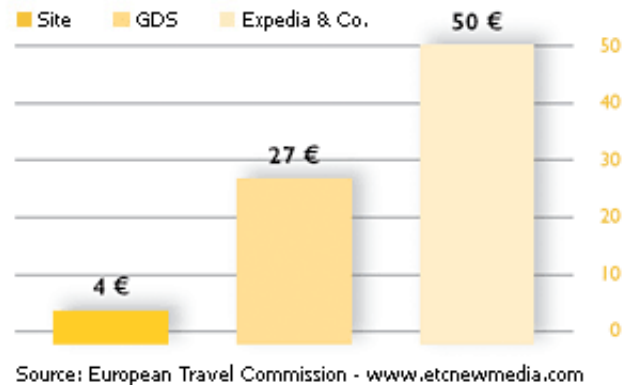
The advent of the Internet in the tourist sector halfway through the 1990s rapidly between operators and the way travellers bought and used their services.

Airlines, car hire firms and shipping companies were the first players in the tourism industry to invest substantial resources in the internet, with the idea of transforming their own sites into the main point of sale for the final user, bypassing the traditional intermediation system, which, until then, had been in the hands of the GDS (Sabre, Amadeus, etc.), the tour operators and the travel agencies associated with them. Faced with being outdone by transport operators in the conquest for end users and direct trade, thanks to a new 'tailored' approach, **the hotel sector found it more difficult to break free from the chains of intermediation.**

Direct Vs. Intermediaries

Average cost per online booking

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The main causes of their dependence were their relatively weak and patchy standing, along with their poor propensity towards strategic marketing and new technologies..

The market is changing the 'rules of the game'. There is a growing number of users who, after experiencing the positive advantages of booking air tickets online or hiring a car, or simply just because they are now more familiar with the medium, are now more likely to use the Internet to contact suppliers of hotel services directly. In particular, **travellers and 'online' tourists demand unambiguous offers and rates, responsibility,** and the guarantees that can only be had through direct contact with the establishments. Often, however, web surfers are left disoriented by the multitude of 'middleman' tourism sites offering the same solutions, at a variety of rates and conditions, and marvel at the difficulty of reaching the official websites of the hotels in their chosen destination.

Does this mean that the hotel system is incapable of reacting? Incapable of responding to the demands of the final user? Incapable of fully exploiting the wealth of opportunities offered by the web?

NOZIO is here to answer these questions.

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