Tagline:

Empowering adventure sports along with resorts & hospitality through customized dynamic web application.

Project Details:

Project Name: Area83   Application URL: www.area83.in
Country: Bangalore, India
Domain/Industry: Resorts & Hospitality, Adventure sports
Client Name: A Unit of Wonder Valley Recreations and Hospitality PVT. LTD.

Client Profile:

Area83 is a Bangalore based adventure sports along with resort booking of rooms and tents business model. They provide multiple adventure sports such as archery tag, bubble soccer, snook ball, giant swing, human foosball, kayaking, off-road bike, rocket ejector, paintball, sky swing, segway, superman, water cycle, tree climbing along with corporate customized packages and room/tent booking.

The Problem:

The resort faced difficulties to manage the inventory, giving live availability of rooms and adventure packages along with corporate & individual packages and meals. Resorts has the capacity to accommodate 350 to 500 guests per day. Due to the lack of an application, the day to day operations was challenging and not having exposure to a global audience which was affecting the sales revenue as well.

Goal:

To have a web-based application which can provide elegant user interface and showcase the beautiful resort property along with the live booking of resort rooms, adventure sports activities, and day out packages. It was expected from the application to provide a better interface to the operations team to manage the reservation and daily need of making food by the kitchen team.

Our Approach & Solution:

Nextwebi team had visited the client place and had multiple levels of discussion with operations & marketing team. After understanding the expectations we have come up with the solution Area83.in which has solved the multiple levels of operation and revenue problems. Some key factors of the application are listed below:

For Admin & Operation team

- Online package creation
- Manage the dynamic pricing for weekdays & weekends along with national holidays booking.
- Manage the online booking and update the offline booking from the system which keeps live inventory seamless.
- Manage daily meals requirement.

For Customers & Corporate

- View the beautiful property with an elegant design of website which is connected with social media. Videos and gallery for a better view and details.
- View the adventure sports packages and check the availability with the calendar-based reservation system.
- User can book the sports, day-out activities along with rooms and tents for a group booking. They can do a secured online payment.
- Corporate can make their customized package along with required sports and food option which can be done effortlessly through dynamic pricing.

Result:

User visits have increased by 300% after the launch of the website. The website helped users to get a clear idea and vision of the resort property, activities, accommodation and available facilities. The website also helped users to have an exceptional user interface experience with online booking and secured payment. The client can easily engage their existing and new customers through their social media engagement and blog posts which helps the client to maintain a long term relationship with their customers. Social media pages, google reviews, customers feedbacks give a clear idea of Area83 which makes a huge impact on their decision making. The website is designed in such a way that the client gets live updates of both online and offline bookings and payment which helps them to manage their inventory efficiently and effortlessly. This helps the client to scale up the business in a massive way.