

# Case Study

**Classic  
Escapes**

[classicescapes.com.au](http://classicescapes.com.au)



[www.raybiztech.com](http://www.raybiztech.com)

## Industry

Travel

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## Project Summary

Classic Holidays is Australasia's largest privately owned Resort and Club Management Company. Founded in 1978, Classic Holidays offers over 40 club property resorts across Australia and New Zealand, as well as 4,000 resorts, hotels and cruises worldwide for their ever growing member base.

Classic Holidays' planned to re-develop their Holiday Booking portal, Classic Escapes, with more exciting features such as world map with all resorts information (classic resorts, holiday exchange, options resorts, cruise regions), comprehensive search facility to explore resorts, members dashboard, and have exclusive resort pages with facilities details, Virtual image & Video galleries, holidays and members yearly counters, enquiry, gift voucher redemption, quiz and trip advisor etc..

Classic Holidays engaged Ray Business Technologies as their technology partner for the re-development of their Holiday Booking Portal. Raybiztech team started with understanding their Holiday & Membership program and scoped out the challenges, deliverables, timelines, technology framework, security and infrastructure requirement.

## Challenges

- ❖ Existing data migration
- ❖ Comprehensive search with faster & accurate results
- ❖ Maintaining data of world-wide resorts
- ❖ Resorts micro sites
- ❖ Responsive framework using bind tuning theme.
- ❖ Displaying Classic resorts, holiday exchange, options resorts and cruise resorts information on world map with pins on and off line feature.
- ❖ Generate reports on holidays, members and resorts
- ❖ Maintaining the enquiry and gift voucher details accordingly.
- ❖ Displaying auto-play video sliders without time lag.
- ❖ Member Reviews and trails
- ❖ Better usability & accessibility for pages in About Us, Member benefits, Member Reviews, Club Properties, FAQ's, PDS, Latest News, Contact Us.

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*"The team at Raybiztech delivered a recent Kentico development project for us. I was impressed with the quality of the work delivered, the level of support provided and the team's understanding of the Kentico platform. They were also really great at value adding to the brief and coming up with alternative approaches which ultimately delivered a better product".*

**Jeff Dermann,**  
Digital Marketing Manager  
Classic Holidays

## Solution

Ray Business Technologies reviewed the business requirements of the application and proposed Kentico CMS for implementing the Classic Escapes application where all the content management will be done. Kentico Enterprise CMS is a leading provider of Content Management Solution, empowering enterprises to quickly build and deploy the Solutions.

- ❖ Delivered new system with complete data migrated
- ❖ The site was delivered with Comprehensive search with faster & accurate results
- ❖ The site also has Resorts micro sites
- ❖ The site was made Responsive using bind tuning theme.
- ❖ Generate reports on holidays, members and resorts
- ❖ Maintaining the enquiry and gift voucher details accordingly.
- ❖ Displaying auto-play video sliders without time lag.
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## Benefits / Business Case

- ❖ Ease of booking holidays for members
- ❖ Time saving for members to search and locate resorts easily
- ❖ User friendly and consistent navigation across the application.
- ❖ World-wide resorts information based on Geographical locations.
- ❖ Allowing users to enquire holidays, gift voucher redemption and email support.
- ❖ Responsive design that works across all mobile devices, tablets, laptop and desktops.
- ❖ Allowing users to easily search across the site.

## Results

The Classic Escapes website saw over 30% rise in members using the new website for Holiday booking, search and enquiries. The members are now also recommending other members to use Classic Holidays' membership program to others.

Members are also immensely benefitted by various new features developed in the new website.

URL: <http://classicescapes.com.au/>

