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## Blue Lagoon Cruises in Fiji decides for RESCO

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The Fiji based cruise company Blue Lagoon Cruises, offering two, three and six night cruises around the Fiji Islands, selected RESCO as their reservations and CRM system after a thorough and detailed evaluation process. According to Josefa Tuamoto, Deputy General Manager Sales & Marketing, Blue Lagoon Cruises will be able to revolutionize their reservations process as well as the management of their customer and agency database with the help of RESCO: "Blue Lagoon is a global brand with 57 years of history in small ship boutique cruising and the only one of its kind in Fiji, and Resco's CRM module will enable us to tap into that rich history to streamline and drive more targeted marketing campaigns in our major markets and make in-roads into new markets. With their in-depth cruising experience, Resco will be able to create a lot of value for Blue Lagoon and we are very excited that we are working together. We see this as an investment into a long term partnership, and with Fiji and the Pacific still a unique cruising destination globally, we believe that Resco will enable Blue Lagoon to benefit from the booming global cruising market".

Blue Lagoon Cruises also actively sells packaged tours providing a cruise and resort combination for a perfect holiday in Fiji. Peter Winqvist, Managing Director from Rescompany Systems Australia, about the new contract: "The opportunity for us to cooperate with such a reputable company shows us again that there is a substantial market for powerful yet user friendly Reservation and CRM software solutions such as ours. RESCO can be adapted to the individual needs of our clients and the ability to access the application remotely guarantees 24 hour support."

Blue Lagoon Cruises offers a fleet of boutique cruise ships with unique itineraries to cruise and showcase the pristine beauty of the Yasawa Islands, including relaxing at the very private island Nanuya Lai Lai which is available for your exclusive enjoyment. The largest vessel, the Mystique Princess, holds a maximum of 72 passengers so Blue Lagoon Cruises can guarantee an intimate cruise experience with a relaxed ambiance to allow you to enjoy this tropical paradise. For information please visit [www.bluelagooncruises.com](http://www.bluelagooncruises.com).

Rescompany Systems provides reservation and CRM software solutions to the travel and leisure industry and can support cruises, day cruises, wholesalers, tour operators, charters, individual excursions, holiday villages and package groups. For more information please visit [www.rescompany.com](http://www.rescompany.com) or contact us directly by email at [pwinqvist@rescompany.com](mailto:pwinqvist@rescompany.com) or [tpfitzer@rescompany.com](mailto:tpfitzer@rescompany.com) or call +61-2-9526 77 11 or +43-6221-7287. Rescompany has local offices in Salzburg, Sydney and Vancouver.

