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RESERVATION SOFTWARE

## Creative Cruising goes Live with RESCO

Sydney/Salzburg, April 2008

After a carefully planned development, product building and testing-phase Creative Cruising, one of Australia's leading cruise wholesalers based in Sydney, is now live on RESCO, the innovative Reservation and CRM software from Rescompany. As Creative Cruising represents various cruise lines from all around the world, the different currencies as well as the various cruise packages on offer needed to be combined in the system. Ernie Skalsky, Managing Director and founder of Creative Cruising, about the successful installation: "RESCO now allows us to carefully control the costs and margins for each booking in the different currencies managed in the system and we have the information at hand anytime. Further, we are able to streamline our reservations operation and greatly enhance the documentation, invoice and report handling for the company with RESCO."

Peter Winqvist, Director of Rescompany Systems Australia Pty Ltd., adds: "We are very pleased with this successful implementation of RESCO as it proves again the flexibility of the system. With our package and cost/pricing modules as well as our yield and financial reporting Creative Cruising now has a database showing the profitability and margins of the various cruises offered. In addition, the advanced integrated CRM management tools allow them to quickly create targeted marketing activities like direct mailings."

Creative Cruising is the official Australian representative of Star Clippers. In addition, Creative Cruising represents Norwegian Cruise Line, Carnival Cruise Lines, Star Cruises, P&O Cruises, Princess Cruises, Royal Caribbean International, Celebrity Cruises, MSC Cruises, Cunard, Classic International Cruises, Louis Cruise Line, Thomson Cruises, Costa Cruises, CruiseWest, Clipper Cruises, Intrav River Cruising and Skorprios Cruises. The company offers cruise only holidays, fly/cruise package holidays and fly, rail & cruise packages combining affordable cruise prices with the best airfares on the most popular airlines out of Australia. For more information please visit [www.creativecruising.com.au](http://www.creativecruising.com.au)

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.

