

Industry Implementations

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Actuate and Indusa Global Collaborate on a Tourism Reporting Solution for Government of The Bahamas

Actuate Corporation and Indusa Global announced a solution for the Government of The Bahamas that will report on and analyze visitor trends, greatly simplifying the task of generating and distributing thousands of enterprise-wide reports to various government ministries and hoteliers. The solution has been developed and managed by Indusa and utilizes Actuate's Enterprise Reporting Application Platform.

Timely reporting and analysis are key for successful capacity planning and marketing effectiveness within the tourism industry. The Government of The Bahamas and Indusa selected Actuate's Enterprise Reporting Application Platform as the front end of their solution in order to help better target potential visitors and implement cost-effective tourism promotion campaigns. The Enterprise Reporting Application will track visitor statistics in order to enable the Ministry of Tourism to develop targeted marketing campaigns based on visitor demographics, income levels, purpose of visit, mode of arrival, and visitor preferences. By developing a focused marketing approach, The Bahamas Ministry of Tourism will be able to reduce overall advertising budgets and maximize the effectiveness of marketing programs.

"Technology is transforming the tourism industry and the Ministry of Tourism intends to be in the forefront of that transformation," said the Hon. Obie Wilchcombe, minister of Tourism of The Bahamas. "We can now improve our productivity because we have accurate information readily available to make intelligent business decisions. One benefit of this information is that we are able to implement better structured programs that bring about the convergence of innovative thinking, people, and technology."

"The key to success in tourism promotion is the identification of the best prospects for tourism products, and thereafter delivering the highest concentration of our marketing messages to those prospects," said Vincent Vanderpool-Wallace, Director General, Ministry of Tourism of The Bahamas. "With Actuate and Indusa, we have found a way to ensure that effective marketing messages are delivered to those in the appropriate income bracket who are inclined to avail themselves of the unique tourism experiences available in The Bahamas."

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