



Wired Island On-line Reservation Services *Quick-Glance Fact Sheet*

WHO

Wired Island Ltd., a locally-based full-service marketing firm, has introduced on-line reservations services focused exclusively on the Turks and Caicos market. The reservation services – called DiscoverTCI - include an interactive booking engine, on-line chat feature and phone/email response program along with a professionally trained and staffed call center in Providenciales.

Roughly 80% of available room inventory in Turks and Caicos is represented by DiscoverTCI. Current suppliers include:

- Alexandra Resort & Spa
- Amanyara
- Beaches Resort & Spa
- Bohio Dive Resort
- Caribbean Paradise Inn
- Club Med
- Coral Gardens on Grace Bay
- Gansevoort/Wymara
- Grace Bay Club
- Grace Bay Suites
- Le Vele
- Nikki Beach
- Northwest Point
- Ocean Club (East & West)
- Point Grace
- Regent Grand
- Royal West Indies
- Salt Cay Villas
- Seven Stars
- The Sands at Grace Bay
- Turks & Caicos Club
- Tuscany
- Villa Del Mar
- Villa Renaissance
- West Bay Club
- Big Blue
- Kissing Fish
- Kenard Cruises
- Spa Tropicque
- Tropical Auto Rentals
- Tropical DMC (Weddings)
- Tropical Imaging
- 50+ private villas

WHAT

Wired Island is providing these services via the Internet at www.discovertci.com and through private-label arrangements. There are no up-front costs for vendors or tourists – the services are provided via a commission structure with the suppliers.

WHY

As a destination for affluent travelers, Turks and Caicos must differentiate itself from better-known places such as the Bahamas and the Cayman Islands as well as market against a challenging global economy and tighter travel budgets. DiscoverTCI reservation services make it easy for travelers to choose Turks and Caicos.

Travel industry trends reinforce the importance of these types of services. Statistics show an increasing percentage of travel is booked on-line and the Internet is the preferred tool for researching and deciding travel plans.

In addition, Wired Island's Discover TCI reservation services are uniquely compelling because:

- The *robust underlying technology* used ensures optimal efficiency;
- The *local knowledge* and sales skills of the *on-the-ground* support team distinguish the destination for customers and result in higher close rates;
- Lower commission structure for hotels compared to larger, on-line agencies means more TCI businesses can participate and make more money;
- There is no cost to participating suppliers or customers because the model is 100% commission based.

Wired Island DiscoverTCI Reservation Services

WHAT PEOPLE ARE SAYING

CUSTOMERS

E-mail from: Sally Buchanan
Subject: You have great employees!

I had a wonderful experience with your agent over the last 24 hours. She was so helpful and guided me to make the right decision for my family's vacation. She wasn't just an order taker, but a true consultant. I so appreciated her helpful advice and her can do attitude. I have spent a week putting this vacation together and have been on the phone with a number of people and she was exceptional in her ability to serve me. In fact, she is the reason I booked this vacation. She was knowledgeable, articulate and provided personal insight on the myriad of options available. I seldom take the time to provide feedback unless it is awful or completely positive. In this case, my expectations were exceeded and I am thrilled to be booked on my upcoming vacation to Turks and Caicos.

PARTNERS

"Wired Island has a good grasp of how to use the Internet to market our property and the TCI in general. The fact that they are based here and understand our destination makes them effective from a sales standpoint. We are pleased with the professionalism that Wired Island is bringing to this destination."

- Lorrie Hicken , US Reservations Manager, **Ocean Club Resorts**

"The site keeps getting better! And it's very easy to use. Well done! And thank you very much for the recommendations. It's greatly appreciated."

- Meryl Cooper, **Spa Tropique**

"A professionally managed and locally-based reservation service focused on just Turks and Caicos properties makes a lot of sense and will provide a much more personal touch for tourists shopping for destinations and accommodations. We're happy to supply room inventory to a service like this - the more channels for people to find us and book rooms, the better these days. Plus, their commission structure is lower than the bigger Online Travel Agencies!"

- Mike Hryniuk, Resort Manager, **Northwest Point Resort**

ADDITIONAL REFERENCES



Coral Gardens on Grace Bay
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Northwest Point Resort
Mike Hryniuk, General Manager
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Villa del Mar
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Regent Grand Resort
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