



## CASE STUDY



Eastern Enterprise developed a portal called WEEKENDJEWEG – an online travel agency which accommodates business hotels on weekends in Netherlands. It has been awarded best travel website for 3 years running.

# About WEEKENDJEWEG

WEEKENDJEWEG is an online travel agency and market leader in accommodating rooms in business hotels on the weekends in The Netherlands. It offers value added services viz. travel + stay arrangements, travel guides, etc.

## Project Challenges

The client wanted to develop an online travel website which would help business hotels find customers for their rooms on weekends since occupancy rates drop drastically during this time. The client also wanted their platform to aggregate and present all their supplier feeds (from their multiple travel suppliers) through one booking engine.

## Our Solution

After a thorough requirement analysis, we deployed a team with deep domain expertise to evaluate the potential of this new channel. We suggested they create a complete custom framework based on PHP for developing the Content Management System across multiple websites.

Eastern Enterprise contributed to the product decisions, redevelopment and helped in choosing the right technology architecture. Our prior experience within this sector poised us for crafting an award winning product with this new booking engine.

## End Result

Not only did we create exactly what they wanted, our solution was cost-effective. The success of our design was almost immediate as Weekendjeweg saw a major increase in the proportion of their bookings, showing a major shift in travel agency booking behavior. They are better meeting the needs of corporate travellers and helping make business travel easy and affordable for everyone.

## Key Benefits

- Integration of all websites within a single technology helped reduce the maintenance cost.
- Through ongoing adoption initiatives, customers are realising that booking via WEEKENDJEWEG makes business sense.

# About Eastern Enterprise

Eastern Enterprise is a Dutch IT service company that specializes in crafting software solutions for startups and S&M enterprises. We are a 250+ strong team of passionate technology artists servicing over 100 clients across Europe to create software solutions that are robust, creative, modern, user-centric, logical and secure.

We specialize in software product development, mobile app development and custom application development for startups. With our mature quality processes, agile development approach and unique engagement model we deliver bespoke solutions for all your business needs.

We work as a trusted technology partner to provide end-to-end solutions for all your software development requirements. We don't simply develop solutions, we craft them for your specific business needs using cutting edge technology platforms.

For more information, please visit:

<https://www.easternenterprise.com>