



# The Airline Connected Journey: Boarding Dynamic Holidays Engine

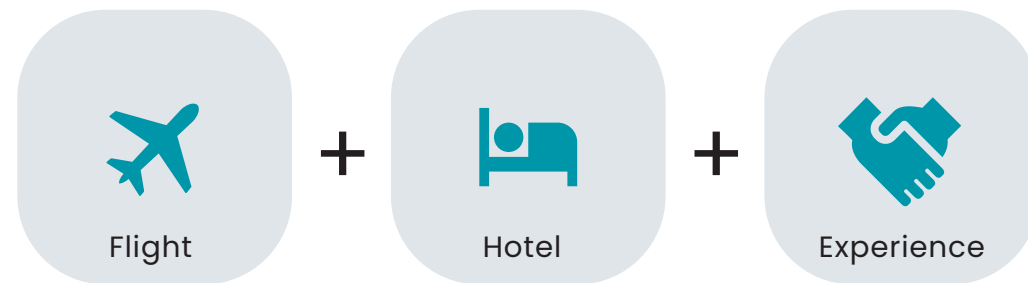


From flights to full journeys – one platform, infinite possibilities.

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Presented by: Caxita Tech Solutions Pvt. Ltd.

# Executive Summary



## **The Goal:**

To evolve OmanAir's website from a flight booking portal into a one-stop dynamic holiday shop.

## **The Mechanism:**

Implement a white-label or custom-built dynamic packaging engine hosted directly under our brand domain.

## **The Value:**

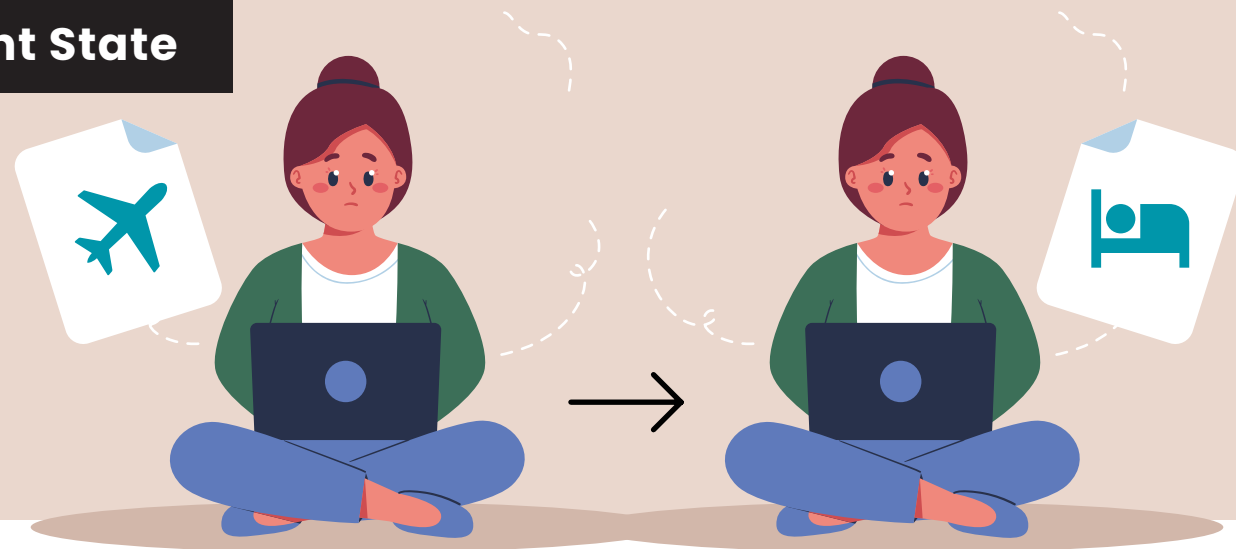
Capture high-margin ancillary revenue currently lost to OTAs (Online Travel Agencies), increase customer stickiness, and leverage our existing traffic.

## **The Ask:**

Approval to proceed to the discovery and vendor selection phase for the Holidays Engine project.

# The Current Landscape & The Missed Opportunity

## Current State



### **The Ask:**

Approval to proceed to the discovery and vendor selection phase for the Holidays Engine project.

### **Customer Friction:**

Travelers want convenience. Booking flights, then searching separately for matching hotels and transfers, is disjointed.

## Future State



### **The "Connected Trip" Demand:**

Modern travelers expect seamless, personalized, end-to-end booking experiences under a trusted brand.

### **Data Gap:**

When they leave our site to book a hotel, we lose valuable data on their final destination preferences and spending habits.

# The Solution: A Dynamic Holidays Booking Engine

What is it? A technology platform integrated into our website that allows users to combine flights (our inventory) with hotels, cars, and activities (third-party inventory) in a single transaction.

"Dynamic" means Real-Time: Unlike traditional fixed holiday packages, prices and availability are generated instantly based on current supply and demand. No pre-bought inventory risk.

Hosted "Under Our Wing": It is not an external link. The user remains onomanair.com, maintains one login session, and experiences consistent branding.



# Strategic Advantages of Airline Integration

## Leveraging Trust:

Customers already trust us with their safety and transport; extending that trust to their accommodation is a natural step.

## Captive Audience:

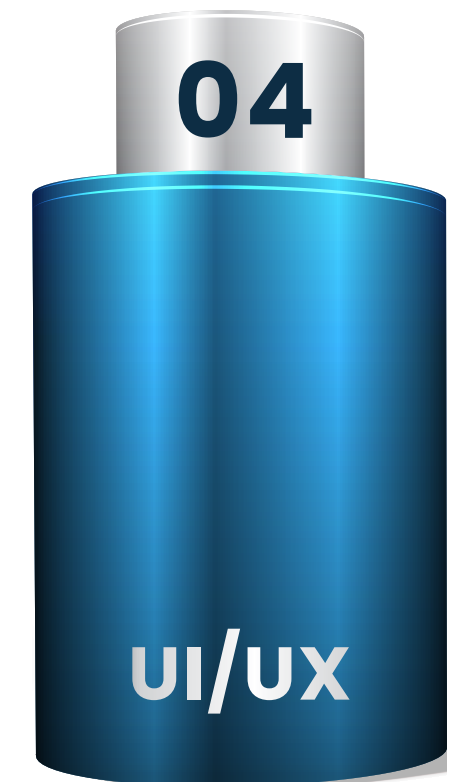
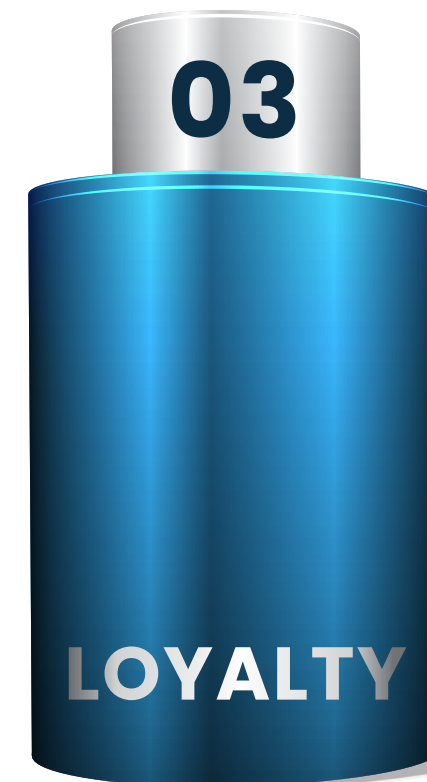
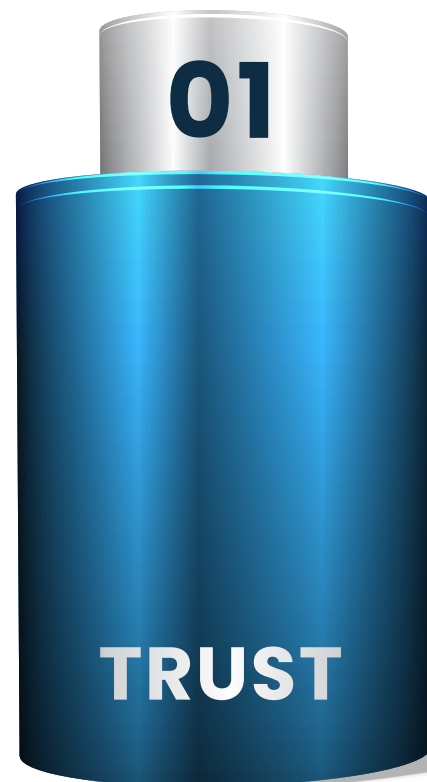
We have millions of monthly unique visitors already looking to travel. Our customer acquisition cost for holidays is near zero.

## Loyalty Synergy:

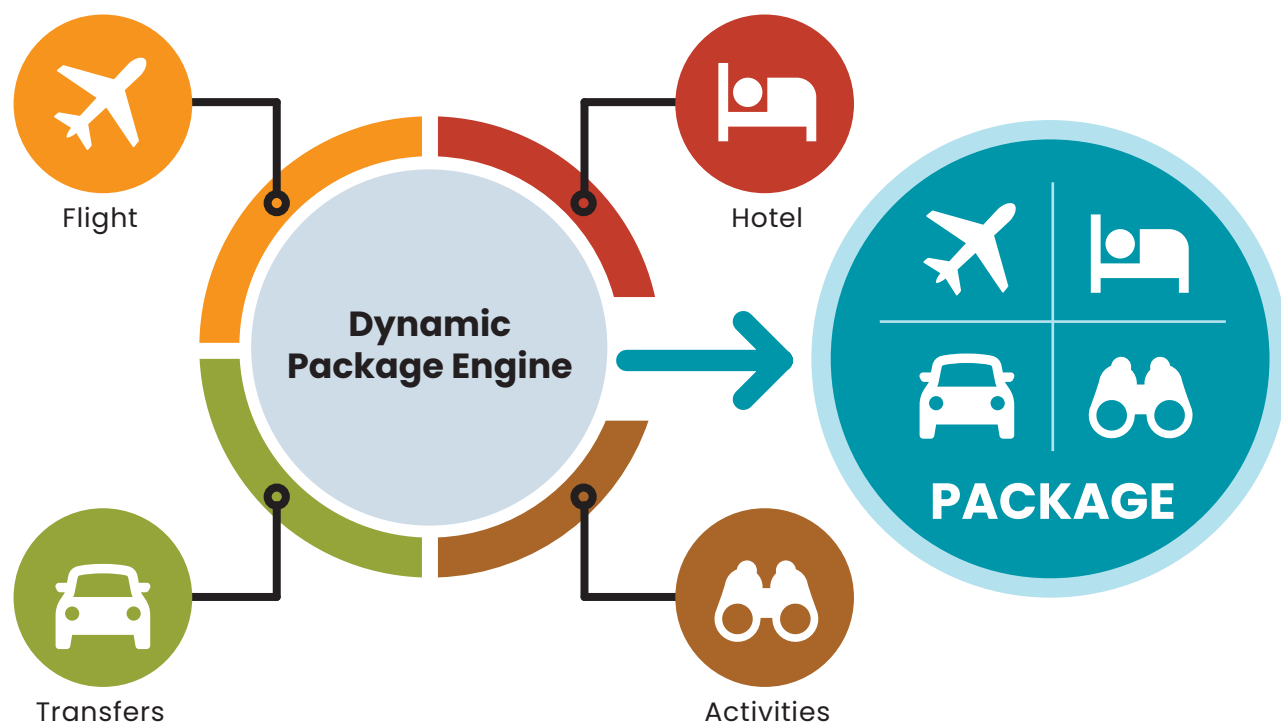
A massive differentiator. Allow customers to earn and burn [Frequent Flyer Program Name] miles on hotel stays and packages.

## Seamless UX & SSO:

Single Sign-On means customer details are pre-filled, making the checkout process faster than any OTA.



# High-Level Technical Architecture



## **The Orchestration Layer:**

The engine acts as middleware, pulling real-time flight availability from our internal PSS (e.g., Amadeus/Sabre).

## **External Inventory Connections:**

Simultaneously connects via APIs to global "bedbanks" (e.g., Hotelbeds, WebBeds) for massive global hotel inventory.

## **The Rules Engine:**

Applying our business logic—markup strategies, preferred hotel partners, and blackouts.

## **Payment Gateway:**

Single payment processing for the entire bundled basket, handling split settlements behind the scenes.

# Key Features for Success



## **Mobile-First Design:**

60%+ of travel research happens on mobile. The booking flow must be flawless on our app.

## **Personalization & AI:**

Suggesting hotels based on flight class booked (e.g., Business Class flight gets 5-star hotel suggestions).

## **Curated Content:**

Don't just offer 500 hotels in Paris. Offer "Our Top Picks for Families" based on data.

## **Post-Booking Upsell:**

Once the package is booked, offer dynamic add-ons closer to departure date (tours, airport transfers).

# Business Case & ROI Drivers



## **Increased Average Transaction Value (ATV):**

Moving from a \$400 flight ticket to a \$1,500 holiday booking.

## **Higher Profit Margins:**

Hotel commissions typically range from 12-20%, significantly higher than airline seat margins.

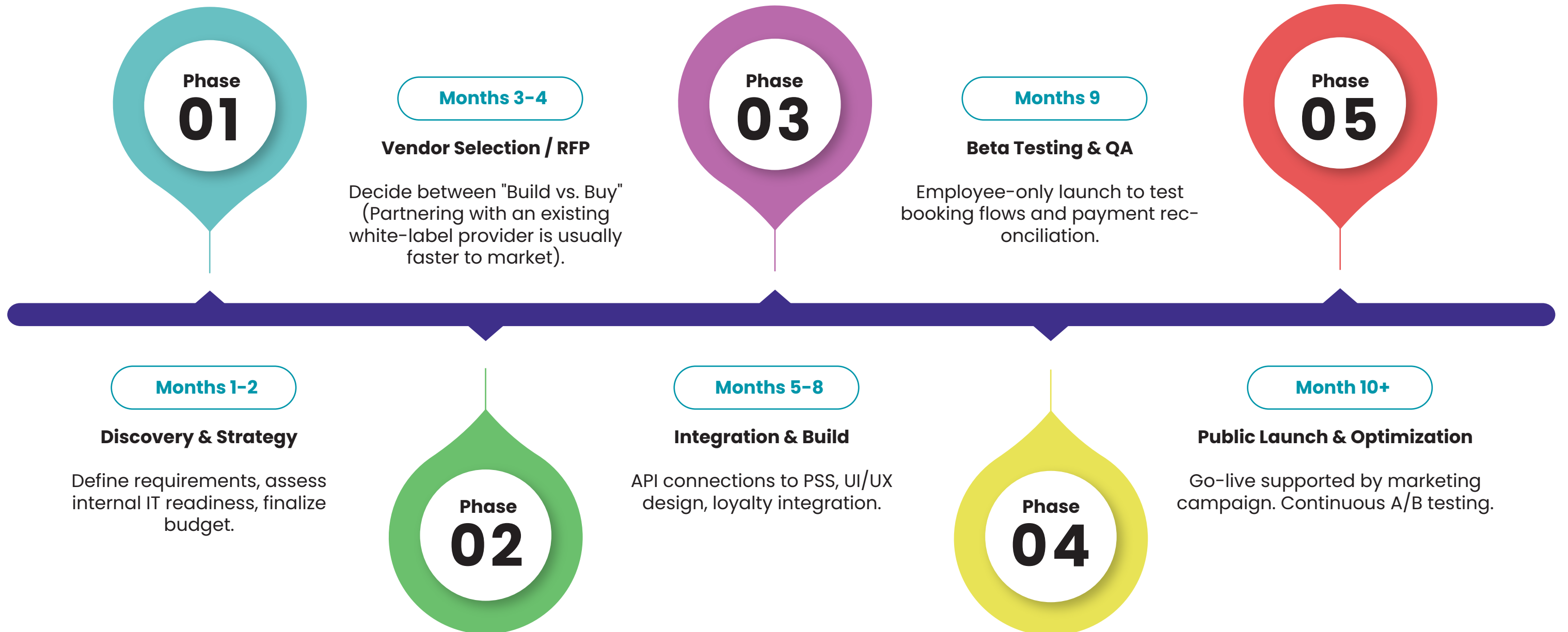
## **Loyalty Program Liability Reduction:**

Allowing members to use miles for hotels reduces the airline's financial liability for unredeemed miles.

## **Operational Efficiency:**

Utilizing dynamic tech means zero inventory risk (we don't pre-buy hotel rooms).

# Proposed Implementation Roadmap



# Risks and Mitigation Strategies

| RISK  | MITIGATION   |
|---|--|
| Technical complexity of integrating legacy airline systems with modern booking engines. | Choose an experienced technology partner who has done airline integrations before.                         |
| Customer service challenges when a hotel provider fails (who do they call?).            | Establish clear SLAs with suppliers; create a dedicated "Holidays Desk" within our existing call center.   |
| Cannibalization of pure flight sales.   | Smart UI design that ensures flight-only customers aren't distracted, while package customers are enticed. |

# Conclusion & Next Steps



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**OMAN AIR**

## **Summary:**

Building a dynamic holiday engine is not just an IT project; it is a strategic commercial imperative to own the travel customer's journey and maximize revenue.

## **Immediate Call to Action:**

**Approve budget for a 6-week detailed Feasibility Study.**

**Form a cross-functional steering committee (IT, Commercial, Digital, Loyalty).**

**Fly Beyond Expectations**

# Commercial Model



- SaaS subscription + transaction fee
- White-label licensing for airlines
- Revenue share on ancillaries

# Question & Answer

Question?



Redefining Airline Holidays — From Booking to Memories.

Thank You

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