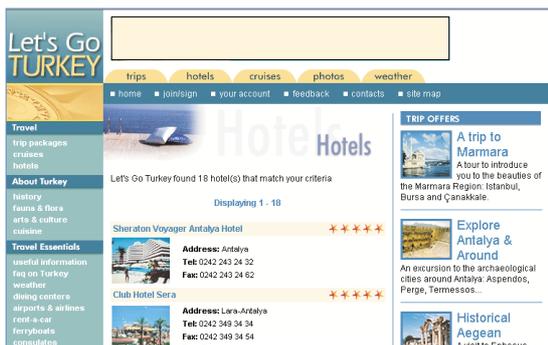


Let's Go Turkey

Online Reservation and Travel Portal

Let's Go Turkey is a comprehensive travel and tourism portal covering the cultural, historical and touristic sites of Turkey. The site serves the needs of leisure and business travelers wishing to visit Turkey as well as Turkish and foreign travel agencies and other tourism services providers.

Let's Go Turkey aims to offer one-stop travel shopping and reservation services, providing reliable access to schedule, pricing and availability information for all major Turkish hotels, tours, cruises, airlines, and car rental companies operating in Turkey. In addition to its reservation and ticketing services, the site offers extensive destination information and travel tips. Let's Go Turkey is a business venture developed by Netwise and its technology partner Praksis.



Online Advice for Travellers

- Visitors can make their travel arrangements and/or get advice from Let's Go Turkey's consultants for their 'dream holiday' via the site's trip planning service: "Trip Monitor" and "Custom Trip".

Challenge:

- Create one of the first travel sites that targets foreign travelers visiting Turkey.
- Enable the users to arrange all details of their visit to Turkey through the web site.
- Create an easy-to-use portal where users could find what they need when they need it.
- Arrange and update vast amount of text and image based content.

Solution:

- Developed rich and easy-to-use hotel and trip search and online reservation functionalities.
- Designed an inviting interface and a comprehensive but easy-to-follow site navigation.
- Developed user management applications.
- Built a content management infrastructure to ease the updating process of site's rich content.
- Created a user-friendly web site focused on enabling a smooth user experience for site visitors and portal members.

Result:

- Let's Go Turkey is a comprehensive online reservation site and travel information resource that hundreds of people from all around the world use to arrange their trips to Turkey.