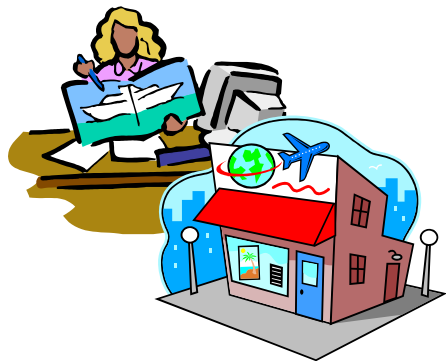


**Concept type**  
Corporate SMS

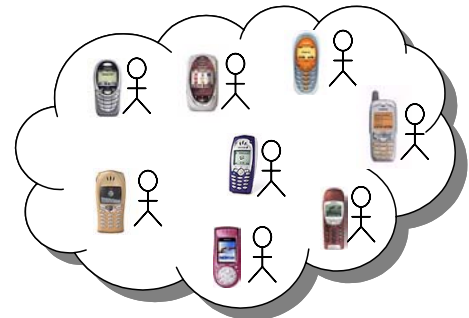
**Business Sector**  
Travelling / travel agency

**Date**  
June 2003

## Wireless services for (online) travel agencies



**Travel agency**



**Customers**

### “Last minute” SMS service

Today there are plenty of services on the Internet for travellers who want to do a bargain on plain tickets, hotel rates, car rental etc. One problem is to notify the customers fast, because not all are connected to Internet all day long.

The simplest solution today is to add an SMS notification service to the present “Last minute” service on the Internet. The customer can get an SMS when the right airplane ticket offer appears. And the customer should be able to respond to the SMS to tell that she want to make a reservation.

If the customer have a mobile wallet, she can pay a deposit with this. Else, answering “OK” to do a reservation could be a Premium SMS, which will be charged by the operator.

To finance this service, let it be a Premium SMS service. The customers should have the opportunity to turn the service on and off by sending an SMS.

