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Connecting the World to Great Adventures

Aug 02, 2007

Ready for Online Reservations: Adventure Central Enables 24 More Tour Operators With E-Commerce Capabilities and Office Management Solutions

DENVER, CO--(Marketwire - August 02, 2007) - With the majority of travel booked online today, consumers are conditioned to look for and book their vacations and excursions on the Internet. But not all segments of the travel industry are as available to consumers. In fact, only four percent (4%) of adventure travel operators have websites that are e-commerce enabled. Now thanks to companies such as [Adventure Central](#)[™], the leading provider of online booking and travel inventory management solutions for adventure travel operators, more tour operators are reaping the benefits of 24x7 online booking and are experiencing greater performance, profitability, and growth. And today, Adventure Central announces 24 more tour operators choosing to increase their productivity and business growth using the Adventure Central Office[™] solution.

Adventure Out, Alpine World Ascents, Big Amazon Fish, Blue Sky Outfitters, Captain Jack's Santa Barbara Tours, Desert Voyagers Guided Raft Tours, East Coast Outfitters, New and Gauley River Adventures, Reed's Canoe Trips, San Juan Mountain Guides, and Snake River Kayak & Canoe recently joined Adventure Central's burgeoning network of tour operators and outfitters. While A Day Away Kayak Tours, Beautiful People Vacations, Epley's Whitewater Adventures, H2O Guides, Lakota River Guides, Point Reyes Outdoors, PowderQuest, Raft Masters, Tag-A-Long Expeditions, Teton Mountain Bike Tours, River & Trail Outfitters, and Wildwater River Tours are now actively better managing their businesses and/or offering online booking on their own websites by utilizing Adventure Central Office[™].

[Adventure Central Office](#) gives adventure tour operators an easy to use, web-based office solution. The full service solution features customer reservations, real-time inventory management reflecting up-to-the-minute bookings, secure payment processing, customer resource management (CRM), automated reservation email communications, and targeted marketing campaigns.

According to Adventure Central, nearly 30% of customers booking adventure travel online do so after hours (between 7 PM and 7 AM) with an average of 3.5 seats per reservation. "Those are bookings that we have not been able to capture until now," said Kizzy Riske, of [RaftMasters](#). "Adventure Central gives us the opportunity to better manage our business and build our customer base at the same time. The access to broader distribution channels is very exciting."

"We're not just helping tour operators with improved office management but also giving them e-commerce capability that increases their bottom line and lifts customer satisfaction," said Dick Schulte, CEO of Adventure Central.

That goodwill is created, in part, by broadening the tour operators' reach and placing their brands squarely in front of thousands of visitors looking for great adventures. Adventure Central's Distribution Affiliate Program enables websites such as www.adventuresportsonline.com and www.allaboutrivers.com to offer adventure and experiential trips, tours and activities through their own sites enhancing their website value and adding a new revenue stream. Travel agents, too,

can access available inventory directly on their computers and book trips for customers in real-time.

About Adventure Central

Based in Denver, CO, Adventure Central is the leading provider of critical business services to adventure and experiential tour operators. The company offers a robust online booking and travel inventory management solution to tour operators as well as connectivity to online distribution partners, delivering new, powerful and cost-effective tools that enable operators to grow revenues, attract and retain customers, and reduce operational costs. For more information on Adventure Central, call 303.292.5522 or visit www.adventurecentral.com.

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