

Making Sales Smoother for Cruise Travel

How Distillery helped an online travel agency startup reimagine bookings for the cruise travel industry.



The Urgency

When the leaders of a digital travel agency startup examined the travel industry, they saw that everything from hotels and rental cars to flights and experiences could easily be booked online—everything except cruises.

Booking a trip with almost any cruise line still requires a phone call. To meet the needs of this under-served segment of travelers, the startup travel agency decided to make waves by becoming the first online booking resource dedicated to cruises.

The Distillery Approach

To help bring the travel agency's vision to life, Distillery's nearshore engineers dove in and got to work.

We began by enhancing the user experience for the startup's website, which connected through the schedules and offerings of major cruise lines through an API and allowed filtering by preferences.

Multiple Distillery teams worked on enhancing UX/UI design, back- and front-end development, QA, and A/B testing the display of services on the site's home page.

The Results

Our team's successes for the client included launching a rewards program, re-designing the checkout review page to increase conversions, and developing tools to cross-sell insurance, luggage services, and third-party partnerships for added revenue.

During a two-year stretch, bookings increased by 100%. That's smooth selling.