

## Case Study: Morrison Tours

Morrison Tours is a long-established travel company providing shore excursions for the cruise ship market. They are a business unit within Cory Brothers Shipping Agency Ltd, and are headquartered in Edinburgh.

### Tour Management System

Cloud Street developed a business system to support the majority of Morrison Tours' operational business processes. It replaced a number of manual, spreadsheet and old database processes. The system is routinely used by ~6 head office staff, managing relationships with hundreds of suppliers providing thousands of excursions & activities annually.

Features of the system include:

- Contact management for customers and suppliers
- Creation and management of schedules of port calls for cruise ships visiting the UK, working with multiple ships, locations, dates, operating companies, and tour options
- Generation of proposals to ship operators, drawing on a library of internal data on tours while allowing detailed customization of details, capacity and pricing structure
- Sub-contractor management, including tracking and invoicing of approved proposals, and an overview of the current position with any particular client proposal
- Automatic generation of supplier requirements for any proposal, integrating with Outlook to send quotation and booking requests
- Generation of on-the-day action plans for each port call, eg allocating tour guides, coaches and customers to individual tour groups

### Technology

The system was developed in Microsoft Access 2007.

### Morrison Tours say

*We wanted to be able to automate various aspects of our travel & tourism business, yet still have fully auditable procedures in accordance with our QA.*

*We interviewed three possible contractors for this work and Cloud Street had the best grasp of what we were trying to achieve.*

*The system has been developed along very logical lines which makes the flow of data easy to understand. Therefore users find the process relatively easy to grasp and training is straightforward.*

*Cloud Street has been very reactive to the various amendments we requested. I would certainly recommend Cloud Street for this type of project*

**Richard Alexander, Managing Director, Morrison Tours**

