



## Upton debuts boutique booking platform

**AUSTRALIAN** cruise and travel IT veteran Dave Upton (pictured) has launched his new 'Boutique Cruising Booking Platform', which promises to "reshape the way companies in the small ship cruising industry manage reservations and enhance guest booking experiences".

Upton's firm ITbyUs was a pioneer in website development for Australian travel agencies, and also currently represents American cruise booking platform Odyssey Solutions in the local market (*CW* 22 Sep 2016).

His new platform specifically targets cruise companies running several cruises on multiple vessels for about 100 guests.

"Designed with meticulous attention to detail, the new affordable Boutique Cruising Booking Platform is tailored to cruise companies wanting to



offer B2C, B2B and B2B2C (travel agents white-label) capabilities," Upton said.

"Gone are the days of waiting overnight for availability confirmation; this platform enables real-time booking responses, revolutionising the speed and efficiency of the booking process for boutique cruise companies," he added.

"Traditionally the boutique cruise industry has grappled with delayed availability responses and a cumbersome booking process.

"Our new platform not only addresses these issues but sets a new standard for streamlined booking experiences."

Upton said the platform has been designed with user-friendliness at the forefront, both for suppliers and guests.

The system's multilingual capabilities ensure a seamless experience for guests worldwide, he added, while further enhancements will also see the platform cater to yacht charters.

"The launch of ITbyUs' Boutique Cruising Booking Platform marks a pivotal moment in the boutique cruising industry," Upton said.

The website for the new development is now live at [bookboutiquecruises.com](http://bookboutiquecruises.com). *BP*

## Big Aurora offer

**AURORA** Expeditions has announced its Choose Your Adventure sale, which includes a US\$2,000 per person air credit for all Antarctica 23/24 voyages or A\$3,000pp for all Arctic & Global '24 voyages.

## The Chat with Jenny



## A Conversation with Martine Nunes

of Oceania Cruises

Click [HERE](#) to listen



## Vote 1 for APT

**APT** is inviting the cruise industry to support its bid for 2023 National Travel Industry Awards glory, via nominations for Best River Cruise Operator and Most Outstanding Tour Operator (Global) - for details see [page five](#).

## Cruise Weekly today

**CRUISE Weekly** today features four pages of all the latest cruise news, plus a full page from **APT**.

## Cruise360 kicks off tonight in Brisbane

**ALMOST** 650 members of the Australasian cruise community will descend on Brisbane this afternoon for a pre-event reception ahead of tomorrow's Cruise Lines International Association (CLIA) Australasia Cruise360 conference.

It's the first time Cruise360 has been held in Qld and comes as the industry anticipates a bumper season of cruising Down Under, according to CLIA Australasia MD Joel Katz.

"The coming summer

promises near-record levels of cruising in Australasia, so this week's conference will help highlight the increasingly important role Brisbane plays as our second-busiest cruise gateway in this region."

The full day event at Brisbane's Royal International Convention Centre will feature a host of international presenters as well as a large trade show with almost 50 exhibitors.

See **Cruise Weekly** and **Travel Daily** tomorrow for all the action.

**TRAVELMARVEL**  
Freedom to Explore



## GREAT RAIL JOURNEYS 2024 OUT NOW

Access your **FREE** marketing tools now via our trade portal

**ATG CONNECT**