



# Avalon Bookings Manager

## User Story



***“The Avalon Bookings Manager system has enabled me to achieve better planning and allocation of our Park Resources than when we ran a manual diary. What’s more, we no longer have to worry about missed or double bookings ”***

***Angela May, Bowdens Crest Caravan & Camping Park – Langport, Somerset***

### The Company Background

Bowdens Crest is a busy and successful Caravan and family run Camping Park

They open all year and offer a range of facilities including:

- Static Holiday Homes
- Touring Caravan and Tent Pitches
- Seasonal Pitches
- Caravan Storage
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They also have a shop, club, bar and restaurant as well as all the usual range of facilities expected from a high quality park.

### The Business Need

When the business started they were able to manage the bookings and invoicing administration process using a paper based diary and card index system. To cope with their business growth they saw the need to make the administration aspects of their business more efficient. Consequently the possibility of using a computer based booking and invoicing system was given some consideration.

### The Solution

Avalon gave Bowdens Crest a demonstration of their Resource Manager software programme called Avalon Bookings Manager. Having seen other products, they judged that this would meet their needs very well.

They liked the ease of use with Avalon Bookings Manager because none of the people who would use the system are computer experts.

### The Result

Having come through their first summer season using the Avalon Bookings Manager, Bowdens Crest find that they can manage their bookings and invoicing much more efficiently than was possible with their old diary system.

The Bookings Manager system can handle their array of seasonal and special promotional prices, which helps ensure that customers are correctly charged for their period of stay. Extras supplied during the stay can also easily be added to the final bill.

They have now set up next year’s prices so that the bookings that they are already taking will be correctly quoted and charged.

The Avalon Bookings Manager database is building into an important source of information about their customers and their business performance. This is key information that was simply not available previously and will help with their business planning.

They also now find it much easier to keep track of arrivals and departures, which at busy periods is particularly helpful.

Angela may says “I am very pleased with my Avalon Bookings Manager system and with the support I have had from the team at Avalon. It is a system I can certainly recommend to other Park Operators.

Bowdens Crest have many regular customers who enjoy the welcome they receive and the superb park setting. Having worked with them during the software installation we can quite see why that is so.

For more information about Bowdens Crest please contact Angela May on 01458 250553 or visit [www.bowdenscrest.co.uk](http://www.bowdenscrest.co.uk)

For more information on Avalon Bookings Manager or to request a demonstration CD please call Roger Burfitt on **08454 30 22 33**, e-mail to [info@avalonsoftware.co.uk](mailto:info@avalonsoftware.co.uk) or visit [www.avalonsoftware.co.uk](http://www.avalonsoftware.co.uk)