

UMAYYA TRAVEL SYSTEM

Enterprise Infrastructure for the Gulf Luxury Market

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The Pivot to Complete Platform Ownership

Umayya Travel has officially replaced the white-labeled Grupo On-Travel portal with a custom-built, enterprise-grade travel agency platform. This new ecosystem is explicitly engineered for the Gulf luxury market, combining operational scale with total brand control.



Enterprise Architecture

Modern web framework.



Native Localization

Full Arabic/English support with right-to-left (RTL) handling.



Bespoke CRM

Built specifically for travel sales and operations.



AI Integration

Native Arabic-fluent chatbot.



Omnichannel Inbox

Unified messaging (Email, WhatsApp, IG, FB, Web).



Total Independence

Self-hosted infrastructure with 100% data ownership.

Resolving the Limitations of Grupo On-Travel

	Grupo On-Travel	Umayya Platform
Language	✗ Spanish/Limited English	✓ Full Arabic/English with RTL
Customization	✗ Locked templates	✓ 100% customizable
Infrastructure	✗ Shared/slow	✓ Dedicated/consistent
Booking Engine	✗ Generic European	✓ Tailored Gulf Luxury
CRM System	✗ Basic contacts	✓ Full travel CRM (scoring, pipeline)
AI Chatbot	✗ None	✓ 24/7 Arabic AI assistant
Payments	✗ Limited European	✓ Major gateways (Stripe, PayPal, Tap, HyperPay, PayTabs)
Messaging	✗ Siloed WhatsApp/Email	✓ Unified Omnichannel Inbox
Reporting	✗ Basic	✓ Custom dashboards & conversion metrics
Itineraries	✗ Basic	✓ Full drag-and-drop builder with PDFs
Control	✗ Vendor-dependent	✓ Complete roadmap control
Revenue	✗ Commission-based	✓ 100% capture

Anatomy of the Umayyia Digital Storefront

Gulf Market Focus

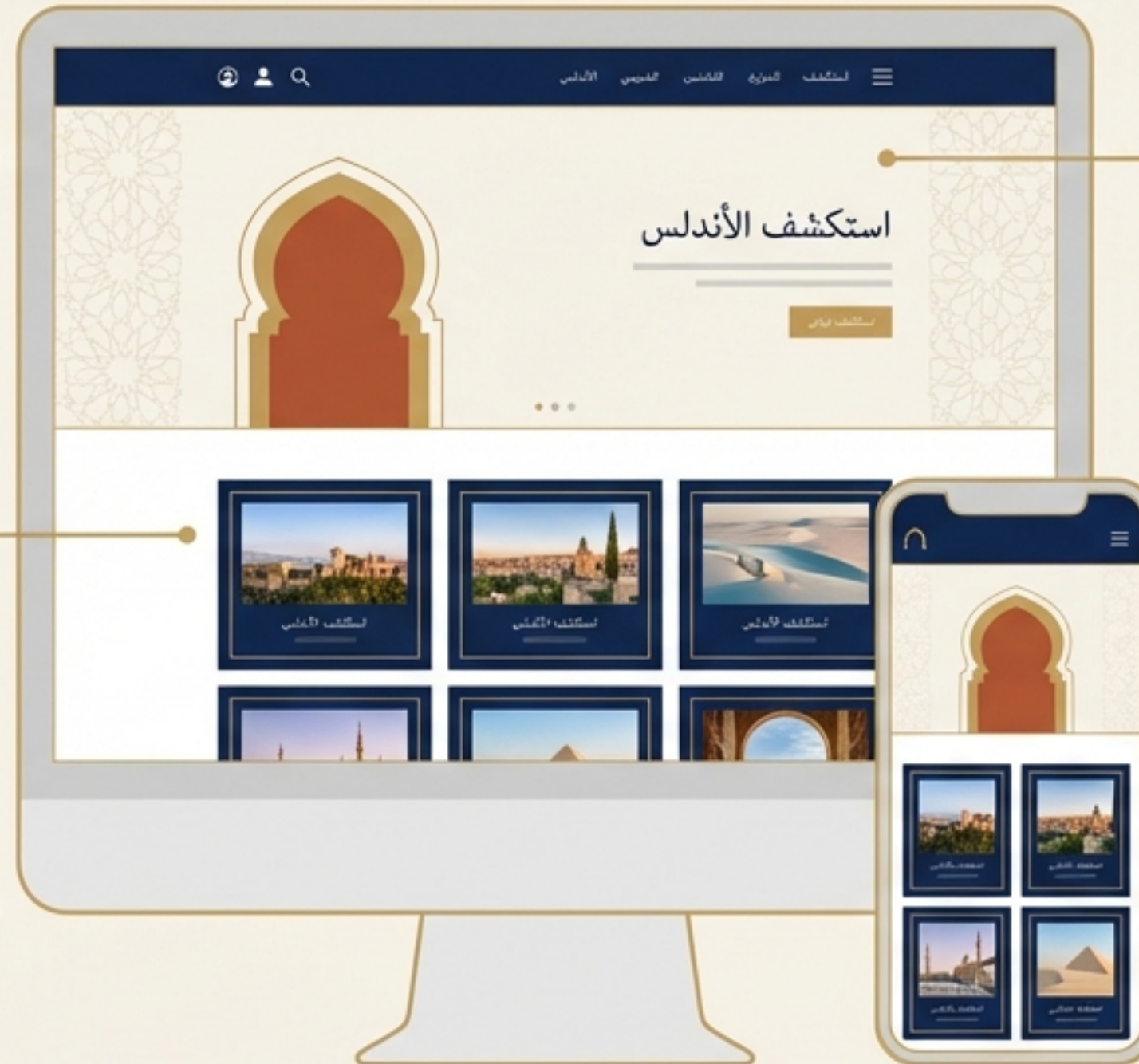
Cultural dimension specifically targeting Saudi, UAE, Kuwait, and Qatar.

Arabic-First Design

Flawless Right-to-Left (RTL) support with proper Arabic typography.

Luxury Aesthetic

Visually anchored in a bespoke navy, gold, and terracotta palette.



Andalusian Heritage

Thematic elements connecting directly to Islamic history in Spain.

Mobile Optimized

Engineered for mobile-heavy browsing habits of Gulf travelers.

Regional Performance

Server architecture optimized for ultra-fast loading across Middle East connections.

End-to-End Operational Engine



Financial Tracking

Multi-Currency Invoices (EUR, USD, SAR, AED, KWD).

Payment Logistics

Track deposits, balances, and trigger automated reminders.

Supplier Management

Centralized hub for hotels, airlines, and transport providers.

Margin Control

Real-time tracking of hard costs versus selling price per booking to protect profitability.

Localized Payments Drive GCC Conversions

Gateways:

stripe *PayPal*

Tap **HyperPay**

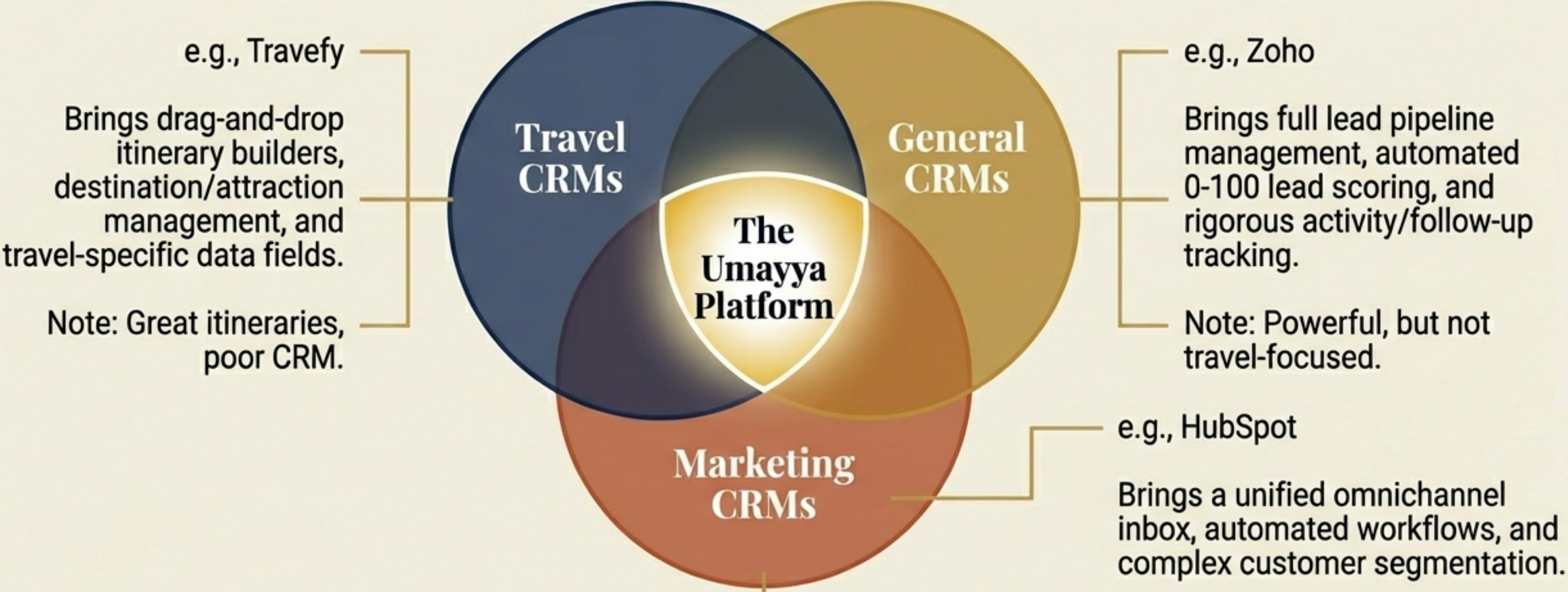
PayTabs

BNPL (Buy Now,
Pay Later):

Tabby **Tamara**

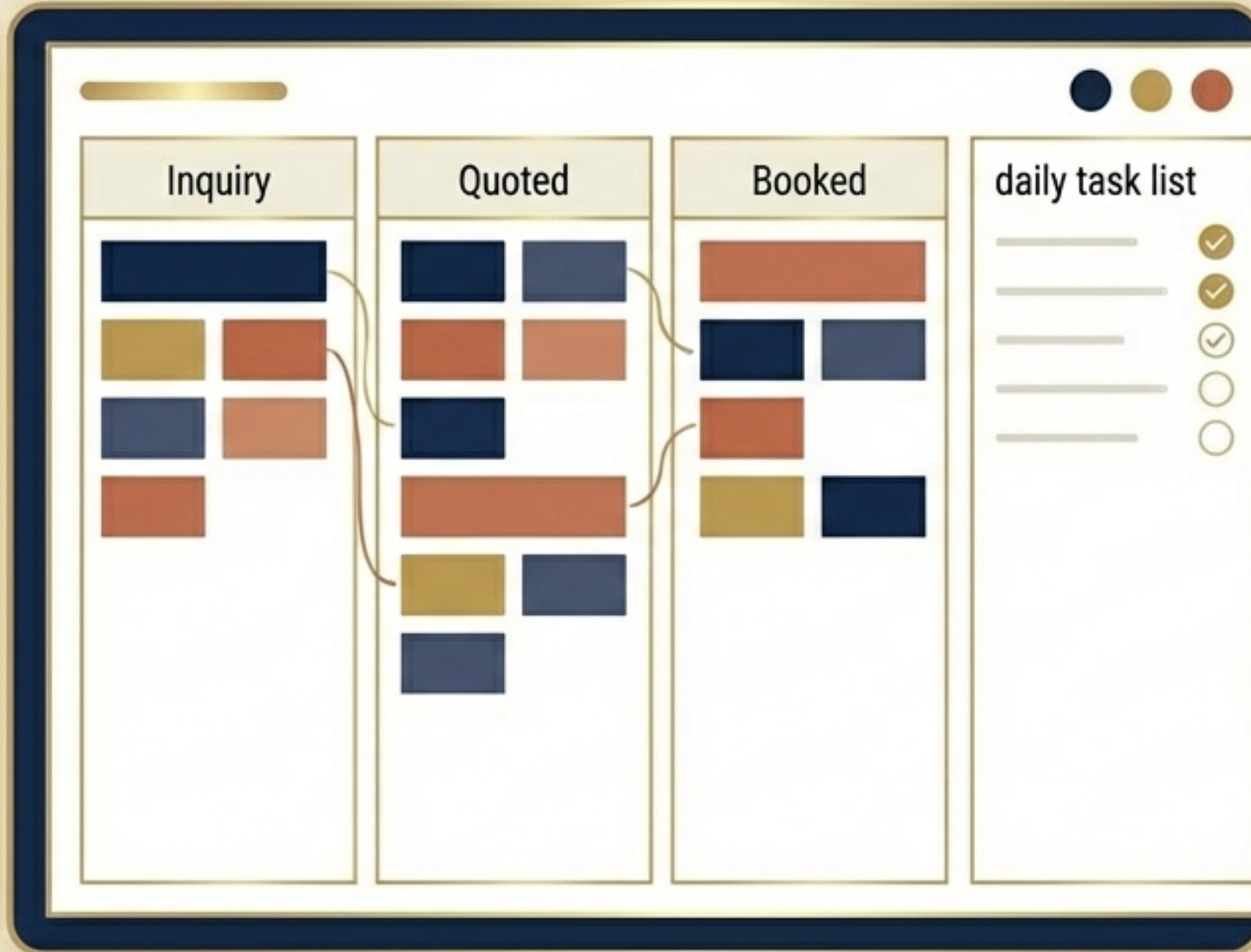
- ◆ Gulf customers abandon carts when forced into foreign gateways; local options are a baseline expectation.
- ◆ BNPL integrations (Tabby/Tamara) are massive growth levers in Saudi Arabia and the UAE.
- ◆ Installment options directly increase conversion rates and average booking values.
- ◆ Frictionless processing across multiple regional currencies (SAR, AED, KWD).

Engineering the “Best of All Worlds” CRM



The bespoke Umayya CRM delivers all these strengths without the licensing fees or feature gaps of off-the-shelf software.

Intelligent Sales Pipeline & Staff Tooling



- ◆ **Automated Lead Scoring**
System grades prospect quality from 0-100 to prioritize high-value inquiries.
- ◆ **Smart Routing**
Inquiries are automatically routed to the most appropriate staff member.
- ◆ **Complete History**
A unified conversation timeline logs all calls, emails, and meetings per contact.
- ◆ **Activity Engine**
Automated follow-up scheduling and task assignments ensure zero dropped leads.
- ◆ **Total Flexibility**
Unlimited custom fields added at zero extra cost.

Actionable Analytics and Reporting

Sales Performance

Total revenue by period, booking volume, and average booking value.



Lead Conversion

Granular inquiry-to-booking rates and time-to-convert metrics.



Revenue Mapping

Profitability broken down by destination.



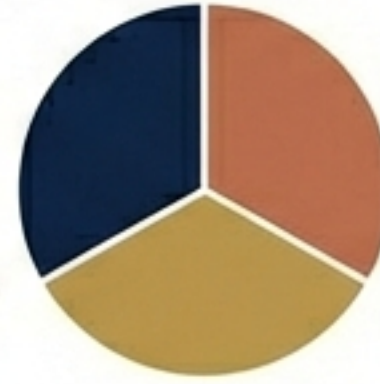
Agent Analytics

Individual team member performance and closing rates.



Attribution

Customer acquisition source tracking (WhatsApp vs. Web vs. Referral).



Marketing ROI

Campaign metrics including open rates, clicks, and direct conversions.



Omnichannel Communication in a Single View



- ◆ Eliminates the need for staff to jump between apps or devices.
- ◆ All customer messages flow into one unified inbox.
- ◆ Staff reply directly from one interface with full two-way messaging capability.
- ◆ Preserves a flawless, uninterrupted conversation history regardless of which channel the client uses to reply.

Google-Powered Arabic AI Assistant



Linguistic Capabilities

- Powered by Google AI technology.
- Flawless comprehension of Modern Standard Arabic and nuanced Gulf dialects.
- Seamlessly handles mixed Arabic/English conversations and Right-to-Left (RTL) text processing.
- Delivers 24/7 immediate response capabilities.



Usage Level	Daily Conversations	Estimated Monthly Cost
Light	50	\$15 - \$30
Moderate	200	\$60 - \$120
Heavy	500	\$150 - \$300

Self-Hosted Email Infrastructure & Automation

Phase 1 (Warmup)

Utilizing PostGrid to guarantee deliverability while building domain reputation.



Phase 2 (Established)

Transitioning to our Self-Hosted server, eliminating all per-email volume charges.

Welcome Series

Introduces the agency and builds immediate trust.

Abandoned Inquiry

Automatically re-engages cold leads after 3 days of silence.

Lifecycle Comms

Proposal follow-ups, Booking confirmations, and Post-trip feedback requests.

Loyalty & Promos

Monthly seasonal destination highlights and automated Birthday/Anniversary special offers.

Targeted Marketing Segmentation Strategy



Demographic

- Gulf Residents: Targeted with Arabic-first campaigns and regional holiday timing.
- Families: Pushed toward family-friendly destinations and school holiday packages.
- Luxury Seekers: VIP services and ultra-luxury premium experiences.



Behavioral

- Highly Engaged (>70% open rate): Used to test new offers and grant early access.
- Cold Leads (No opens in 90 days): Filtered into re-engagement loops.
- Repeat Bookers (2+ trips): Enrolled in loyalty and referral programs.



Interest-Based

- Andalusia Enthusiasts: Tailored cultural and Spanish heritage tours.
- Religious Travelers: Focused Umrah packages and Islamic site tours.
- Honeymoon Couples: Exclusive romantic getaway packages.

Platform Deployment Status

100% Complete & Live

- ✓ Public Luxury Website
- ✓ Staff CRM & Operations Dashboard
- ✓ Sales Pipeline & Lead Scoring
- ✓ Unified Omnichannel Inbox
- ✓ Google AI Arabic Chatbot
- ✓ Drag-and-Drop Itinerary Builder
- ✓ Secure Client Portal
- ✓ Booking, Multi-currency & Invoicing Engine

In Final Development



Self-Hosted Email Marketing Engine

Future Roadmap



Native Mobile Application

Total Ownership, Scalability, and Security



Unmatched Customer Experience

An Arabic-first, culturally resonant digital storefront backed by 24/7 AI and professional itinerary delivery portals.



Radical Cost Efficiency

Complete elimination of monthly CRM licensing fees and per-email volume charges, with highly predictable, heavily optimized AI overhead.



Absolute Independence

Zero reliance on white-label vendor roadmaps. Umayya retains 100% control over the platform, the development priorities, and—most importantly—complete ownership of all customer data.