

# Realm Digital unveils custom tourism and hospitality software

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Realm Digital launches the new Travel Platform 4.0 software which integrates with a variety of online services and offers a holistic package for all industry types, no matter what the requirements.



[Realm Digital](#), a software solutions company, has announced the launch of [Travel Platform 4.0](#), a holistic website development and maintenance tool, developed for South African tourism and hospitality industries. “[Travel Platform 4.0](#) allows the tourism and hospitality sector's small and medium size business owners to take full control of a range of highly specialist [e-business](#), [online marketing](#) and [content management](#) functions without any programming or HTML knowledge. IT professionals or teams of larger multi-national enterprises also benefit as the software simplifies daily tasks and maintenance routine duties,” according to Wesley Lynch, Realm Digital's managing director.

“[Travel Platform 4.0](#) will ensure more business and sales through the web. It will save users time and money, and will ensure that IT human resources are streamlined.” He adds: “The websites of companies such as Grand Roche, SAA Travel Centre Holidays and iKapa Tours were created on the software.”

Travel Platform 4.0 is managed from a single and user-friendly console and unites all the functions of [content management system](#) (CMS), [e-commerce](#), [web analytics](#), [client relationship managements \(CRM\)](#) and [search engine optimisation \(SEO\)](#).

It offers a myriad of features ranging from production and service catalogues, [online bookings and reservations](#), payment processing, e-newsletter design, customer databases, web page content management, event calendars, video and photo libraries, news rooms, and social media integration.

The tourism and hospitality industries are positively booming when it comes to the web. This is the fastest growing and most competitive sector in the e-commerce environment, and one of the most searched for categories on Google. Armed with this information, it only makes sense that Realm Digital has expanded their expertise to fully cater to this large audience and now provide custom developed software that fulfills all tourism and hospitality online needs.

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