



MaMITs

TRAVEL BUSINESS SOFTWARE

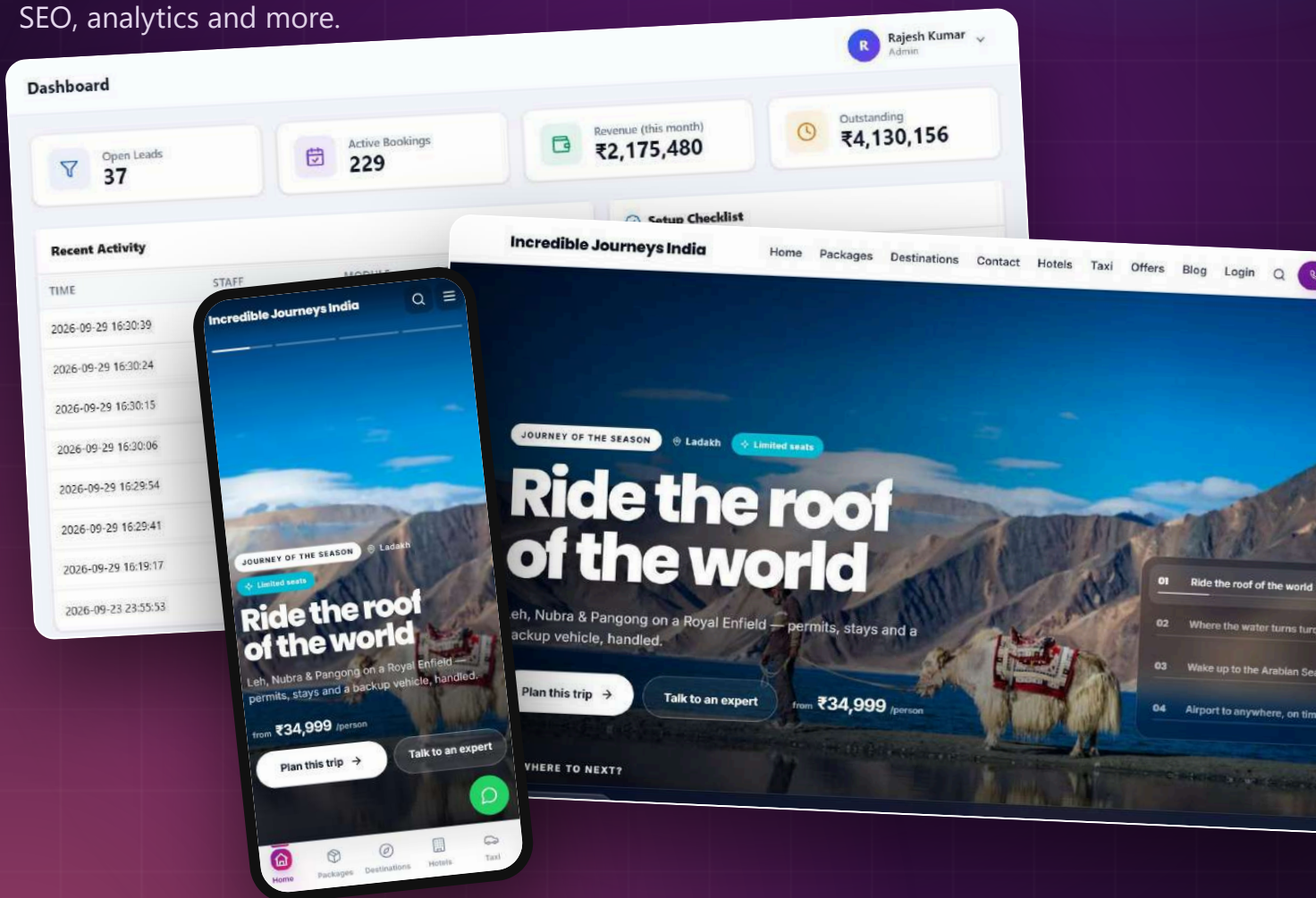
VERSION 1.1.0 · SEPTEMBER 2026

COMPLETE FEATURE GUIDE

Travel ERP

Every feature, explained

A detailed tour of everything MaMITs Travel ERP does for a travel business: sales CRM, quotations, bookings, GST invoicing, payments, tour packages, hotels, cabs, dynamic pricing, a fully editable website, SEO, analytics and more.



CRM

Quotations

Bookings

GST

Payments

Packages

Hotels

Cabs

Website

SEO

Analytics

A product by **MaMITs**

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About this guide

This guide lists **every feature** of MaMITs Travel ERP version 1.1.0, grouped the way a travel business works: first you win the customer (CRM, quotations), then you deliver the trip (bookings, vouchers, cabs, hotels), then you collect the money (GST invoices, payment links, reminders), and all the while your website brings in new enquiries (website builder, SEO, analytics).

Each chapter starts with a short summary of the module, then lists its features in detail with real screenshots. For step-by-step instructions ("how do I do this?") please read the companion document, the **User Manual**, which is in the same folder.

NOTE

All screenshots in this guide were taken from a real installation of version 1.1.0 filled with demo data for a sample agency called **"Incredible Journeys India"**. Your own logo, colours, packages and prices will appear in their place.

How to read this guide

- Menu paths are shown like this: **Settings > Business Profile**.
- Words in `code style` are exact field values, codes or web addresses.
- Coloured boxes highlight tips, examples and important notes.
- Figures are numbered by chapter (for example, Figure 3.2 is the second screenshot in Chapter 3).

01

CHAPTER 1

Product Overview

MaMITs Travel ERP is a complete, self-hosted business system for travel agencies, tour operators, hotel booking desks and taxi operators. One installation gives you a back office (admin panel) and a fast, modern public website that are always in sync.

1.1 What the software is

MaMITs Travel ERP runs your whole travel business from one place. Your team works in the **admin panel**: they capture enquiries, send quotations, confirm bookings, raise GST invoices and collect payments. At the same time, your customers use the **public website**. There they browse packages, hotels and cabs, book and pay online, and log in to a **customer portal** to see their bookings, invoices and vouchers.

Everything shares one database. When a customer books on the website, the booking, the customer record, the GST invoice and the payment link are created instantly and appear in the admin panel. No copy-paste and no double entry.

23

permission-controlled
modules

3

business lines: Tours, Hotels,
Cabs

15

home-page section types

6

analytics dashboards

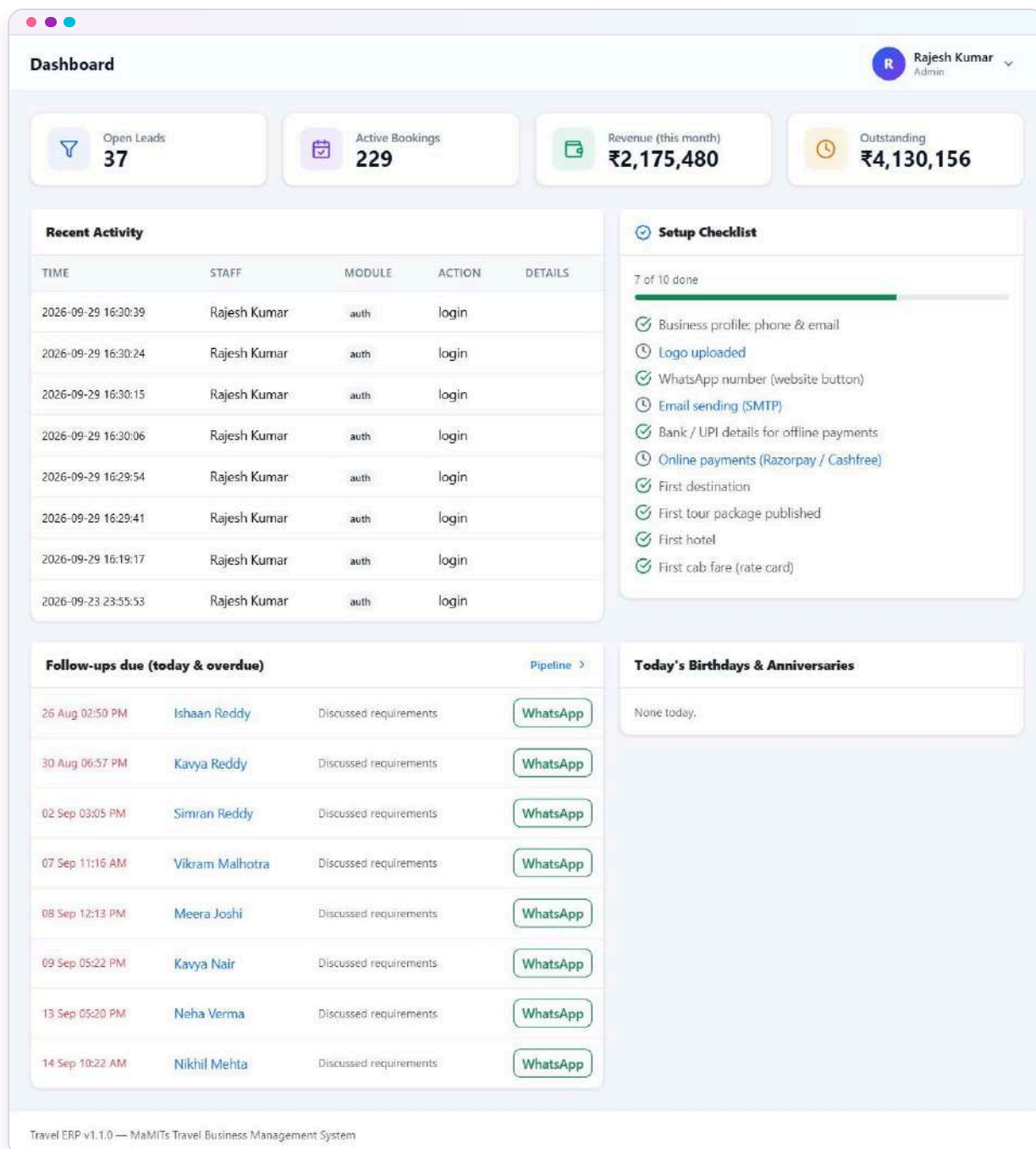


Figure 1.1 The admin dashboard: key numbers, recent activity, setup checklist, follow-ups due and today's birthdays and anniversaries.

1.2 Who it is for

Travel agencies

Sell tour packages, hotels and cabs together, with quotations, bookings, GST invoices and payment collection.

Tour operators

Run fixed-departure group tours with live seat counts, or tailor-made itineraries with day-by-day plans.

Hotel booking desks

Publish hotels with room types, meal plans, seasonal rates, blackout dates and instant booking with inventory.

Taxi and cab operators

Rate cards per city and vehicle, airport transfers, local packages, outstation one-way and round trips, driver and vendor assignment.

Destination management companies

Multi-option quotations, supplier costs and margins, operations vouchers and document checklists.

Growing agencies with a sales team

Roles and permissions, lead assignment, follow-up reminders, team performance reports and an activity log.

1.3 Business modules you can switch on or off

The software has three **business lines**: Tour Packages, Hotels and Taxi / Cabs. You choose which ones your business sells during installation, and you can change your choice at any time in [Settings > Business Modules](#). When a module is switched off, its menus, website pages, home-page sections, search tabs, sitemap entries and report blocks disappear automatically. **No data is ever deleted**: switch the module on again and everything comes back.

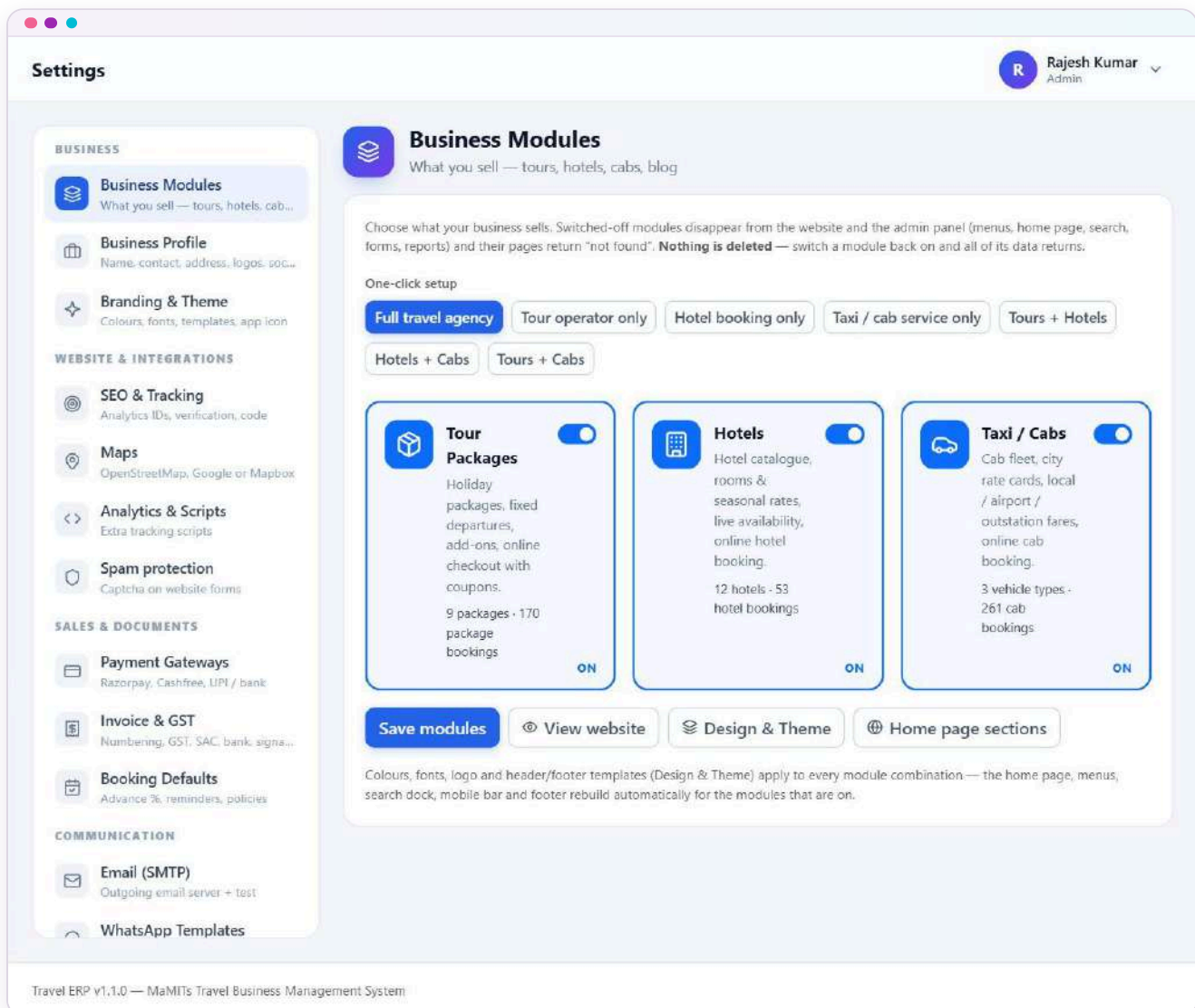


Figure 1.2 Business Modules: one-click presets such as "Tour operator only", "Hotel booking only" or "Taxi / cab service only", or three simple switches.

Preset	Tour Packages	Hotels	Taxi / Cabs
Full travel agency	On	On	On
Tour operator only	On	Off	Off

Preset	Tour Packages	Hotels	Taxi / Cabs
Hotel booking only	Off	On	Off
Taxi / cab service only	Off	Off	On
Tours + Hotels	On	On	Off
Hotels + Cabs	Off	On	On
Tours + Cabs	On	Off	On

1.4 Feature map at a glance

Leads & CRM

Kanban pipeline with drag and drop, list view, sources, custom stages, lost reasons, follow-ups, duplicate-phone check, one-click WhatsApp and call.

Customers

Customer profiles with saved travellers and ID documents, birthdays and anniversaries, GSTIN, tags and full history.

Quotations

Multi-option (A/B/C) proposals, cost and margin, per-person price, versioning (v1, v2...), public link with online acceptance, PDF.

Bookings

Convert a quotation in one click, travellers, room allocation, payment schedule, document checklist, cancellation and refund tracking, vouchers.

GST Invoices

CGST + SGST or IGST, SAC code, discounts, credit notes, amount in words, bank and UPI details, Pay Now button, email.

Payments

Record payments, payment links, Razorpay and Cashfree online payment with webhooks, UPI QR, "I have paid" claims, receipts, reminders.

Coupons

Percent or flat discounts, minimum order, cap, validity, usage limits, per-customer limits, new-customer-only offers.

Tour Packages

Six-tab package editor: itinerary, variants and pricing, fixed departures with seats, inclusions, policies, SEO and FAQs.

Hotels

Room types, EP/CP/MAP/AP rates, seasonal overrides, blackout dates, inventory, amenities, map location, guest reviews.

Taxi / Cabs

Cities, vehicle types, drivers, vendors, rate cards, automatic fare calculation, taxi bookings and vouchers.

Dynamic Fare Engine

Season, weekday, early bird, last minute, demand, festival, flash sale and fuel surcharge rules with smart rounding.

Website Builder

15 home-page section types, pages with 5 layouts, menus, footer builder, lead popup, banners, editable page texts.

Blog

Categories, scheduling, authors, table of contents, FAQ, RSS feed and AMP pages.

SEO Center

Page audit, live keyphrase and readability analysis, schema, sitemaps, robots, llms.txt, redirects, 404 monitor, reviews.

Analytics & BI

Six dashboards: overview, sales, finance and GST, leads, website traffic, operations. CSV export for every table.

Customer Portal

Sign up, log in, bookings, vouchers, invoices and "Pay balance" online.

Team & Security

Roles with view/add/edit/delete permissions per module, cost-visibility flag, activity log, CSRF, rate limits, captcha.

System

Web installer, one-click updates with automatic backup, automatic database migrations, PWA (installable website).

1.5 Technology and hosting

- Runs on normal shared hosting or a VPS: **PHP 8.0 or newer** and **MySQL 5.7+ / MariaDB 10.2+**.
- Works with Apache (cPanel, Hostinger, XAMPP) and LiteSpeed. Pretty URLs are detected automatically; if the server does not support them, the software switches to plain `index.php?p=` links by itself.
- No external services are needed to run it. Optional: an SMTP mailbox for emails, Razorpay or Cashfree for online payments, a captcha provider, Google Analytics, Meta Pixel.
- All pages are mobile-friendly. The public website can be installed on a phone like an app (PWA).
- Designed for scale: tested with **10,000 packages, 10,000 hotels, 10,000 cab rate cards and 1,00,000 quotations**. Every admin list is paginated and indexed. In our tests every screen loaded in under 0.8 seconds.

WHY IT MATTERS

Because the software is self-hosted, your customer data stays on your own server. There are no per-user or per-booking fees, and you can keep your data for as long as you like.

02

CHAPTER 2

Leads & CRM

Capture every enquiry, from your website, WhatsApp, Instagram, walk-ins or referrals. Then move it through a visual sales pipeline until it becomes a booking.

2.1 Sales pipeline (Kanban board)

The pipeline shows one column per stage, for example New, Contacted, Quote Sent, Follow-up, Negotiation, Won and Lost. Each card is one enquiry. You move a lead to the next stage by **dragging the card** into another column.

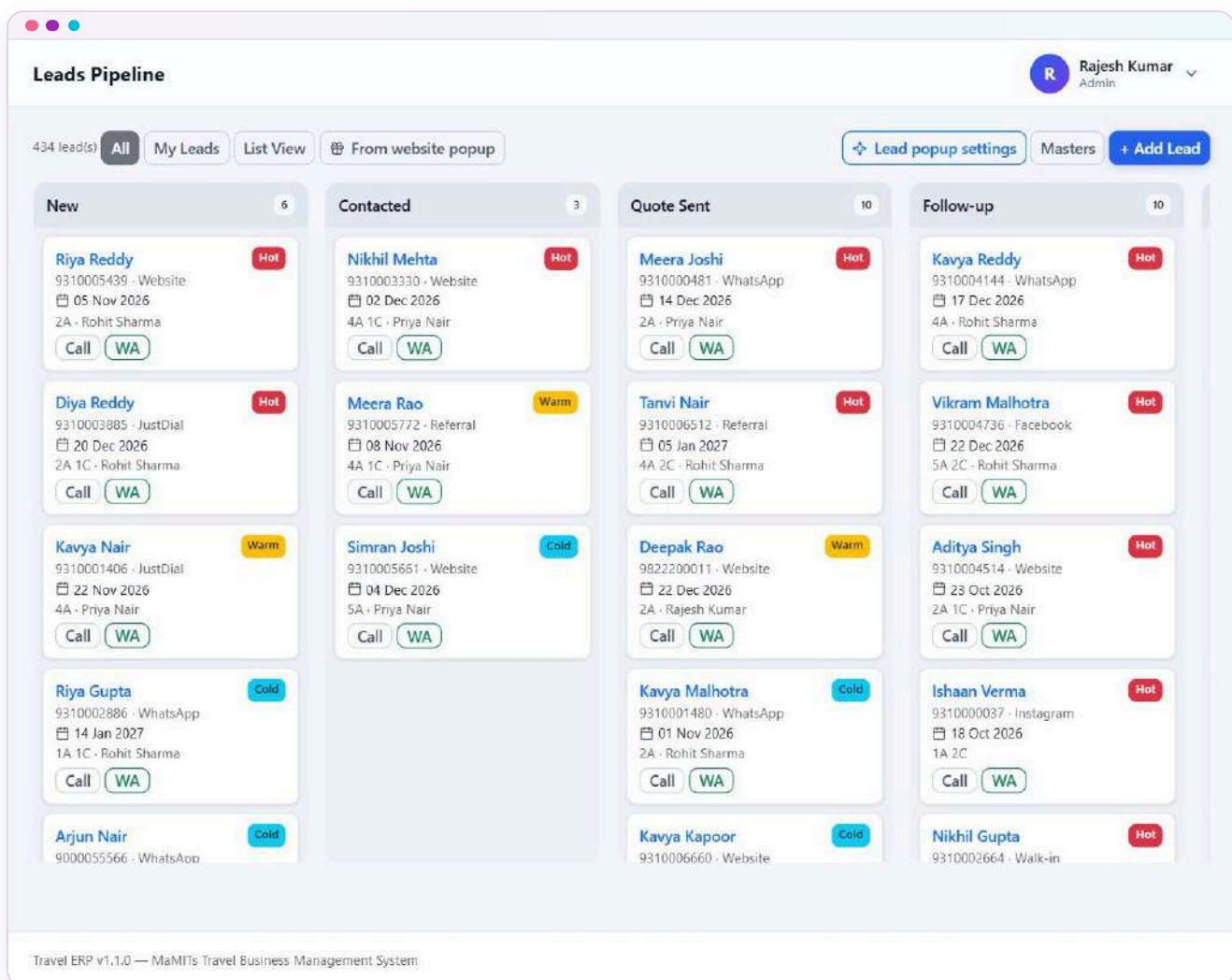


Figure 2.1 The Leads pipeline. Hot leads are shown first. Each card has one-tap Call and WhatsApp buttons.

- Each column shows its **real total count** and the top 50 cards (hot leads first, then the most recently updated). A "+ N more — open the list" link opens the full list for that stage.
- Each card shows the name, a priority badge (Hot, Warm, Cold), phone, source, travel date (with "flexible" if dates can move), number of adults and children, and the assigned staff member.
- **Call** and **WA** buttons on every card open the phone dialler or WhatsApp with the customer's number.

- Dropping a card on the **Lost** column opens a "Lost reason" box, so you always know *why* business was lost.
- Quick filters: All, **My Leads** (leads assigned to me), List view, **From website popup**.

2.2 Lead list with search

Leads — List

Search: Name, mobile or e-mail | All stages | Search | 434 lead(s)

NAME	PHONE	SOURCE	STAGE	PRIORITY	TRAVEL	ASSIGNED	UPDATED	WA	Open
Vikram Singh	9000011122	Instagram	Won	Hot	20 Dec 2026	Rajesh Kumar	2026-09-16 00:21:25	WA	Open
Simran Malhotra	9310006845	Instagram	Lost	Hot	10 May 2026	Rohit Sharma	2026-02-13 18:16:24	WA	Open
Simran Malhotra	9310004477	WhatsApp	Lost	Hot	17 Oct 2026	Priya Nair	2026-07-15 10:59:22	WA	Open
Vikram Sharma	9310000555	Website	Won	Hot	16 Jan 2026	Priya Nair	2025-12-13 16:47:12	WA	Open
Arjun Singh	9310002035	Other	Won	Hot	23 May 2026	Priya Nair	2026-02-07 09:20:01	WA	Open
Karan Kapoor	9310005217	Walk-in	Negotiation	Hot	05 Jan 2027	Rohit Sharma	2026-09-24 11:54:27	WA	Open
Kavya Rao	9310002590	Facebook	Won	Hot	09 Oct 2026	—	2026-08-12 18:25:04	WA	Open
Sneha Singh	9310004625	Walk-in	Lost	Hot	14 Apr 2026	—	2026-03-08 13:45:06	WA	Open
Ananya Gupta	9310005809	Walk-in	Lost	Hot	21 May 2026	Priya Nair	2026-04-19 14:44:34	WA	Open
Sneha Patel	9310000296	JustDial	Lost	Hot	06 Feb 2026	Rohit Sharma	2025-12-09 18:29:45	WA	Open
Ananya Gupta	9310000925	Referral	Lost	Hot	25 Jun 2026	Priya Nair	2026-03-26 12:49:09	WA	Open
Kavya Rao	9310002590	Referral	Lost	Hot	22 Oct 2026	Priya Nair	2026-08-21 15:34:57	WA	Open
Sneha Joshi	9310006253	Referral	Lost	Hot	03 Mar 2026	Rohit Sharma	2025-12-29 14:44:36	WA	Open
Tanvi Reddy	9310003441	JustDial	Lost	Hot	17 Sep 2026	Rohit Sharma	2026-06-09 10:25:32	WA	Open
Nikhil Joshi	9310004551	WhatsApp	Lost	Hot	30 May 2026	Rohit Sharma	2026-03-26 14:12:33	WA	Open
Riya Reddy	9310005439	Website	New	Hot	05 Nov 2026	Rohit Sharma	2026-09-22 12:09:52	WA	Open
Nikhil Joshi	9310004551	Website	Lost	Hot	24 Sep 2026	Rohit Sharma	2026-09-06 11:14:17	WA	Open
Simran Singh	9310006364	Website	Negotiation	Hot	30 Oct 2026	Rohit Sharma	2026-09-09 11:32:00	WA	Open
Nikhil Verma	9310003774	Website	Lost	Hot	04 Oct 2026	—	2026-07-24 12:51:57	WA	Open
Aarav Malhotra	9310000111	WhatsApp	Lost	Hot	08 Aug 2026	—	2026-07-08 10:43:44	WA	Open
Karan Malhotra	9310005846	WhatsApp	Won	Hot	25 Sep 2026	—	2026-06-01 17:44:08	WA	Open
Arjun Kapoor	9310005180	Referral	Lost	Hot	21 Oct 2026	Priya Nair	2026-09-12 14:32:10	WA	Open
Sneha Patel	9310000296	Other	Lost	Hot	13 Jul 2026	Priya Nair	2026-06-11 19:45:55	WA	Open
Rohan Sharma	9310004958	Website	Lost	Hot	09 Aug 2026	Rohit Sharma	2026-07-24 09:05:11	WA	Open

Figure 2.2 List view: search by name, mobile or email and filter by stage. Results are paginated, so the list stays fast even with lakhs of leads.

2.3 Lead form and duplicate protection

Add Lead

Rajesh Kumar Admin

Name * Phone * Email

City Source * Assigned To

Destination Interest Approx Travel Date Pax (A / C / Infants)

Select destination interest... dd-mm-yyyy 2 0 0

Budget Range (₹) min max Priority Warm

Notes

☐ Create anyway (skip duplicate phone check)

Add Lead Cancel

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Figure 2.3 Adding a lead: contact details, source, assigned staff, destinations of interest, travel date, travellers, budget and priority.

- Fields: name, phone (10–15 digits), email, city, **source**, **assigned to**, **destination interest** (several destinations), approximate travel date with a "dates flexible" tick, adults / children / infants, budget range (minimum and maximum ₹), priority (Hot, Warm, Cold) and notes.
- **Duplicate check:** if the phone number already belongs to an open lead or to an existing customer, the software warns you and links to the existing record. You can still choose "Create anyway".
- New leads start in the first stage ("New"). Every save is recorded in the activity log.

2.4 Lead page: follow-ups, timeline and conversion

Lead — Vikram Singh Rajesh Kumar Admin

Vikram Singh Hot Edit

9000011122 - vikram.singh@example.com - Chandigarh

Stage: Won
Source: Instagram - **Assigned:** Rajesh Kumar
Interest: Manali
Travel: 20 Dec 2026
Pax: 2 adults
Budget: ₹30,000 – ₹45,000
 Honeymoon couple, wants candlelight dinner + Volvo.

Call WhatsApp + Create Quotation
Convert to Customer

Move stage
 Won Update

Add Follow-up
 Call dd-mm-yyyy --:-- --
 What was discussed?
Save Follow-up Next date set karoge to dashboard reminder aayega.

Quotations
 QTN-0001 v1 Viewed 2026-09-16 00:20:27

Follow-up History

2026-09-28 16:26:12	Meeting	Customer visited office, chose Deluxe option. Asked for candle-light dinner.	Next: 01 Oct 04:26 PM	Rajesh Kumar
2026-09-24 16:26:12	Whatsapp	Shared Option A / Option B quotation link on WhatsApp.	Next: 26 Sep 04:26 PM	Rajesh Kumar
2026-09-21 16:26:12	Call	Discussed Manali dates — prefers early October, budget 80-90k for 2.	Next: 23 Sep 04:26 PM	Rajesh Kumar

Activity Timeline

2026-09-16 00:21:25	won	booking from QTN-0001	Rajesh Kumar
2026-09-16 00:20:37	quote_sent	QTN-0001	Rajesh Kumar
2026-09-16 00:20:27	quote_created	quotation #1	Rajesh Kumar
2026-09-16 00:19:51	create	Vikram Singh	Rajesh Kumar

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Figure 2.4 A lead's page: summary, stage change, follow-up history, linked quotations and a complete activity timeline.

- **Move stage** with a dropdown. Choosing a "lost" stage asks for a lost reason.
- **Add follow-up:** mode (Call, WhatsApp, Email, Meeting), next follow-up date and time, and a note. Follow-ups that are due today or overdue appear on the **dashboard**, so nobody forgets to call back.
- **+ Create Quotation** opens a new quotation already filled in with the customer, travellers and a title.
- **Convert to Customer** creates a customer profile from the lead. If a customer with the same phone already exists, the lead is linked to that customer instead.
- **Activity timeline:** every change, quotation created, quotation sent and stage move, with date and staff name.
- **Automation:** when a booking is created from a quotation, the linked lead moves to **Won** automatically.

2.5 Masters: sources, stages and lost reasons

The screenshot shows the 'Lead Masters' management interface. At the top right, there is a user profile for 'Rajesh Kumar Admin'. The interface is divided into three main sections: 'Sources', 'Pipeline Stages', and 'Lost Reasons'.

Sources: This section has a 'New source' input field with an 'Add' button. Below it, a list of existing sources is shown with their counts in parentheses: Facebook (50), Instagram (38), JustDial (36), Other (15), Referral (52), Walk-in (37), Website (126), and WhatsApp (80).

Pipeline Stages: This section has a 'New stage' input field with an 'Add' button. Below it, a list of stages is shown with their order numbers, names, counts, and status icons (checkmarks for active, 'X' for inactive):

Order	Stage Name	Count	Status
1	New	6	Active
2	Contacted	3	Active
3	Quote Sent	10	Active
4	Follow-up	10	Active
5	Negotiation	8	Active
6	Won	121	Active
7	Lost	276	Active

Below the list, a note states: 'Won/Lost are system stages — they cannot be renamed, only reordered.'

Lost Reasons: This section has a 'New reason' input field with an 'Add' button. Below it, a list of reasons is shown with their counts in parentheses: Booked with competitor (60), No response (51), Other (51), Plan cancelled (63), and Price too high (51).

At the bottom left, there is a button labeled '← Back to Pipeline'. At the bottom of the page, a footer reads 'Travel ERP v1.1.0 — MaMITs Travel Business Management System'.

Figure 2.5 Lead Masters: add your own sources (e.g. "Google Ads"), pipeline stages and lost reasons.

- Default sources: Website, WhatsApp, Instagram, Facebook, Walk-in, Referral, JustDial, Other.
- Default stages: New, Contacted, Quote Sent, Follow-up, Negotiation, Won, Lost. You can add stages and change their order. The system stages (New, Won, Lost) are protected.
- Default lost reasons: Price too high, Plan cancelled, Booked with competitor, No response, Other.
- Items that are in use cannot be deleted, so your reports never break.

2.6 Website leads are created automatically

Every enquiry form on your website creates a lead automatically: package pages, destination pages, contact page, home-page call-back, lead popup and hotel enquiries. The lead records **where the visitor came from**: Google, Facebook, Instagram, an ad campaign (UTM), a referral website or direct. You can see which marketing channel brings real business. A repeat enquiry from the same phone is added to the existing open lead as "[Repeat enquiry]" instead of creating a duplicate.

03

CHAPTER 3

Customers

A single, complete profile for each customer, with contact details, family members and their ID documents, GST details, special dates and the full history of leads, quotations and bookings.

Customers Rajesh Kumar Admin

202 customer(s) + Add Customer

SEARCH
Name, phone or email... Apply Reset

NAME	PHONE	CITY	TRAVELLERS	QUOTATIONS	TAGS	ACTIONS
Kavya Malhotra	9310006993	Ahmedabad	0	1		
Sneha Iyer	9310006956	Pune	0	0		
Pooja Joshi	9310006919	Bengaluru	0	1		
Ananya Das	9310006882	Chennai	0	3		
Simran Malhotra	9310006845	Jaipur	0	1		
Kavya Reddy	9310006808	Delhi	0	0		
Diya Sharma	9310006771	Lucknow	0	1		
Ananya Malhotra	9310006734	Jaipur	0	0		
Ishaan Gupta	9310006697	Delhi	0	0		
Kavya Kapoor	9310006660	Lucknow	0	1		
Rohan Mehta	9310006623	Mumbai	0	1		
Kavya Verma	9310006586	Pune	0	2		
Nikhil Iyer	9310006549	Pune	0	1		
Tarvi Nair	9310006512	Chennai	0	0		
Rahul Bose	9310006475	Hyderabad	0	0		
Tarvi Sharma	9310006438	Kolkata	0	2		
Kavya Sharma	9310006401	Hyderabad	0	2		
Simran Singh	9310006364	Bengaluru	0	1		
Ananya Das	9310006327	Kolkata	0	1		
Tarvi Verma	9310006290	Bengaluru	0	1		
Sneha Joshi	9310006253	Mumbai	0	2		

Figure 3.1 The customer list: search by name, phone or email. Shows city, number of saved travellers, quotations and tags.

3.1 Customer profile

Edit Customer

Rajesh Kumar Admin

Name * Arjun Sharma Phone * 9310000851 Alternate Phone

WhatsApp (if different) Email bi.cust23@example.com Company

Address City Kolkata State West Bengal

Date of Birth dd-mm-yyyy Anniversary dd-mm-yyyy GSTIN Tags (comma separated) vip, repeat

Notes

Saved Travellers + Add Traveller

NAME	DOB	GENDER	ID TYPE	ID NUMBER
------	-----	--------	---------	-----------

Update Customer Cancel

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Figure 3.2 Customer form with contact details, GSTIN, date of birth, anniversary, tags and saved travellers.

- Name, **phone (unique; the phone number is the customer's identity)**, alternate phone, separate WhatsApp number, email, company, address, city, state.
- **Date of birth** and **anniversary**. The dashboard shows today's birthdays and anniversaries with a one-click **Send Wish** WhatsApp message.
- **GSTIN** for B2B customers. It is copied automatically onto their GST invoices.
- **Tags** such as vip , repeat , corporate .
- **Saved travellers**: family members or colleagues with date of birth, gender, ID type (Aadhaar, PAN, Passport, Voter ID, Driving Licence) and ID number. When you make a booking, the **Prefill from Saved** button copies them in one click.

3.2 Customer page and documents

Customer — Ananya Gupta

Ananya Gupta [Edit](#)

Phone: 9310000925
Email: bi.cust25@example.com
Address: Kolkata West Bengal

[WhatsApp](#) [Call](#) [+ Quotation](#)

Documents
e.g. Aadhaar from [Choose File](#) [N...](#) [Up](#)
No documents uploaded.

Saved Travellers

NAME	DOB	GENDER	ID
No saved travellers — use Edit to add them.			

Quotations

QTN-719 v1	Rejected	2026-03-31 13:49:09
QTN-685 v1	Accepted	2026-02-28 15:07:02
QTN-645 v1	Expired	2026-05-14 12:11:10
QTN-582 v1	Viewed	2026-05-19 16:33:01
QTN-568 v1	Accepted	2026-09-05 11:42:11
QTN-549 v1	Rejected	2026-05-27 10:36:33
QTN-512 v1	Accepted	2026-07-31 10:53:16

Leads History

Lead #406	Lost	2026-03-26 12:49:09
Lead #336	Won	2026-02-27 15:07:02
Lead #261	Lost	2026-05-11 12:11:10
Lead #158	Lost	2026-05-18 16:33:01
Lead #119	Won	2026-09-04 11:42:11
Lead #87	Lost	2026-05-26 10:36:33
Lead #25	Won	2026-07-27 10:53:16

Bookings & Ledger

Booking history and the payments ledger appear here.

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Figure 3.3 Customer page: contact card, quick actions, document uploads, saved travellers, quotations and leads history.

- Quick actions: **Edit, WhatsApp, Call, + Quotation.**
- **Documents:** upload passport, Aadhaar or visa copies (JPG, PNG, WEBP, SVG or PDF) with a title. Deleting documents needs a special permission.
- **Leads history:** every enquiry from this customer, matched by customer link or phone number.
- Customers are also created automatically from website bookings, portal sign-ups, lead conversion and the quick-add box in quotations.

04

CHAPTER 4

Quotations

Build beautiful multi-option proposals in minutes, send them by WhatsApp and email, and let the customer accept online. Every revision is kept as a new version.

The screenshot displays the 'Quotations' management interface. At the top, there's a header with the user 'Rajesh Kumar Admin' and a '+ New Quotation' button. Below the header, it shows '234 quotation(s)' and a search bar with the placeholder 'Quote no, customer, title...'. A status filter dropdown is set to 'All'. The main table lists individual quotations with columns for Quote No., Customer, Title, From (Min Option), Options, Valid Till, Status, and Actions. The status column uses color-coded labels: 'Rejected' (red), 'Expired' (yellow), 'Accepted' (green), and 'Viewed' (blue). Each row also includes icons for printing and sharing.

QUOTE NO.	CUSTOMER	TITLE	FROM (MIN OPTION)	OPTIONS	VALID TILL	STATUS	ACTIONS
QTN-733	Simran Malhotra 9310008845	Holiday plan	₹79,274.69	1	25 Feb 2026	Rejected	
QTN-732	Karan Nair 9310000074	Holiday plan	₹41,747.44	1	31 Jan 2026	Expired	
QTN-731	Rohan Mehta 9310003552	Holiday plan	₹93,562.98	1	19 Mar 2026	Accepted	
QTN-730	Vikram Sharma 9310000555	Holiday plan	₹32,759.46	1	27 Dec 2025	Accepted	
QTN-729	Meera Singh 9310002405	Holiday plan	₹84,640.01	1	01 Jun 2026	Accepted	
QTN-728	Arjun Singh 9310002035	Holiday plan	₹118,492.98	1	21 Feb 2026	Accepted	
QTN-727	Karan Kapoor 9310005217	Holiday plan	₹115,836.62	1	08 Oct 2026	Viewed	
QTN-726	Rohan Bose 9310006031	Holiday plan	₹51,334.54	1	12 Apr 2026	Rejected	
QTN-725	Diya Kapoor 9310004588	Holiday plan	₹169,308.35	1	21 Jul 2026	Expired	
QTN-724	Rohan Mehta 9310006623	Holiday plan	₹141,147.17	1	24 Jul 2026	Expired	
QTN-723	Ananya Gupta 9310004218	Holiday plan	₹95,734.49	1	03 Jun 2026	Rejected	
QTN-722	Kavya Reddy 9310004144	Holiday plan	₹99,888.91	1	07 Mar 2026	Accepted	
QTN-721	Ananya Gupta 9310005809	Holiday plan	₹83,194.89	1	30 Apr 2026	Expired	
QTN-720	Sneha Patel 9310000296	Holiday plan	₹155,037.60	1	22 Dec 2025	Rejected	
QTN-719	Ananya Gupta 9310000925	Holiday plan	₹172,024.85	1	10 Apr 2026	Rejected	
QTN-718	Karan Das 9310000518	Holiday plan	₹128,613.81	1	22 Jun 2026	Accepted	
QTN-717	Kavya Rao 9310002590	Holiday plan	₹31,674.75	1	02 Sep 2026	Rejected	
QTN-716	Arjun Singh 9310001147	Holiday plan	₹108,951.26	1	28 Mar 2026	Rejected	

Figure 4.1 The quotations list with status filter: Draft, Sent, Viewed, Accepted, Rejected, Expired.

4.1

QTN-0001 v1

Viewed

PDF / Print

Customer Link

Send (WA + Email)

Revise (v2)

Mark Accepted

Mark Rejected

Customer *

Vikram Singh (9000011122)

✕

Title

Manali honeymoon — 5 nights

Valid Till *

09-10-2026

📅

PDF Template

Template 1

▼

Pax (Adults / Children / Infants)

2

0

0

Option A — Deluxe

Sell: ₹50,798 · Cost: ₹36,300 · Margin: ₹14,498 · ₹25,399 /person

Remove Option

Convert to Booking →

TYPE	PICK	TITLE	QTY	RATE (₹)	COST (₹)	AMOUNT
Package ▼	Manali Honeymoon Special (4N) ✕	Manali Honeymoon Sp Per person on double sl	2 ⬇	15999.00	11500.00	₹31,998 ✕
Add-on ▼	— select —	Candlelight Dinner Short description (opti	1 ⬇	3500.00	2000.00	₹3,500 ✕
Taxi ▼	— select —	Private Innova Crysta — All transfers and sightse	1 ⬇	14000.00	10500.00	₹14,000 ✕
Custom ▼	—	Travel insurance Per person	2 ⬇	650.00	400.00	₹1,300 ✕

Save Changes

Back to list

Option B — Premium

Sell: ₹68,498 · Cost: ₹49,100 · Margin: ₹19,398 · ₹34,249 /person

Remove Option

Convert to Booking →

TYPE	PICK	TITLE	QTY	RATE (₹)	COST (₹)	AMOUNT
Package ▼	Manali Honeymoon Special (4N) ✕	Manali Honeymoon Sp Per person, premium hc	2 ⬇	21999.00	16000.00	₹43,998 ✕
Add-on ▼	— select —	Candlelight Dinner + G Short description (opti	1 ⬇	4500.00	2600.00	₹4,500 ✕
Taxi ▼	— select —	Private Innova Crysta — All transfers and sightse	1 ⬇	14000.00	10500.00	₹14,000 ✕
Custom ▼	—	Paragliding at Solang (2 Short description (opti	2 ⬇	3000.00	2000.00	₹6,000 ✕

+ Add Item

The screenshot displays the 'Quotation builder' interface. At the top, a button labeled '+ Add Option (A/B compare)' is visible. Below it, the form is divided into four sections: 'Inclusions' (containing 'Stay with breakfast & dinner, private cab, sightseeing'), 'Exclusions' (containing 'Airfare, adventure activities, lunch'), 'Notes (visible to customer)' (containing 'Rates valid for Dec travel. Advance 25% to confirm.'), and 'Terms & Conditions' (empty). Each section has a small edit icon in the bottom right corner. The footer bar at the bottom reads 'Travel ERP v1.1.0 — MaMITs Travel Business Management System'.

Figure 4.2 Quotation builder: customer, validity, travellers, and several options (Option A, Option B...) each with its own items, sell total, cost and margin. (continued)

- **Options A / B / C:** offer a Deluxe and a Premium version side by side. Each option shows its **sell total**, **cost**, **margin** and **per-person price** live as you type.
- **Item types:** Package, Add-on, Hotel, Taxi and Custom. Choosing a package fills in its lowest price and cost automatically; per-person packages multiply by the number of travellers. Choosing a hotel fills in the lowest room rate per night.
- **Cost and margin** are visible only to staff whose role has the "See cost price & margin" permission. Sales staff without it see selling prices only.
- **Inclusions, exclusions, terms and customer notes.** New quotations are pre-filled from your [Settings > Booking Defaults](#).
- **Valid till** date (default: today + 7 days). After this date the quotation is automatically marked **Expired**.
- Quotation numbers such as **QTN-0001** use the prefix set in [Settings > Invoice & GST](#).

4.2 Send, track and revise

- **Send (WA + Email):** marks the quotation as *Sent*, emails the link to the customer (if SMTP is set), and prepares a WhatsApp message from your template, for example: "Hello Vikram, your quotation QTN-0001 is ready: link".
- **Tracking:** when the customer opens the link, the status changes to **Viewed** automatically, so you know the best moment to call.
- **Revise (v2, v3...):** creates a new version with the same quotation number and keeps the old one unchanged, so you have a full negotiation history.
- **Mark Accepted / Mark Rejected** for decisions taken over the phone.
- **Convert to Booking** on any option creates a booking with all items, travellers and totals copied, and moves the lead to Won.

4.3 Customer's quotation page and PDF

✓ Accept Quotation

Save PDF

WhatsApp Us

Incredible Journeys India

98765 43210 · hello@incrediblejourneys.in
Mumbai, Maharashtra

Quotation QTN-0001 (v1)

For: Vikram Singh Trip: Manali honeymoon — 5 nights Pax: 2 adults Valid till: 09 Oct 2026 Viewed

Option A — Deluxe ₹50,798.00 (₹25,399 per person approx)

ITEM	QTY	RATE	AMOUNT
Manali Honeymoon Special (Deluxe) Per person on double sharing	2	₹15,999.00	₹31,998.00
Candlelight Dinner	1	₹3,500.00	₹3,500.00
Private Innova Crysta — Chandigarh pickup & drop All transfers and sightseeing	1	₹14,000.00	₹14,000.00
Travel insurance Per person	2	₹650.00	₹1,300.00
Total — Option A — Deluxe			₹50,798.00

Option B — Premium ₹68,498.00 (₹34,249 per person approx)

ITEM	QTY	RATE	AMOUNT
Manali Honeymoon Special (Premium) Per person, premium hotel	2	₹21,999.00	₹43,998.00
Candlelight Dinner + Cake	1	₹4,500.00	₹4,500.00
Private Innova Crysta — Chandigarh pickup & drop All transfers and sightseeing	1	₹14,000.00	₹14,000.00
Paragliding at Solang (2 pax)	2	₹3,000.00	₹6,000.00
Total — Option B — Premium			₹68,498.00

Inclusions

Stay with breakfast & dinner, private cab, sightseeing

Exclusions

Airfare, adventure activities, lunch

Notes

Rates valid for Dec travel. Advance 25% to confirm.

Incredible Journeys India · 29 Sep 2026 · 98765 43210

Figure 4.3 The public quotation link the customer receives. It works on any phone without a login and has an Accept Quotation button, Save PDF and WhatsApp.

MaMITs Travel ERP · Version 1.1.0 · © 2026 MaMITs

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Mumbai, Maharashtra

Quotation QTN-0001 (v1)

For: Vikram Singh **Trip:** Manali honeymoon — 5 nights **Pax:** 2 adults **Valid till:** 09 Oct 2026 Viewed

Option A — Deluxe

₹50,798.00 (₹25,399 per person approx)

ITEM	QTY	RATE	AMOUNT
Manali Honeymoon Special (Deluxe) Per person on double sharing	2	₹15,999.00	₹31,998.00
Candlelight Dinner	1	₹3,500.00	₹3,500.00
Private Innova Crysta — Chandigarh pickup & drop All transfers and sightseeing	1	₹14,000.00	₹14,000.00
Travel insurance Per person	2	₹650.00	₹1,300.00
Total — Option A — Deluxe			₹50,798.00

Option B — Premium

₹68,498.00 (₹34,249 per person approx)

ITEM	QTY	RATE	AMOUNT
Manali Honeymoon Special (Premium) Per person, premium hotel	2	₹21,999.00	₹43,998.00
Candlelight Dinner + Cake	1	₹4,500.00	₹4,500.00
Private Innova Crysta — Chandigarh pickup & drop All transfers and sightseeing	1	₹14,000.00	₹14,000.00
Paragliding at Solang (2 pax)	2	₹3,000.00	₹6,000.00
Total — Option B — Premium			₹68,498.00

Inclusions
Stay with breakfast & dinner, private cab, sightseeing

Exclusions
Airfare, adventure activities, lunch

Notes
Rates valid for Dec travel. Advance 25% to confirm.

Incredible Journeys India · 29 Sep 2026 · 98765 43210

Figure 4.4 The printable quotation (Print / Save as PDF) in your brand colours.

05

CHAPTER 5

Bookings & Operations

Every confirmed trip in one place: services, travellers, hotel rooms, payment schedule, documents, payments, invoices and vouchers.

The screenshot displays the 'Bookings' section of the MaMITs Travel ERP. At the top, there's a header with the user 'Rajesh Kumar Admin' and a '+ New Booking' button. Below the header, a summary shows '251 booking(s)' and a 'Reminders Due' button. A search bar is available with the placeholder 'Booking no, customer, pho'. Below the search bar, there are three dropdown filters: 'STATUS' (set to 'All'), 'PAYMENT' (set to 'All'), and 'SOURCE' (set to 'All'). An 'Apply' button is next to these filters. The main part of the interface is a table listing individual bookings.

BOOKING	CUSTOMER	TRAVEL	TOTAL	PAID	BALANCE	STATUS	ACTIONS
BKG-Q252	Meera Kapoor 9820011223	20 Nov 2026 → 23 Nov	₹14,778.16	₹0.00	₹14,778.16	Confirmed	
BKG-Q251	Meera Kapoor 9820011223	20 Nov 2026 → 23 Nov	₹14,778.16	₹0.00	₹14,778.16	Confirmed	
BKG-Q250	Simran Patel 9310003996	14 Sep 2026 → 18 Sep	₹35,185.95	₹35,185.95	₹0.00	Completed	
BKG-Q249	Ishaan Joshi 9310005328	03 Nov 2025 → 10 Nov	₹189,410.71	₹189,410.71	₹0.00	Completed	
BKG-Q248	Simran Malhotra 9310004477	11 Mar 2026 → 16 Mar	₹68,483.74	₹68,483.74	₹0.00	Completed	
BKG-Q247	Arjun Sharma 9310000851	04 Jun 2026 → 07 Jun	₹9,047.50	₹0.00	₹9,047.50	Cancelled	
BKG-Q246	Karan Patel 9310001369	29 Jun 2026 → 06 Jul	₹48,083.77	₹48,083.77	₹0.00	Completed	
BKG-Q245	Karan Joshi 9310003182	28 Nov 2025 → 05 Dec	₹20,388.26	₹20,388.26	₹0.00	Completed	
BKG-Q244	Riya Singh 9310002849	11 Jun 2026 → 18 Jun	₹49,067.28	₹49,067.28	₹0.00	Completed	
BKG-Q243	Pooja Iyer 9310002627	29 Jun 2026 → 02 Jul	₹70,252.51	₹70,252.51	₹0.00	Completed	
BKG-Q242	Sneha Iyer 9310006956	27 May 2026 → 30 May	₹125,166.38	₹125,166.38	₹0.00	Completed	
BKG-Q241	Vivaan Verma 9310001739	19 Jul 2026 → 22 Jul	₹44,067.63	₹44,067.63	₹0.00	Completed	
BKG-Q240	Riya Kapoor 9310000666	12 Feb 2026 → 19 Feb	₹103,819.43	₹51,909.72	₹51,909.71	Completed	
BKG-Q239	Riya Joshi 9310005291	25 Dec 2025 → 29 Dec	₹69,602.63	₹69,602.63	₹0.00	Completed	
BKG-Q238	Vivaan Bose 9310004440	29 May 2026 → 02 Jun	₹26,596.38	₹26,596.38	₹0.00	Completed	
BKG-Q237	Simran Verma 9310004329	22 Aug 2026 → 27 Aug	₹50,691.76	₹50,691.76	₹0.00	Completed	
BKG-Q236	Riya Iyer 9310005920	07 Feb 2026 → 10 Feb	₹66,157.15	₹66,157.15	₹0.00	Completed	
BKG-Q235	Meera Gupta 9310006179	04 Jul 2026 → 08 Jul	₹38,427.68	₹38,427.68	₹0.00	Completed	

Figure 5.1 The bookings list with filters for status (Confirmed, In Progress, Completed, Cancelled), payment (balance due / fully paid) and source (website / manual).

5.1 Booking form

Booking BKG-0005

Rajesh Kumar Admin

BKG-0005

Confirmed

Total ₹166,550.00 (incl. GST) · Paid ₹50,065.00 · Balance ₹116,865.00

Voucher (PDF)

Hotel Voucher

+ GST Invoice

WhatsApp

Customer *

Rahul Verma (9876500011)

Package (optional)

— custom / from quote —

Fixed Departure (seats auto-managed)

— none —

Travel Start *

01-10-2026

Travel End

04-10-2026

Pax (A / C / I)

400

Ops Staff

Rajesh Kumar

Status

Confirmed

Special Requests

Anniversary couple in Royal Suite — cake & flower decoration on arrival. Early check-in requested.

Items

+ Add Item

TITLE	QTY	RATE ₹	COST ₹	AMOUNT
Taj Rambagh Palace — Palace Room (CP)	1	54000.00		₹54,000
3 nights × 1 room(s), 2026-10-01 → 2026-10-04				
Taj Rambagh Palace — Royal Suite (CP)	1	105000.00		₹1,05,000
3 nights × 1 room(s), 2026-10-01 → 2026-10-04				

Coupon Code

E.G. WELCOME10

Subtotal: ₹1,59,000 · Cost: ₹0 · Margin: ₹1,59,000

Saved total (after coupon): ₹159,000.00

Save Booking

Back to list

NAME	DOB	GENDER	ID TYPE	ID NUMBER
Rahul Verma	dd-mm-yyyy	—		
Rahul Verma	12-04-1988	Male	passport	Z1234567
Neha Verma	03-09-1990	Female	aadhaar	XXXX XXXX 4821
Suresh Verma	20-01-1958	Male	aadhaar	XXXX XXXX 7710
Kamla Verma	15-06-1961	Female	aadhaar	XXXX XXXX 9934

Room allocation is managed with the Hotels module.

Room Allocation (hotels)

+ Add Room

ROOM	HOTEL	ROOM TYPE	CHECK-IN	CHECK-OUT	MEAL	GUESTS
Palace F	Taj Rambagh Palace	Palace Room	01-10-2026	04-10-2026	CP	Rahul V
Royal Si	Taj Rambagh Palace	Royal Suite	01-10-2026	04-10-2026	CP	Guest n

The hotel voucher is generated from this allocation (grouped per hotel).

Payment Schedule (milestones)

MILESTONE	AMOUNT ₹	DUE DATE
Advance (30%)	50085.00	21-09-2026
Balance before travel	116865.00	28-09-2026

Documents Checklist

Other document

Choose File

No file chosen

Add

Payments

Balance ₹116,865

UPI

Ref no.

Record

116865

e.g. Balance payment

Payment Link

2026-09-21

₹50,085.00

upi

Verified

Receipt

Invoices

INV-1005 — ₹166,950.00

partial

Travel ERP v1.1.0 — MaMITs Travel Business Management System

Figure 5.2 A booking with totals bar, items, travellers, room allocation, payment schedule, documents checklist, payments and invoices.
(continued)

- **Header bar:** booking number (for example **BKG-0005**), status, and live **Total / Paid / Balance**. Paid counts **verified** payments only.
- **Customer, package, fixed departure** (seats are reserved and released automatically), travel dates, adults / children / infants, operations staff, status and special requests.
- **Items** with quantity, rate, cost (for permitted roles) and margin.
- **Coupon code** checked against all coupon rules, with automatic discount.
- **Travellers** with ID details. **Prefill from Saved** copies the customer's saved travellers.
- **Room allocation** (Hotels module): hotel, room type, check-in, check-out, meal plan (EP, CP, MAP, AP) and guest names for each room.
- **Payment schedule:** milestones such as "Advance 30%" and "Balance before travel" with due dates. They feed the **Reminders Due** page.
- **Documents checklist:** created automatically from your default list (for example Aadhaar card, PAN card, passport). Upload each file to mark it Received.
- **Cancellation:** reason, cancellation charge, refund amount, refund status (Requested, Approved, Refunded) and refund reference. Cancelling releases fixed-departure seats.

5.2 Vouchers and WhatsApp updates

Print / Save as PDF

Incredible Journeys India

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Mumbai, Maharashtra

Booking Confirmation Voucher

CONFIRMED

Booking No: BKG-0005

Travel: 01 Oct 2026 to 04 Oct 2026

Guest: Rahul Verma · 9876500011

Pax: 4 adults

Travellers

#	NAME	GENDER	ID
1	Rahul Verma	—	—
2	Rahul Verma	Male	passport Z1234567
3	Neha Verma	Female	aadhaar XXXX XXXX 4821
4	Suresh Verma	Male	aadhaar XXXX XXXX 7710
5	Kamla Verma	Female	aadhaar XXXX XXXX 9934

Package / Services

ITEM	QTY	RATE	AMOUNT
Taj Rambagh Palace — Palace Room (CP) 3 nights × 1 room(s), 2026-10-01 → 2026-10-04	1	₹54,000.00	₹54,000.00
Taj Rambagh Palace — Royal Suite (CP) 3 nights × 1 room(s), 2026-10-01 → 2026-10-04	1	₹105,000.00	₹105,000.00
GST (as invoiced)			₹7,950.00
Total (incl. GST)			₹166,950.00
Paid			₹50,085.00
Balance			₹116,865.00

Payment Schedule

MILESTONE	AMOUNT	DUE DATE
Advance (30%)	₹50,085.00	21 Sep 2026
Balance before travel	₹116,865.00	28 Sep 2026

Special Requests

Anniversary couple in Royal Suite — cake & flower decoration on arrival. Early check-in requested.

For assistance contact Incredible Journeys India · 98765 43210 · hello@incrediblejourneys.in
Generated on 29 Sep 2026

Figure 5.3 The Booking Confirmation Voucher: travellers, services, totals, paid and balance, payment schedule.

- **Voucher (PDF)** for the customer, and a separate **Hotel Voucher** grouped by hotel with address and contacts.
- + **GST Invoice** creates an invoice pre-filled from the booking.
- **WhatsApp menu** with ready messages: booking confirmation, payment received, trip reminder and **ask for a review**.

5.3 Website bookings arrive ready to work on

A website booking already contains the customer, travellers, items, coupon, a GST invoice and a payment link. Seats on fixed departures are reduced automatically and the confirmation email is sent. The operations team only has to arrange the trip.

06

CHAPTER 6

GST Invoicing

Correct Indian GST invoices with CGST + SGST or IGST, SAC code, discounts, credit notes, bank and UPI details and a Pay Now button.

Invoices Rajesh Kumar Admin [+ New Invoice](#)

229 invoice(s)

SEARCH: Invoice no, customer, book STATUS: All TYPE: All [Apply](#) [Reset](#)

INVOICE NO.	CUSTOMER	BOOKING	DATE	TOTAL	PAID	STATUS	ACTIONS
INV-3225	Meera Kapoor	BKG-0252	29 Sep 2026	₹14,778.16	₹0.00	Unpaid	
INV-3224	Meera Kapoor	BKG-0251	29 Sep 2026	₹14,778.16	₹0.00	Unpaid	
INV-3223	Simran Patel	BKG-0250	13 Jul 2026	₹35,185.95	₹35,185.95	Paid	
INV-3222	Ishaan Joshi	BKG-0249	07 Oct 2025	₹189,410.71	₹189,410.71	Paid	
INV-3221	Simran Malhotra	BKG-0248	13 Dec 2025	₹68,483.74	₹68,483.74	Paid	
INV-3220	Karan Patel	BKG-0246	16 Apr 2026	₹48,083.77	₹48,083.77	Paid	
INV-3219	Karan Joshi	BKG-0245	26 Oct 2025	₹20,388.26	₹20,388.26	Paid	
INV-3218	Riya Singh	BKG-0244	14 May 2026	₹49,067.28	₹49,067.28	Paid	
INV-3217	Pooja Iyer	BKG-0243	26 May 2026	₹70,252.51	₹70,252.51	Paid	
INV-3216	Sneha Iyer	BKG-0242	18 Mar 2026	₹125,166.38	₹125,166.38	Paid	
INV-3215	Vivaan Verma	BKG-0241	17 Apr 2026	₹44,067.63	₹44,067.63	Paid	
INV-3214	Riya Kapoor	BKG-0240	29 Jan 2026	₹103,819.43	₹51,909.72	Partial	
INV-3213	Riya Joshi	BKG-0239	12 Oct 2025	₹69,602.63	₹69,602.63	Paid	
INV-3212	Vivaan Bose	BKG-0238	22 May 2026	₹26,596.38	₹26,596.38	Paid	
INV-3211	Simran Verma	BKG-0237	01 Jun 2026	₹50,691.76	₹50,691.76	Paid	
INV-3210	Riya Iyer	BKG-0236	28 Dec 2025	₹66,157.15	₹66,157.15	Paid	
INV-3209	Meera Gupta	BKG-0235	04 Jun 2026	₹38,427.68	₹38,427.68	Paid	
INV-3208	Riya Iyer	BKG-0233	28 Jul 2026	₹154,822.48	₹38,705.62	Partial	
INV-3207	Rohan Reddy	BKG-0232	14 Jul 2026	₹41,306.30	₹41,306.30	Paid	
INV-3206	Ananya Das	BKG-0231	25 Jun 2026	₹24,925.93	₹24,925.93	Paid	
INV-3205	Ishaan Iyer	BKG-0230	19 Mar 2026	₹45,397.58	₹45,397.58	Paid	

Figure 6.1 The invoices list with status (Unpaid, Partial, Paid, Cancelled) and type (Invoice, Credit Note).

Invoice INV-1005 Rajesh Kumar Admin

INV-1005 Partial PDF / Print Email Invoice + Credit Note

Customer * Customer GSTIN (B2B) Place of Supply GST Type

Invoice Date Due Date Discount Notes (on invoice)

Line Items (SAC 998555) + Add Line

ITEM	QTY	RATE ₹	GST %	TAXABLE
Taj Rambagh Palace — Palace Room (CP, 3N x 1)	1.00	54000.00	5.00	₹54,000
Taj Rambagh Palace — Royal Suite (CP, 3N x 1)	1.00	105000.00	5.00	₹1,05,000

Subtotal: **₹1,59,000** · Discount: ₹0 · Taxable: ₹1,59,000
CGST ₹3,975 + SGST ₹3,975 · Total: **₹1,66,950**

Save Changes Back to list

Travel ERP v1.1.0 — MaMITs Travel Business Management System

Figure 6.2 Invoice form: customer GSTIN, place of supply, GST type, dates, discount and line items with GST %.

6.1 GST features

- **GST type per invoice:** CGST + SGST (same state), IGST (other state) or No GST.
- **GST % per line** (default from settings, usually 5%) and your **SAC code** (for example 998555 for tour operator services).
- **Discount:** flat ₹ or %. GST is calculated on the value after the discount.
- **Automatic numbering** (for example INV-1001 , INV-1002) with your prefix and starting number.
- **Status updates automatically** from verified payments: Unpaid, then Partial, then Paid.
- **Credit notes** for refunds and corrections. They are subtracted from the booking receivable and from the GST summary.
- **Email invoice** to the customer, with the line items, GST, total, amount due and Pay Now link.

Print / Save as PDF

Incredible Journeys India
 4th Floor, Horizon Tower, Andheri East, Mumbai, Maharashtra
 98765 43210 · hello@incrediblejourneys.in
GSTIN: 27ABCDE1234F1Z5 · **PAN:** ABCDE1234F

TAX INVOICE
INV-1005
 Date: 20 Sep 2026
 Due: 20 Sep 2026

PARTIAL

BILL TO
Rahul Verma

 9876500011

DETAILS
Booking: BKG-0005
SAC: 998555
GST: CGST + SGST

#	DESCRIPTION	QTY	RATE	GST %	TAXABLE	GST AMT
1	Taj Rambagh Palace — Palace Room (CP, 3N x 1)	1	₹54,000.00	5%	₹54,000.00	₹2,700.00
2	Taj Rambagh Palace — Royal Suite (CP, 3N x 1)	1	₹105,000.00	5%	₹105,000.00	₹5,250.00
Subtotal						₹159,000.00
Taxable Value						₹159,000.00
CGST						₹3,975.00
SGST						₹3,975.00
Grand Total						₹166,950.00
Paid						₹50,085.00
Balance						₹116,865.00

Amount in words: One Lakh Sixty Six Thousand Nine Hundred Fifty Rupees Only

Bank Details:
 HDFC Bank, Andheri East
 A/C 50200012345678 · IFSC HDFC0001234
 Incredible Journeys India Pvt Ltd
 UPI: incrediblejourneys@okhdfc

Terms:
 Payment due as per booking terms. Cancellation as per the policy shared at booking.

This is a computer-generated document.
For Incredible Journeys India — Authorised Signatory

Figure 6.3 The printed tax invoice: GSTIN and PAN, place of supply, SAC, CGST/SGST rows, amount in words, bank and UPI details, terms and signature.

EXAMPLE

A ₹10,000 tour service at 5% GST for a customer in the same state: taxable value ₹10,000, CGST 2.5% = ₹250, SGST 2.5% = ₹250, invoice total **₹10,500**. For a customer in another state the invoice shows IGST 5% = ₹500 instead.

07

CHAPTER 7

Payments & Collections

Record every rupee, send payment links, accept UPI, cards and net banking online, and never miss a due payment.

The screenshot displays the 'Payments' section of the MaMITs Travel ERP interface. On the left is a sidebar with navigation options: Dashboard, Leads, Customers, Quotations, Bookings, Invoices, Payments (highlighted), Coupons, Destinations, Tour Packages, Add-ons, Hotels, Taxi, Fare Rules, and Media Library. The main content area is titled 'Payments' and includes a user profile for Rajesh Kumar, Admin.

At the top, there are two forms:

- Record Payment:** Includes fields for 'Against Booking' (Search booking no., customer or mobile...), 'and/or Invoice' (Search unpaid invoice no. or customer...), '₹ Amount *', 'Mode' (UPI selected), 'Date' (29-09-2026), and 'Ref / UTR no.'. Buttons for 'Record Payment' and 'Reminders Due' are present.
- Payment Link (custom):** Includes a search field, '₹ Amount', 'Purpose (e.g. Advance)', and a 'Create Link' button. A note states: 'Send the link to the customer by WhatsApp/email — after paying by UPI/QR they tap "I have paid" and an Unverified entry appears here.'

Below the forms is a search bar with 'Customer, ref, booking, inv' and filters for 'MODE' (All modes) and 'STATUS' (All). An 'Apply' button is next to the search bar.

The main section is a table of payment records:

DATE	CUSTOMER	AGAINST	AMOUNT	MODE	REF	STATUS	ACTIONS
2026-09-29	Aditya Verma	BKG-0151 / INV-3131	₹4,911.65	UPI	UTR151	Unverified	
2026-09-29	Sneha Singh	BKG-0193 / INV-3169	₹28,503.13	UPI	UTR193	Unverified	
2026-09-29	Kavya Nair	BKG-0206 / INV-3181	₹36,498.68	UPI	UTR205	Unverified	
2026-09-07	Simran Patel	BKG-0250 / INV-3223	₹26,389.46	UPI	BAL250	Verified	
2026-07-13	Simran Patel	BKG-0250 / INV-3223	₹8,796.49	CARD	ADV250	Verified	
2025-10-19	Ishaan Joshi	BKG-0249 / INV-3222	₹142,058.03	UPI	BAL249	Verified	
2025-10-07	Ishaan Joshi	BKG-0249 / INV-3222	₹47,352.68	BANK	ADV249	Verified	
2026-03-05	Simran Malhotra	BKG-0248 / INV-3221	₹68,483.74	UPI	BAL248	Verified	
2026-06-18	Karan Patel	BKG-0246 / INV-3220	₹36,062.83	UPI	BAL246	Verified	
2026-04-18	Karan Patel	BKG-0246 / INV-3220	₹12,020.94	UPI	ADV246	Verified	
2025-11-19	Karan Joshi	BKG-0245 / INV-3219	₹15,291.19	UPI	BAL245	Verified	
2025-10-26	Karan Joshi	BKG-0245 / INV-3219	₹5,097.07	BANK	ADV245	Verified	
2026-05-24	Riya Singh	BKG-0244 / INV-3218	₹24,533.64	BANK	BAL244	Verified	
2026-05-16	Riya Singh	BKG-0244 / INV-3218	₹24,533.64	RAZORPAY	ADV244	Verified	
2026-06-20	Pooja Iyer	BKG-0243 / INV-3217	₹35,126.25	RAZORPAY	BAL243	Verified	
2026-05-26	Pooja Iyer	BKG-0243 / INV-3217	₹35,126.26	RAZORPAY	ADV243	Verified	
2026-05-14	Sneha Iyer	BKG-0242 / INV-3216	₹125,166.38	RAZORPAY	BAL242	Verified	

Figure 7.1 Payments: record a payment, create a payment link, and the full payment list with verify and receipt actions.

7.1 Recording and verifying payments

- Record a payment against a **booking** and/or an **invoice**: amount, mode (UPI, cash, bank, card, cheque, Razorpay, Cashfree, other), date and UTR / reference number.

- If you choose only the booking, the payment is linked automatically to the oldest unpaid invoice of that booking.
- Payments recorded by staff are **verified** immediately. Customer claims and online payments follow their own verification rules (see below).
- **Receipts** (**RCPT-00001**) with the amount in figures and words, ready to print or save as PDF.

The screenshot shows a web browser window with a 'Print / Save as PDF' button at the top. Below it is a receipt header for 'Incredible Journeys India' with the title 'Payment Receipt'. The main amount is ₹4,911.65, marked as '(pending verification)'. Below this, the amount is written in words: 'Four Thousand Nine Hundred Eleven Rupees and Sixty Five Paise Only'. The receipt contains a table with the following details:

Receipt No.	RCPT-00378
Received From	Aditya Verma
Against Booking	BKG-0151
Against Invoice	INV-3131
Date	29 Sep 2026
Mode	Upi
Reference No.	UTR151

At the bottom, it says 'Received with thanks · Incredible Journeys India · 98765 43210'.

Figure 7.2 A payment receipt.

7.2 Payment links and online payments

The screenshot shows a web browser window with a header for 'Incredible Journeys India' and the title 'Full payment — BKG-0004'. The main amount is ₹66,463.22. Below this, it says 'For Manish · Booking BKG-0004 · Invoice INV-1004'. There are three main sections:

- Pay via UPI App** (incrediblejourneys@okhdfc) with a UPI ID: incrediblejourneys@okhdfc.
- Bank transfer:** HDFC Bank, Andheri East, A/C 50200012345678 · IFSC HDFC0001234, Incredible Journeys India Pvt Ltd.
- After paying, send the screenshot with your booking ID on WhatsApp — we confirm within 1 hour.

There is a button 'WhatsApp us about this payment' and a text input field for 'UPI / UTR reference no. (optional)'. At the bottom, there is a button 'I have paid — notify agency' and a footer 'Incredible Journeys India · 98765 43210'.

Figure 7.3 The customer's pay page: online payment button, UPI app link, UPI QR, bank details and "I have paid — notify agency".

- A **payment link** can be for any amount and purpose (for example "Advance for Goa trip").
- **Razorpay** (cards, UPI, net banking, wallets) and **Cashfree**, in test or live mode. **Webhooks** record a verified payment automatically, never twice for the same transaction, and update the invoice.
- **Offline options:** UPI deep link (opens GPay / PhonePe / Paytm), UPI QR code, UPI ID and bank details.
- **"I have paid — notify agency":** the customer enters their UTR. An *unverified* payment appears for your accounts team to verify.

7.3

Reminders Due

Payment Reminders Due

Reminder horizon: due within **3 days** (Settings → Booking Defaults). Each row has a one-click WhatsApp reminder.

Booking Milestones Due

DUE	BOOKING	CUSTOMER	MILESTONE	AMOUNT	BOOKING BALANCE	REMIN
Nothing due						

Invoices Due

DUE	INVOICE	CUSTOMER	TOTAL	PAID	BALANCE	REMIN
25 Nov 2025	INV-3142	Sneha Verma	₹15,692.88	₹3,923.22	₹11,769.66	WhatsApp
10 Dec 2025	INV-3015	Rohan Mehta	₹16,345.89	₹4,086.47	₹12,259.42	WhatsApp
15 Dec 2025	INV-3098	Riya Patel	₹237,623.84	₹58,405.96	₹178,217.88	WhatsApp
09 Feb 2026	INV-3214	Riya Kapoor	₹103,819.43	₹51,909.72	₹51,909.71	WhatsApp
19 Feb 2026	INV-3204	Arjun Kapoor	₹10,607.24	₹5,303.62	₹5,303.62	WhatsApp
16 Mar 2026	INV-3189	Ishaan Joshi	₹70,773.75	₹17,693.44	₹53,080.31	WhatsApp
26 Mar 2026	INV-3034	Pooja Joshi	₹75,359.96	₹37,679.98	₹37,679.98	WhatsApp
28 Mar 2026	INV-3107	Rohan Mehta	₹110,817.01	₹27,704.25	₹83,112.76	WhatsApp
01 Apr 2026	INV-3116	Nikhil Joshi	₹72,178.97	₹36,089.49	₹36,089.48	WhatsApp
27 Apr 2026	INV-3123	Kavya Mehta	₹27,177.63	₹6,794.41	₹20,383.22	WhatsApp
05 May 2026	INV-3145	Nikhil Mehta	₹21,164.46	₹5,291.12	₹15,873.34	WhatsApp
13 May 2026	INV-3153	Neha Reddy	₹75,953.71	₹37,976.86	₹37,976.85	WhatsApp
18 May 2026	INV-3185	Diya Sharma	₹83,653.63	₹20,913.41	₹62,740.22	WhatsApp
26 May 2026	INV-3194	Simran Malhotra	₹22,482.02	₹5,620.51	₹16,861.51	WhatsApp
05 Jun 2026	INV-3173	Diya Sharma	₹49,478.65	₹24,739.33	₹24,739.32	WhatsApp
12 Jun 2026	INV-3139	Tarvi Sharma	₹84,443.97	₹42,221.99	₹42,221.98	WhatsApp
26 Jun 2026	INV-3066	Meera Patel	₹132,070.52	₹66,035.26	₹66,035.26	WhatsApp
26 Jun 2026	INV-3085	Ananya Singh	₹204,070.79	₹51,017.70	₹153,053.09	WhatsApp
02 Jul 2026	INV-3030	Kavya Sharma	₹18,482.36	₹9,241.18	₹9,241.18	WhatsApp
24 Jul 2026	INV-3143	Sneha Iyer	₹70,303.14	₹35,151.57	₹35,151.57	WhatsApp
29 Jul 2026	INV-3011	Sneha Verma	₹177,581.38	₹44,395.35	₹133,186.03	WhatsApp
04 Aug 2026	INV-3208	Riya Iyer	₹154,822.48	₹38,705.62	₹116,116.86	WhatsApp

Figure 7.4 Reminders Due: booking milestones and invoices due within your reminder window, each with a one-tap WhatsApp reminder.

08

CHAPTER 8

Coupons & Offers

Run promotions such as "WELCOME500" or "MONSOON15" with full control over who can use them and how often.

Discounts / Coupons Rajesh Kumar Admin

2 coupon(s) + Add Coupon

SEARCH TYPE All STATUS All Apply Reset

CODE	DISCOUNT	MIN ORDER	VALIDITY	USED / LIMIT	STATUS	ACTIONS
MONSOON15	15% (max ₹3,000)	₹10,000	01 Sep 26 → 30 Nov 26	1 / 200	Active	✎ ✖
WELCOME500 New customers	₹500	₹8,000	01 Sep 26 → 31 Dec 26	1 / 100	Active	✎ ✖

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Figure 8.1 The coupons list with usage count against the limit.

Edit Coupon

Rajesh Kumar Admin

Code * WELCOME500

Type * Flat ₹

Value * 500.00

Min Order ₹ 8000.00

Max Discount Cap ₹

Applies To All

Total Usage Limit 100

Per-Customer Limit 1

☒ New customers only

☒ Active

Valid From 01-09-2026

Valid To 31-12-2026

Update Coupon **Cancel**

Usage Log

2026-09-16 00:24:51	Sneha Kapoor	BKG-0002	-₹500.00
---------------------	--------------	----------	----------

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Figure 8.2 Coupon settings: type, value, minimum order, maximum discount cap, validity, total and per-customer limits, new-customers-only.

- **Percent** or **flat ₹** discount. Percent coupons can have a **maximum discount cap**.
- **Minimum order value, valid from / to dates, total usage limit, per-customer limit, new customers only.**
- Codes work at **website checkout** (with a live Apply button) and in the **admin booking form**.
- Active coupons are shown automatically on the public **Offers** page, together with offer banners.
- Every use is recorded, and a coupon that has been used can only be deactivated (not deleted), so your reports stay correct.

09

CHAPTER 9

Destinations

The master list of places you sell, such as Goa, Manali, Kerala or Dubai. Destinations connect your packages, hotels and cab services, and each one gets its own landing page on the website.

Destinations

9 destination(s) [+ Add Destination](#)

SEARCH: TYPE: STATUS:

[Apply](#) [Reset](#)

NAME	TYPE	REGION	PACKAGES	POPULAR	STATUS	ACTIONS
Andaman /andaman	Domestic	Islands	1	☒ Popular	☒ Active	Edit Delete
Jaipur /jaipur	Domestic	Rajasthan	1	☒ Popular	☒ Active	Edit Delete
Ladakh /ladakh	Domestic	Jammu & Kashmir	1	☒ Popular	☒ Active	Edit Delete
Rishikesh /rishikesh	Domestic	Uttarakhand	1	☒ Popular	☒ Active	Edit Delete
Shimla /shimla	Domestic	Himachal	1	☒ Popular	☒ Active	Edit Delete
Goa /goa	Domestic	Goa	1	☒ Popular	☒ Active	Edit Delete
Manali /manali	Domestic	Himachal Pradesh	1	☒ Popular	☒ Active	Edit Delete
Kerala /kerala	Domestic	Kerala	1	☒ Popular	☒ Active	Edit Delete
Dubai /dubai	International	UAE	1	☒ Popular	☒ Active	Edit Delete

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Figure 9.1 Destinations list with type (Domestic / International), region, package count, and Popular / Active switches.

Edit Destination

Rajesh Kumar
Admin

Name *

Goa

Slug (auto if blank)

goa

Type *

Domestic

State / Country

Goa

Best Season

Nov-Feb

Cover Image



Change Image
Click or drop - JPG, PNG, WEBP - max 4 MB

Gallery (multiple)

Choose Files

No file chosen

Short Description

B I U H2 H3 P    T

Sun, sand and beaches

Long Description

B I U H2 H3 P    T

Goa is India's beach capital with vibrant nightlife, Portuguese heritage and water sports.

Display Order

1

Popular destination

Active

SEO & rich results

SEO 43

Readability 75

Live analysis - updates as you type

SEO

Readability

Social

FAQ - AEO

Advanced

GOOGLE PREVIEW

Incredible Journeys India

localhost > travel-docs > destination > goa

Goa Tour Packages | Incredible Journeys

Explore the best of Goa.

Focus keyphrase

e.g. goa tour package

The search phrase this page should rank for (3-4 words).

URL

http://localhost/travel-docs/destination/goa

SEO title

Goa Tour Packages | Incredible Journeys

39 / 60

Insert: %title% %sep% %sitename% %tagline% %city% %price% %year% %page%

Leave empty to use the automatic title (template: %title% Four Packages & Travel Guide %sep% %sitename%). Variables are filled in on the website.

Meta description 24 / 160

Explore the best of Goa.

SEO ANALYSIS

- No focus keyphrase set — add the search phrase this page should rank for.
- SEO title length is good (39 chars).
- Meta description is short (24 chars) — aim for 120–160.
- Text length: 17 words — aim for at least 600.
- Add internal links to related packages, hotels or posts.
- No outbound links — citing an authoritative source builds trust.
- AEO: add 2+ FAQs (question & short answer) so Google AI Overviews / ChatGPT can quote you.

More SEO

Meta Keywords

OG Image

 **Upload image**
Click or drop · JPG, PNG, WEBP · max 4 MB

Update Destination **Cancel**

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Figure 9.2 Destination editor: name, URL slug, type, state or country, best season, cover image, gallery, descriptions, display order and SEO panel. (continued)

- **Name, URL slug** (created automatically and kept unique), **type** (domestic or international) and **state / country**.
- **Best season** (for example "Oct – Mar"). It is shown on the destination page and cards, and can be used in SEO titles.
- **Cover image and gallery**. Images are converted to fast WebP automatically and added to the Media Library.
- **Short and long descriptions** with a rich text editor.
- **Popular** badge ("Traveller favourite") and **Active** switch. Inactive destinations are hidden from the website.
- **Full SEO panel** (see the SEO Center chapter). Changing the slug creates a 301 redirect from the old address automatically.
- A destination that is used by packages cannot be deleted by mistake.

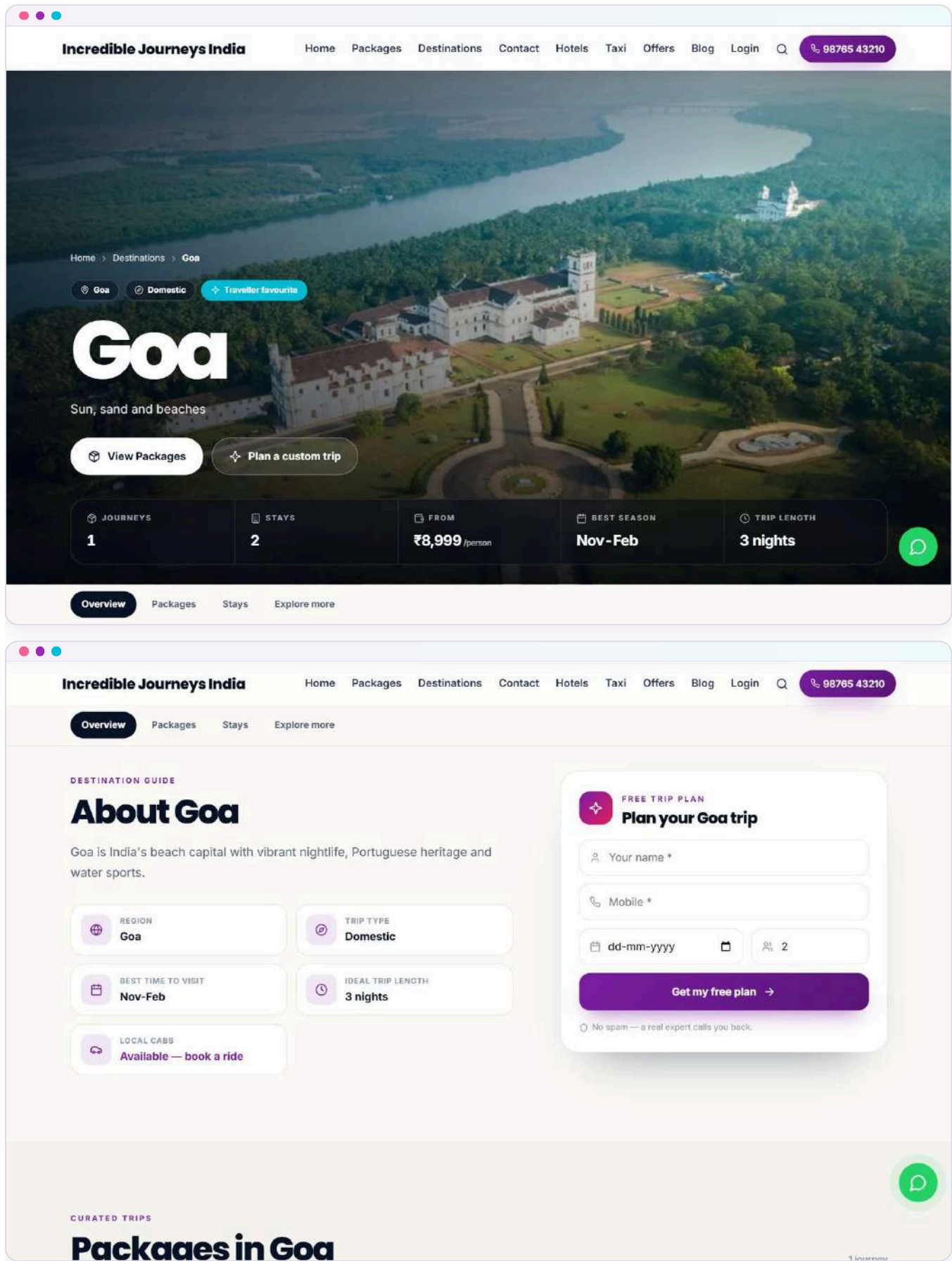


Figure 9.3 The public destination page: hero, stats, packages, upcoming group dates, hotels, related places and an enquiry form.
(continued)

10

CHAPTER 10

Tour Packages

A powerful six-tab package editor for customisable holidays and fixed-departure group tours, with variants, per-traveller pricing, live seats, add-ons, FAQs and SEO.

Tour Packages

9 package(s)

Manage Themes + Add Package

SEARCH: Title or code... DESTINATION: All destinations BOOKING MODE: All STATUS: All Apply Reset

PACKAGE	DESTINATIONS	DURATION	TYPE	MODE	DEPARTURES	STATUS	ACTIONS
 Featured Kerala Backwater Bliss PKG-0003 / kerala-backwater-bliss	Kerala	5N / 6D	Customizable	Book Now	0	Published	PDF Edit Clone Delete
 Special Featured Manali Honeymoon Special PKG-0002 / manali-honeymoon-special	Manali	4N / 5D	Customizable	Enquiry	0	Published	PDF Edit Clone Delete
 Featured Goa Beach Holiday PKG-0001 / goa-beach-holiday	Goa	3N / 4D	Customizable	Book Now	0	Published	PDF Edit Clone Delete
 Featured Dubai Luxury Escape PKG-0004 / dubai-luxury-escape	Dubai	5N / 6D	Fixed Dep.	Book Now	2	Published	PDF Edit Clone Delete
 Featured Rajasthan Royal Heritage PKG-0005 / rajasthan-royal-heritage	Jaipur	6N / 7D	Customizable	Enquiry	0	Published	PDF Edit Clone Delete
 Featured Andaman Island Paradise PKG-0006 / andaman-island-paradise	Andaman	5N / 6D	Customizable	Book Now	0	Published	PDF Edit Clone Delete
 Featured Shimla Manali Adventure PKG-0007 / shimla-manali-adventure	Shimla	6N / 7D	Customizable	Book Now	0	Published	PDF Edit Clone Delete
 Featured Ladakh Bike Expedition PKG-0008 / ladakh-bike-expedition	Ladakh	7N / 8D	Fixed Dep.	Enquiry	2	Published	PDF Edit Clone Delete
 Featured Rishikesh Yoga Retreat PKG-0009 / rishikesh-yoga-retreat	Rishikesh	3N / 4D	Customizable	Book Now	0	Published	PDF Edit Clone Delete

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Figure 10.1 The packages list: filter by destination, booking mode and status. Actions: Edit, Clone, PDF, Delete; the status badge toggles Published / Draft.

10.1 Tab 1 — Basic details

Edit Package Rajesh Kumar Admin

1. Basic 2. Itinerary 3. Pricing 4. Fixed Departures 5. Inclusions & Policies 6. SEO & Landing

Package Name * Goa Beach Holiday Slug (auto if blank) goa-beach-holiday Package Code (auto if blank) PKG-0001

Destination(s) * Goa x Themes Family x Weekend x Nights * 3

Pick one or more — type to search. Manage themes Days auto = 4 Display Order 0

Package Type * Customizable Booking Mode * (dual flow) Book Now (online payment) Status Published

Cover Image Gallery (multiple) Choose Files No file chosen

Change image Click or drag - JPG, PNG, WEBP - max 4 MB

Video URL (YouTube) ☒ Featured

Short Description * **B I U H2 H3 P** **Save Package (all tabs)** Back to list PDF / Print Itinerary

Overview **B I U H2 H3 P**

Enjoy North & South Goa beaches, water sports, and a sunset cruise on this relaxed beach holiday.

Highlights (bullet points)

- Stay at a beachfront resort
- Sunset Mandovi river cruise
- North & South Goa sightseeing

+ Add Highlight

Travel ERP v1.1.0 — MaMITs Travel Business Management System

Figure 10.2 Basic tab: name, slug, code, destinations, themes, nights, package type, booking mode, status, cover, gallery, featured, descriptions and highlights.

- **Package type:** *Customisable* (the customer picks any travel date) or *Fixed departure* (the customer picks from your departure dates, and seats are checked).
- **Booking mode:** *Book Now* (online checkout with a live price calculator) or *Enquiry only* (the page shows an enquiry form instead of a price box).
- **Status:** Draft or Published. Only published packages appear on the website.
- **Package code** is created automatically (**PKG-0001**) if you leave it empty.
- **Featured** packages appear first in listings with a "Featured" badge.
- **Highlights:** bullet points shown at the top of the package page.

- After saving, the software warns you if the package is still a draft or has no price yet.

10.2 Tab 2 — Day-wise itinerary

Edit Package Rajesh Kumar Admin

1. Basic 2. Itinerary 3. Pricing 4. Fixed Departures 5. Inclusions & Policies 6. SEO & Landing

Day-wise Itinerary + Add Day

Day 1 Remove Day

Arrival & Beach Leisure Beachfront Resort Sedan

Arrive in Goa, transfer to resort, evening free at Baga beach.

Meals: ☒ B ☐ L ☐ D Activities (add-ons)... Choose Files No file chosen

Activities (from Add-ons)

Day 2 Remove Day

North Goa Sightseeing Beachfront Resort SUV

Visit Fort Aguada, Calangute, Anjuna and sunset cruise.

Meals: ☒ B ☐ L ☐ D Activities (add-ons)... Choose Files No file chosen

Activities (from Add-ons)

Day 3 Remove Day

South Goa & Departure Stay (hotel name) Sedan

Save Package (all tabs) Back to list PDF / Print Itinerary

Meals: ☒ B ☐ L ☐ D Activities (add-ons)... Choose Files No file chosen

Activities (from Add-ons)

To move a day, remove it and add it again in the right place — day numbers are renumbered automatically on save.

Travel ERP v1.1.0 — MaMITs Travel Business Management System

Figure 10.3 Itinerary tab: one card per day with title, hotel stay, transfer, description, meals (Breakfast, Lunch, Dinner) and activities.

10.3 Tab 3 — Variants and pricing

Edit Package Rajesh Kumar Admin

1. Basic 2. Itinerary **3. Pricing** 4. Fixed Departures 5. Inclusions & Policies 6. SEO & Landing

Pricing Basis * Per Person Weekend Surcharge % Override advance % Advance %

Variants (Standard / Deluxe / Premium...) + Add Variant

NAME	DOUBLE PP	TRIPLE PP	EXTRA ADULT	CHILD W/ BED	CHILD NO BED	INFANT	GROUP PRICE	COST DOUBLE	COST TRIPLE	COST
Standard	8999	849	3500.00	4500.00	2500.00	0.		6500.00	6200.00	
Deluxe	1299	124	5000.00	6500.00	3500.00	0.		9500.00	9000.00	

Seasonal Rules (this package) + Add Rule

FROM	TO	TYPE	VALUE	NOTE
Advanced multi-module rules live in the Dynamic Fare Engine — these are quick per-package rules.				

Save Package (all tabs) Back to list PDF / Print Itinerary

Travel ERP v1.1.0 — MaMITs Travel Business Management System

Figure 10.4 Pricing tab: variants (e.g. Standard, Deluxe) with twin-sharing, triple, extra adult, child with bed, child without bed, infant and group prices, plus cost prices.

- **Variants** such as Standard, Deluxe and Premium, each with its own prices.
- **Per-traveller prices:** double / twin sharing per person, triple sharing, extra adult, child with bed, child without bed, infant, and a group price.
- **Cost prices** (visible only to permitted roles) give you margins in quotations and reports.
- **Advance % override:** ask a different advance for this package than your default.
- **Live website calculator:** adults × twin-sharing price + children with bed + children without bed + infants, then dynamic fare rules, then add-ons.

EXAMPLE

Goa Beach Holiday, Deluxe variant: twin sharing ₹12,500 per person, child with bed ₹8,000. For 2 adults and 1 child with bed the website shows $2 \times 12,500 + 8,000 = \text{₹}33,000$. Any active fare rule (for example "Early bird -5%") is applied automatically and shown step by step.

10.4 Tab 4 — Fixed departures with live seats

Edit Package Rajesh Kumar Admin

1. Basic 2. Itinerary 3. Pricing **4. Fixed Departures** 5. Inclusions & Policies 6. SEO & Landing

Fixed Departures (used when Package Type = Fixed Departure) + Add Departure

DATE	TOTAL SEATS	BOOKED	CUTOFF	PRICE OVERRIDE	ACTIVE
Booked seats update automatically from the Bookings module; the website shows "X seats left".					

Save Package (all tabs) Back to list PDF / Print Itinerary

Travel ERP v1.1.0 — MaMITs Travel Business Management System

Figure 10.5 Fixed departures: date, total seats, booked seats (updated automatically), cutoff and price display, active switch.

- Website bookings **reduce available seats automatically**. The booking box shows "(N left)" and disables sold-out dates.
- Checkout refuses more travellers than seats left, so you are never overbooked.
- Upcoming departures appear on the **Departures** page, on destination pages and in the home-page timeline section.

10.5 Tab 5 — Inclusions, add-ons and policies

Edit Package

Rajesh Kumar
Admin

1. Basic

2. Itinerary

3. Pricing

4. Fixed Departures

5. Inclusions & Policies

6. SEO & Landing

Inclusions

3 nights accommodation with breakfast

✕

Airport transfers

✕

North & South Goa sightseeing by AC cab

✕

+ Add

Exclusions

Airfare

✕

Lunch & dinner

✕

Personal expenses

✕

+ Add

Add-ons available with this package

Candle Light Dinner ✕ Scuba Diving ✕

Cancellation Policy

Use default (from Settings)

Custom policy text

Terms & Conditions

Use default (from Settings)

Custom T&C text

Save Package (all tabs)

Back to list

PDF / Print Itinerary

Travel ERP v1.1.0 — MaMITs Travel Business Management System

Figure 10.6 Inclusions and exclusions, add-ons, cancellation policy and terms.

10.6 Tab 6 — SEO, landing page and FAQs

Edit Package

Rajesh Kumar Admin

1. Basic2. Itinerary3. Pricing4. Fixed Departures5. Inclusions & Policies6. SEO & Landing

SEO & rich resultsSEO 50Readability 75Live analysis · updates as you type

SEOREadabilitySocialAdvanced

GOOGLE PREVIEW

Incredible Journeys India
localhost › travel-docs › package › goa-beach-holiday
Goa Beach Holiday 3N/4D Package
Book a 3N/4D Goa beach holiday with resort stay, sightseeing and transfers.

Focus keyphrase

e.g. goa tour package

The search phrase this page should rank for (1–4 words).

URL

http://localhost/travel-docs/package/goa-beach-holiday

SEO title

Goa Beach Holiday 3N/4D Package

31 / 60

Insert: %title% %sep% %sitename% %tagline% %city% %price% %year% %page%
Leave empty to use the automatic title (template: %title% %sep% %sitename%). Variables are filled in on the website.

Meta description

Book a 3N/4D Goa beach holiday with resort stay, sightseeing and transfers.

75 / 160

SEO ANALYSIS

Save Package (all tabs)Back to listPDF / Print Itinerary

- Meta description is short (75 chars) — aim for 120–160.
- Text length: 28 words — aim for at least 300.
- Add internal links to related packages, hotels or posts.
- No outbound links — citing an authoritative source builds trust.
- Answer-engine ready: 2 question/answer blocks (FAQ schema).

Meta Keywords

OG Image

Upload image
Click or drop · JPG, PNG, WEBP · max 4 MB

Landing Page Template (1–10)

Template 1

Template preview is available on the website.

Answer Snippet (AEO — 2–3 line direct answer)

Goa Beach Holiday costs from Rs 8,999 per person for 3N/4D including beachfront stay, breakfast and sightseeing.

FAQs (— FAQPage schema + on-page accordion)

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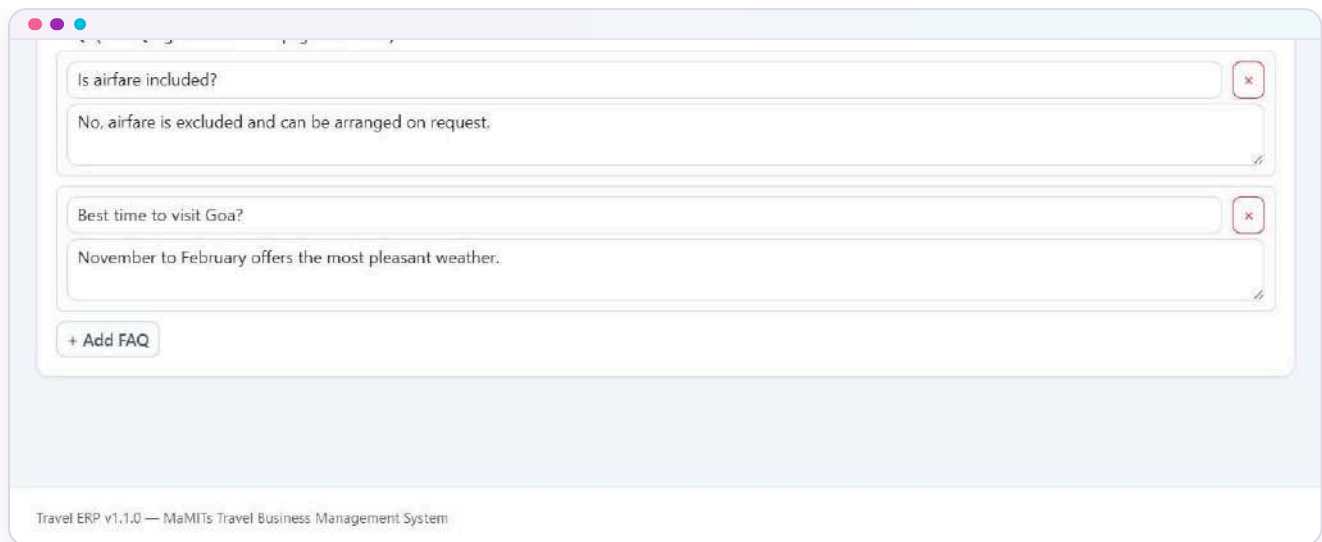


Figure 10.7 SEO & Landing: full SEO panel, meta keywords, share image, an AEO "Quick answer" snippet and FAQs (shown on the page and as Google FAQ schema). *(continued)*

10.7 Clone, print and themes

- **Clone** copies the whole package (itinerary, variants, departures, add-ons) as a new draft. It is ideal for creating "Goa Honeymoon" from "Goa Family".
- **PDF / Print itinerary:** a clean, printable day-by-day itinerary to send to customers.
- **Themes** (Honeymoon, Adventure, Family, Pilgrimage...) power the Theme filter on the website.
- **Delete** moves a package to the trash (soft delete), so bookings and reports keep their history.



Incredible Journeys India

Incredible Journeys India
98765 43210 · hello@incrediblejourneys.in
Mumbai, Maharashtra

Goa Beach Holiday

3 Nights / 4 Days Code: PKG-0001
3 nights of sun, sand and Goa nightlife with beachfront stay.

Day 1 — Arrival & Beach Leisure

Meals: Breakfast Stay: Beachfront Resort Transfer: Sedan

Arrive in Goa, transfer to resort, evening free at Baga beach.

Day 2 — North Goa Sightseeing

Meals: Breakfast Stay: Beachfront Resort Transfer: SUV

Visit Fort Aguada, Calangute, Anjuna and sunset cruise.

Day 3 — South Goa & Departure

Meals: Breakfast Transfer: Sedan

South Goa churches and beaches, then airport drop.

Inclusions

- 3 nights accommodation with breakfast
- Airport transfers
- North & South Goa sightseeing by AC cab

Exclusions

- Airfare
- Lunch & dinner
- Personal expenses

Generated by Incredible Journeys India · 29 Sep 2026 · 98765 43210

Figure 10.8 Printable package itinerary.

Package Themes

R

Rajesh Kumar

Admin

THEME	USED BY PACKAGES	ACTIONS
Adventure	2	
Corporate	0	Delete
Family	5	
Group	5	
Honeymoon	2	
Pilgrimage	1	
Weekend	2	

Add Theme

e.g. Wildlife

Add

← Back to Packages

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Figure 10.9 Package themes with usage count.

Incredible Journeys India

Home Packages Destinations Contact Hotels Taxi Offers Blog Login

98765 43210

Packages / Goa Beach Holiday

3N / 4D Customizable From ₹8,999 5.0 1 review

Goa Beach Holiday

3 nights of sun, sand and Goa nightlife with beachfront stay.

Book this trip View gallery

GALLERY

Goa Beach Holiday

5 photos



Incredible Journeys India

Home Packages Destinations Contact Hotels Taxi Offers Blog Login

98765 43210



QUICK ANSWER

Goa Beach Holiday costs from Rs 8,999 per person for 3N/4D including beachfront stay, breakfast and sightseeing.

OVERVIEW

About this trip

Enjoy North & South Goa beaches, water sports, and a sunset cruise on this relaxed beach holiday.

WHY THIS TRIP

Highlights

Stay at a beachfront resort Sunset Mandovi river cruise

LIVE PRICE

from ₹8,999

Build your trip

PACKAGE VARIANT

Standard
₹8,999/person

Deluxe
₹12,999/person

TRAVEL DATE

Select travel date

TRAVELLERS

Adults
12y+
2

Child /bed
2-11y
0

Child /no bed
2-11y
0

Infant
0-2y
0

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The screenshot displays the 'Incredible Journeys India' website interface. The top navigation bar includes links for Home, Packages, Destinations, Contact, Hotels, Taxi, Offers, Blog, Login, and a search icon, along with a contact number 98765 43210. The main heading is 'North & South Goa sightseeing'. Below this, the 'DAY BY DAY Itinerary' section details a 3-day trip: Day 1 (Arrival & Beach Leisure), Day 2 (North Goa Sightseeing), and Day 3 (South Goa & Departure). The itinerary includes specific details like 'Beachfront Resort', 'Sedan', and 'Breakfast'. To the right, the 'TRAVELLERS' section allows selection of adults, child/bed, child/no bed, and infant counts. Below this, the 'ADD-ONS' section lists optional activities like Candle Light Dinner, Desert Safari Dubai, Kerala Houseboat Stay, Paragliding at Solang, and Scuba Diving, each with a price. The bottom section shows the price breakdown: 'Adult (twin sharing) x 2' at ₹17,998, a 'Monsoon Sale -15% (-15%)' discount, and a final 'Total' of ₹15,298.3. A green chat bubble icon is visible in the bottom right corner.

Figure 10.10 The public package page: hero, gallery, highlights, "Build your trip" price box, itinerary, inclusions, FAQs, reviews and similar trips. *(continued)*

11

CHAPTER 11

Add-ons & Activities

Extra services that customers can add while booking a package, such as a candle-light dinner, scuba diving or a sunset cruise.

Add-ons / Activities

Rajesh Kumar
Admin

5 add-on(s)

+ Add Add-on

SEARCH

DESTINATION

STATUS

Add-on name...

All destinations

All

Apply

Reset

NAME	DESTINATION	PRICE / PERSON	CHILD	COST	STATUS	ACTIONS
Candle Light Dinner (2 hours)	Goa	₹3,500.00	₹0.00	₹2,000.00	Active	 
Desert Safari Dubai (6 hours)	Dubai	₹3,200.00	₹2,000.00	₹2,100.00	Active	 
Kerala Houseboat Stay (Overnight)	Kerala	₹6,500.00	₹3,000.00	₹4,000.00	Active	 
Paragliding at Solang (30 min)	Manali	₹1,800.00	₹1,200.00	₹1,000.00	Active	 
Scuba Diving (2 hours)	Goa	₹2,500.00	₹1,800.00	₹1,500.00	Active	 

Travel ERP v1.1.0 — MaMITs Travel Business Management System

Figure 11.1 Add-ons list with destination, price per person, cost and status.

Edit Add-on

Rajesh Kumar Admin

Name * City / Destination

Scuba Diving Goa

Price per person (₹) * Child Price (₹) Cost Price (₹) — internal

2500.00 1800.00 1500.00

Duration Image

2 hours

Upload image

Click or drop · JPG, PNG, WEBP · max 4 MB

Description

B I U H2 H3 P T

Guided scuba dive at Grande Island, Goa.

☒ Active

Update Add-on Cancel

Travel ERP v1.1.0 — MaMITs Travel Business Management System

Figure 11.2 Add-on editor: name, city / destination, price per person, child price, cost, duration, image and description.

- Shown as tick boxes in the website booking box and charged per traveller (adults and children).
- Also available as an item type in quotations and as "Activities" in the day-wise itinerary.

12

CHAPTER 12

Hotels

A complete hotel catalogue with room types, four meal plans, seasonal rates, blackout dates, room inventory, amenities, maps, policies and guest reviews. Hotels can be booked instantly online.

Hotels

Rajesh Kumar Admin

12 hotel(s)

Amnities

Add Hotel

SEARCH

Hotel or city...

DESTINATION

All destinations

STAR

Any

MODE

All

STATUS

All

Apply

Reset

HOTEL	DESTINATION	STAR	ROOMS	FROM (CP)	FLAGS	STATUS	ACTIONS
Jaipur Heritage Haveli Jaipur, Rajasthan	Jaipur	★★★★	1	₹7,000	Enquiry	Active	
Manali Riverside Cottages Old Manali, HP	Manali	★★★	1	₹5,000	Bookable	Active	
Goa Sunset Beach Villas Candolim, Goa	Goa	★★★	1	₹7,500	Enquiry	Active	
Andaman Coral Reef Resort Havelock, Andaman	Andaman	★★★★	1	₹12,500	Bookable	Active	
Dubai Marina Grand Dubai Marina, UAE	Dubai	★★★★★	2	₹24,000	Bookable	Active	
Shimla Pine Heights Shimla, Himachal	Shimla	★★★★	2	₹6,500	Bookable	Active	
Ladakh Mountain Lodge Leh, Ladakh	Ladakh	★★★	1	₹5,200	Enquiry	Active	
Rishikesh Ganga Retreat Rishikesh, Uttarakhand	Rishikesh	★★★	1	₹4,200	Enquiry	Active	
Kerala Backwater Villas Alleppey, Kerala	Kerala	★★★★	1	₹8,500	Bookable	Active	
Taj Rambagh Palace Jaipur, Rajasthan	Jaipur	★★★★★	2	₹18,000	Bookable	Active	
Manali Snow Retreat Manali, HP	Manali	★★★	1	₹3,300	Enquiry	Active	
Goa Beach Resort & Spa Calangute, Goa	Goa	★★★★	2	₹5,200	Bookable	Active	

Showing 1–12 of 12

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Figure 12.1 Hotels list with destination, stars, rooms, lowest rate, bookable status and active status.

12.1 Hotel profile

Edit Hotel

Rajesh Kumar Admin

Hotel Name *

Goa Beach Resort & Spa

Slug

goa-beach-resort-spa

Destination *

Goa

Star *

★★★★

City

Calangute, Goa

Check-in time

02:00 PM

Check-out time

11:00 AM

Address *

Calangute Beach Road, North Goa 403516

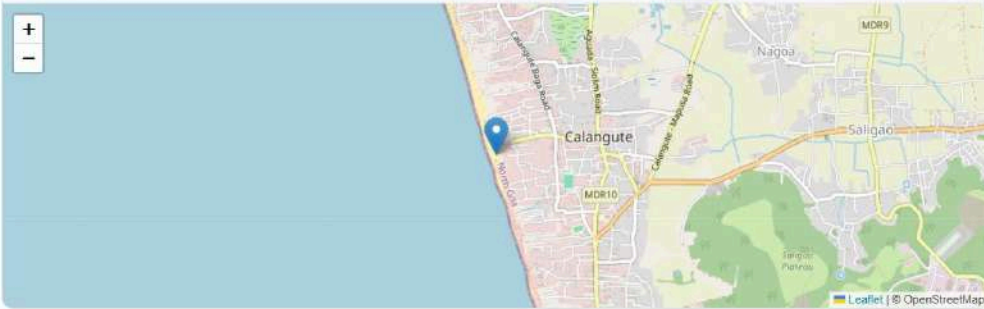
Pin location on map — search a place, then drag the pin to fine-tune:

Calangute, Goa

Find

15.543900

73.755300



Contact Person (ops)

Contact Phone

Contact Email

Save Hotel

Back to list

B I U H2 H3 P ≡ ≡ ≡ ↻ T

A serene beachfront escape in Calangute — **Goa Beach Resort & Spa** pairs sun-soaked sea-view rooms with a palm-fringed pool, a full-service spa and multi-cuisine dining just steps from the sand.

Wake up to the sound of the waves, unwind with a poolside cocktail, and let our team arrange water-sports, sunset cruises and North-Goa sightseeing.

Cancellation Policy

Free cancellation up to 48 hours before check-in. Cancellations within 48 hours are charged one night's tariff. No-show is charged the full

House Rules

Check-in from 2:00 PM, check-out by 11:00 AM. Valid government photo ID required at check-in. Unmarried couples with valid ID are

Payment Terms

Pay 20% now to confirm your booking; the balance is collected at the hotel. All major cards, UPI and net-banking accepted. Rates

Amenities *

Breakfast Included

Gym

Parking

Pet Friendly

Power Backup

Restaurant

Room AC

Spa

Swimming Pool

Wifi

Add custom amenity...

+ Add

Cover Image

Change image

Click or drop · JPG, PNG, WEBP · max 4 MB

Gallery (multi)

Choose Files

No file chosen



Unlick to remove.

Tick to select - type + Add for a new one - manage master

☐ Partner hotel (contract rates)

☒ Bookable on website (OFF = enquiry only)

☒ Active

Room Types (rates per night: EP / CP / MAP / AP)

+ Add Room Type

Room Type Name *

Deluxe Sea View

Max A / C

2

1

Extra Bed ₹

1200.00

Inventory

ON

10

Active

Remove

ON = instant booking, OFF = enquiry

EP (room only) — Sell ₹ / Cost

4500.00

3200.00

CP (+breakfast) — Sell ₹ / Cost

5200.00

3700.00

MAP — Sell ₹ / Cost

6500.00

4600.00

AP — Sell ₹ / Cost

7800.00

5500.00

Room Photos (multi)

Choose Files

No file chosen

First photo = cover. Untick a photo to remove.

Room Amenities

Breakfast Included

Gym

Parking

Pet Friendly

Power Backup

Restaurant

Room AC

Spa

Swimming Pool

WiFi

Add custom...

+ Add

Blackout Dates (comma)

Seasonal Rate Overrides

+ Season

Room Type Name *

Premium Suite

Max A / C

3

2

Extra Bed ₹

1500.00

Inventory

ON

4

Active

Remove

ON = instant booking, OFF = enquiry

EP (room only) — Sell ₹ / Cost

9500.00

6000.00

CP (+breakfast) — Sell ₹ / Cost

9500.00

6800.00

MAP — Sell ₹ / Cost

11000.00

7900.00

AP — Sell ₹ / Cost

12500.00

9000.00

Room Photos (multi)

Choose Files

No file chosen

First photo = cover. Untick a photo to remove.

Room Amenities

Breakfast Included

Gym

Parking

Pet Friendly

Power Backup

Restaurant

Room AC

Spa

Swimming Pool

WiFi

Add custom...

+ Add

Blackout Dates (comma)

Seasonal Rate Overrides

+ Season

Guest Reviews

+ Add Review

Guest name *

Ananya Sharma

Country/City

India

Rating

5 ★

Trip type

Couple

Stayed

Aug 2026

Review

Beachfront bliss, spotless rooms

Woke up to the sound of waves every morning. The sea-view room was immaculate and the staff went out

Guest name *

James Whitfield

Country/City

United Kingdom

Rating

4 ★

Trip type

Family

Stayed

Jul 2026

Review

Great location, lovely pool

Two minutes from Calangute beach and a gorgeous pool. Rooms are modern. Only minor niggle was slow

Guest name *

Rahul & Meera

Country/City

India

Rating

5 ★

Trip type

Couple

Stayed

Jun 2026

Review

Perfect honeymoon stay

The suite upgrade made our honeymoon special. Candlelight dinner by the pool was unforgettable. Highly

Guest name *

Sofia Rossi

Country/City

Italy

Rating

4 ★

Trip type

Solo

Stayed

Sep 2026

Review

The screenshot displays the 'Hotel editor' interface. At the top, there are two text input fields for guest feedback: 'Relaxing and clean' and 'Very peaceful property with attentive housekeeping. Loved the spa. Would come back.' Below these are fields for 'Guest name *' (Vikram Nair), 'Country/City' (India), 'Rating' (5 stars), 'Trip type' (Business), and 'Stayed' (Aug 2026). A 'Headline' field contains 'Worth every rupee', and a 'Review' field contains 'Instant booking was smooth, room was exactly as pictured. The multi-cuisine restaurant is excellent.' Below the review section, there's an 'SEO & rich results' section showing 'SEO 50' and 'Readability 58' scores, with a 'Live analysis · updates as you type' indicator. A 'GOOGLE PREVIEW' section shows a search result for 'Goa Beach Resort & Spa, Mumbai — Incredible Journeys India'. At the bottom, there are fields for 'Focus keyphrase' (e.g. goa tour package) and 'URL' (http://localhost/travel-docs/hotel/goa-beach-resort-spa).

Figure 12.2 Hotel editor: details, map location, contacts, description, policies, amenities, images, room types with rates, seasonal overrides and guest reviews. (*continued*)

- **Name, destination, star rating (1–5), city, check-in and check-out times, address.**
- **Map location:** search a place or drag the pin. This powers the hotel map and the **"What's nearby"** list (airports, railway stations, bus stands, top places).
- **Operations contacts** (person, phone, email) for your team.
- **Policies:** cancellation policy, house rules, payment terms.
- **Amenities** from a master list (Wi-Fi, pool, spa...). Type a new amenity to add it on the spot.
- **Bookable on website** switch: off means enquiry only. **Partner hotel** badge for contracted hotels.

12.2 Room types, meal plans and rates

- Each room type has **max adults and children, extra bed price, photos, room amenities** and an **Active** switch.
- **Four meal plans per night:** EP (room only), CP (with breakfast), MAP (breakfast + one meal), AP (all meals). Each has a sell rate and a cost rate.
- **Seasonal rate overrides:** name, date range and new rates for each meal plan. The right rate is used automatically for each night of the stay.
- **Blackout dates:** nights that cannot be booked online.
- **Inventory:** switch it on and enter the number of rooms. The website then checks live availability against existing bookings.

EXAMPLE

Goa Beach Resort, Deluxe Sea View, CP ₹5,200 per night, with a "Christmas" season at ₹7,800 from 20 to 31 December. A stay from 29 Dec to 2 Jan (4 nights) is priced $2 \times ₹7,800 + 2 \times ₹5,200 = ₹26,000$ per room, before any fare rule.

12.3 Online hotel booking

Incredible Journeys India Home Packages Destinations Contact Hotels Taxi Offers Blog Login 98765 43210

Hotels / Goa Beach Resort & Spa

★★★★ 4-Star Goa Instant booking 4.6 ★ 5 reviews

Goa Beach Resort & Spa

Calangute Beach Road, North Goa 403516

Check availability Photos

Free cancellation available Instant confirmation Best price guarantee Verified property 24x7 travel support

GALLERY

Goa Beach Resort & Spa

4 photos

CHOOSE YOUR ROOM

Rooms & Rates

per night

Deluxe Sea View Instant

Max 2 adults + 1 children · Extra bed ₹1,200

EP	CP	MAP	AP
₹4,500	₹5,200	₹6,500	₹7,800

Select & check dates →

Premium Suite Instant

Max 3 adults + 2 children · Extra bed ₹1,500

EP	CP	MAP	AP
₹8,500	₹9,500	₹11,000	₹12,500

Select & check dates →

GOOD TO KNOW

Policies & house rules

Check-in / Check-out Cancellation

CHECK AVAILABILITY from ₹5,200

Your stay

Check-in 2:00 PM Check-out 11:00 AM

CHECK-IN CHECK-OUT

Add date Add date

MEAL PLAN

CP Breakfast EP Room only

MAP Break + 1 meal AP All meals

SELECT ROOMS (mix & match)

Room	Price	Instant	Count
Deluxe Sea View	₹5,200/night	Instant	0
Premium Suite	₹9,500/night	Instant	0

QUESTS

Total guests across all rooms

2

Figure 12.3 The public hotel page with gallery, room cards showing Instant or On request, and a "Your stay" box to mix and match rooms. (continued)

- Customers pick dates and a meal plan, choose **several room types in one cart**, and see a live total.
- If every chosen room is instant-bookable, they fill in their details and pay online or by bank / UPI. The booking, room allocation and GST invoice are created automatically.
- Otherwise the page offers an enquiry, which becomes a lead.

The screenshot shows a web application interface for managing hotel amenities. At the top, the title "Hotel Amenities" is displayed on the left, and a user profile for "Rajesh Kumar Admin" is on the right. Below the title, there is a form for adding new amenities, including a text input field with the placeholder "New amenity (e.g. Bonfire)" and an "Add" button. A list of existing amenities is shown below, each with a count of hotels it applies to and a delete button (X). The amenities listed are: Breakfast Included (3 hotels), Gym (0 hotels), Parking (2 hotels), Pet Friendly (0 hotels), Power Backup (1 hotels), Restaurant (3 hotels), Room AC (2 hotels), Spa (2 hotels), Swimming Pool (1 hotels), and WiFi (3 hotels). At the bottom of the form, there is a "Back to Hotels" button. The footer of the application indicates "Travel ERP v1.1.0 — MaMITs Travel Business Management System".

Hotel Amenities

Rajesh Kumar Admin

New amenity (e.g. Bonfire) **Add**

Breakfast Included (3 hotels)

Gym (0 hotels) **X**

Parking (2 hotels)

Pet Friendly (0 hotels) **X**

Power Backup (1 hotels)

Restaurant (3 hotels)

Room AC (2 hotels)

Spa (2 hotels)

Swimming Pool (1 hotels)

WiFi (3 hotels)

Back to Hotels

Travel ERP v1.1.0 — MaMITs Travel Business Management System

Figure 12.4 The amenities master list.

13

CHAPTER 13

Taxi & Cabs

Everything a cab business needs: cities, vehicle types, drivers, vendors, rate cards, automatic fare calculation, bookings with driver assignment, and vouchers.

13.1 Masters

The screenshot displays the 'Taxi Masters' management interface. At the top, the title 'Taxi Masters' is on the left, and a user profile for 'Rajesh Kumar Admin' is on the right. The interface is divided into four main sections:

- Cities:** Includes input fields for 'City name' and 'State', an 'Add' button, and a list of existing cities: 'Delhi, Delhi (80 trips)', 'Goa, Goa (89 trips)', and 'Manali, Himachal Pradesh (92 trips)'.
- Vehicle Types:** Includes input fields for 'Innova Crysta', '4' (seats), 'Bags', a checked 'AC' option, an 'Add' button, an 'Upload image' button, and a 'Note' field. Below these are listed vehicle types: 'Sedan (Dzire) - 4 seats - AC (138 trips)', 'SUV (Innova Crysta) - 6 seats - AC (98 trips)', and 'Tempo Traveller 12 - 12 seats - AC (25 trips)'.
- Drivers (own fleet):** Includes input fields for 'Name', 'Phone', 'License', 'Vehic' (with a dropdown), 'No', and an 'Add' button. A list of drivers is shown: 'Suresh Yadav - 9876543210 - SUV (Innova Crysta) - GA07 AB 1234'.
- Taxi Vendors:** Includes input fields for 'Vendor name', 'Contact person', 'Phone', and an 'Add' button. Below these are dropdowns for 'Cities served...' and 'Vehicle types...', and a 'Rate notes' field.

At the bottom, there are navigation buttons for 'Taxi Bookings' and 'Rate Cards'. The footer text reads 'Travel ERP v1.1.0 — MaMITs Travel Business Management System'.

Figure 13.1 Taxi masters: cities, vehicle types (seats, luggage, AC, image), drivers (licence, vehicle number) and vendors (cities served, rate notes).

13.2 Rate cards

Taxi Rate Cards

R

Rajesh Kumar

Admin

All cities

All vehicles

Filter

+ New Rate Card

3 rate card(s) - one card = one city + one vehicle type

CITY	VEHICLE	AIRPORT P / D	OUTSTATION	LOCAL PKGS	ACTIONS
Delhi	SUV (Innova Crysta)	₹1,200 / ₹1,200	₹16.00/km · min 250km/day · DA ₹500	0	Edit
Goa	Sedan (Dzire)	₹900 / ₹900	₹12.00/km · min 250km/day · DA ₹400	2	Edit
Goa	SUV (Innova Crysta)	₹1,400 / ₹1,400	₹17.00/km · min 250km/day · DA ₹500	1	Edit

Showing 1-3 of 3

Travel ERP v1.1.0 — MaMITs Travel Business Management System

Figure 13.2 Rate cards: one per city and vehicle type.

Rate Card — Goa / Sedan (Dzire) Rajesh Kumar Admin

City * Vehicle Type *

Airport Pickup ₹ (sell / cost) Airport Drop ₹

Outstation

Per km ₹ * Cost/km Min km/day * Driver allow./day * Cost DA/day Night charge ₹

One-way multiplier Toll/Parking note

Local Packages (4hr/40km, 8hr/80km...) + Add Package

NAME	PRICE ₹	EXTRA/KM ₹	EXTRA/HR ₹	COST ₹	
4hr / 40km	1200.00	12.00	150.00	850.00	x
8hr / 80km	2200.00	12.00	150.00	1600.00	x

Travel ERP v1.1.0 — MaMITs Travel Business Management System

Figure 13.3 Rate card editor: airport pickup and drop fares, outstation per-km rate, minimum km per day, driver allowance, one-way multiplier, toll note and local packages (e.g. 8 hrs / 80 km).

How fares are calculated

Trip type	Fare
Local / hourly	Price of the chosen local package (e.g. 8 hrs / 80 km)
Airport pickup / drop	Flat fare from the rate card
Outstation round trip	$\max(\text{min km per day} \times \text{days, estimated km}) \times \text{per-km rate} + \text{driver allowance} \times \text{days}$
Outstation one-way	Same as round trip, with the per-km rate multiplied by the one-way multiplier

EXAMPLE

Sedan (Dzire) in Delhi at ₹12/km, 250 km minimum per day, driver allowance ₹300/day. A 2-day round trip of 380 km is billed on $\max(500, 380) = 500$ km: $500 \times 12 + 2 \times 300 = \text{₹6,600}$. Fare rules such as a fuel surcharge are then applied automatically.

13.3 Taxi bookings and vouchers

The screenshot displays the 'Taxi Bookings' management interface. At the top, there's a header with the user 'Rajesh Kumar Admin' and a '+ New Taxi Booking' button. Below the header, a set of tabs allows filtering by status: 'All' (selected), 'Pending', 'Confirmed', 'Completed', and 'Cancelled'. To the right of these tabs are buttons for 'Masters', 'Rate Cards', and '+ New Taxi Booking'. The main area contains a table with columns: NO., CUSTOMER, TRIP, CITY / VEHICLE, PICKUP AT, FARE, PAID, ASSIGNED, STATUS, and ACTIONS. The table lists 20 bookings, each with a unique ID (TXI-0263 to TXI-0245), customer name, trip type, location, pickup time, fare, payment status, assigned driver, and status (Completed, Cancelled, or Pending). Each row has 'Voucher' and 'Open' buttons in the ACTIONS column.

NO.	CUSTOMER	TRIP	CITY / VEHICLE	PICKUP AT	FARE	PAID	ASSIGNED	STATUS	ACTIONS
TXI-0263	Ishaan Gupta	Airport Pickup	Delhi - SUV (Innova Crysta)	02 Nov, 06:34	₹2,169	₹0	Suresh Yadav	Completed	Voucher Open
TXI-0262	Simran Singh	Outstation Round	Delhi - SUV (Innova Crysta)	28 Jun, 03:40	₹10,319	₹0	Suresh Yadav	Cancelled	Voucher Open
TXI-0261	Kavya Malhotra	Outstation One-way	Goa - Tempo Traveller 12	05 Oct, 10:31	₹14,178	₹0	—	Pending	Voucher Open
TXI-0260	Sneha Iyer	Outstation One-way	Goa - SUV (Innova Crysta)	11 Mar, 08:59	₹11,170	₹0	—	Completed	Voucher Open
TXI-0259	Nikhil Reddy	Outstation One-way	Delhi - Sedan (Dzire)	25 May, 07:40	₹6,510	₹0	Suresh Yadav	Completed	Voucher Open
TXI-0258	Karan Patel	Local	Manali - Sedan (Dzire)	03 Dec, 08:04	₹941	₹0	Suresh Yadav	Completed	Voucher Open
TXI-0257	Rohan Gupta	Outstation Round	Goa - Tempo Traveller 12	17 Sep, 10:44	₹12,064	₹0	—	Cancelled	Voucher Open
TXI-0256	Tarvi Verma	Airport Drop	Manali - Sedan (Dzire)	29 Mar, 20:08	₹1,004	₹0	—	Completed	Voucher Open
TXI-0255	Karan Kapoor	Airport Drop	Delhi - Sedan (Dzire)	27 Aug, 03:48	₹1,161	₹0	Suresh Yadav	Completed	Voucher Open
TXI-0254	Diya Malhotra	Airport Drop	Delhi - SUV (Innova Crysta)	07 Sep, 07:22	₹1,307	₹0	Suresh Yadav	Completed	Voucher Open
TXI-0253	Tarvi Malhotra	Local	Manali - Sedan (Dzire)	19 Aug, 04:09	₹1,303	₹0	—	Completed	Voucher Open
TXI-0252	Kavya Malhotra	Local	Goa - Sedan (Dzire)	12 Nov, 06:53	₹849	₹0	Suresh Yadav	Completed	Voucher Open
TXI-0251	Rohan Verma	Outstation One-way	Goa - SUV (Innova Crysta)	09 Jul, 21:40	₹6,802	₹0	Suresh Yadav	Cancelled	Voucher Open
TXI-0250	Rahul Patel	Airport Drop	Goa - Sedan (Dzire)	13 Apr, 05:21	₹1,317	₹0	Suresh Yadav	Completed	Voucher Open
TXI-0249	Riya Gupta	Outstation One-way	Goa - Sedan (Dzire)	27 Feb, 01:29	₹7,932	₹0	Suresh Yadav	Completed	Voucher Open
TXI-0248	Pooja Iyer	Outstation One-way	Delhi - SUV (Innova Crysta)	29 Jun, 03:27	₹10,089	₹0	Suresh Yadav	Completed	Voucher Open
TXI-0247	Simran Malhotra	Airport Pickup	Goa - Sedan (Dzire)	04 Apr, 03:32	₹1,335	₹0	Suresh Yadav	Completed	Voucher Open
TXI-0246	Pooja Joshi	Airport Pickup	Delhi - SUV (Innova Crysta)	29 Sep, 03:11	₹1,778	₹0	—	Completed	Voucher Open
TXI-0245	Vikram Kapoor	Outstation Round	Goa - SUV (Innova Crysta)	03 Mar, 08:39	₹3,906	₹0	—	Completed	Voucher Open

Figure 13.4 Taxi bookings with tabs: All, Pending, Confirmed, Completed, Cancelled.

Taxi TXI-0263 Completed Cab Voucher Send Driver Details (WA)

Customer * City * Vehicle Type * Trip Type *

Pickup date-time * Pickup location Drop location

Route notes Status Notes (internal)

Fare override ₹ (logged)

Assignment Driver Vehicle number (actual)

Save (fare will be recalculated) Back to list

Fare Breakup (engine-applied)

Total Fare	₹2,169.00
-------------------	------------------

Payments Paid ₹0.00 - Balance ₹2,169.00

Amount ₹ CASH Ref Record

No payments yet.

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Figure 13.5 Taxi booking: customer, city, vehicle, trip type, pickup date and time, pickup and drop points, fare breakup, fare override, driver or vendor assignment and payments.

- **Assign an own driver or a vendor** with the actual vehicle number, then send the driver details to the customer on WhatsApp with one tap.
- **Fare override** for special deals (recorded in the activity log).
- **Payments** against the taxi booking, with paid and balance amounts.
- **Printable cab voucher** with guest, trip, vehicle, driver, pickup and drop points and fare.

Print / Save as PDF

Incredible Journeys India

Incredible Journeys India
98765 43210
hello@incrediblejourneys.in

Cab Voucher — TXI-0263

GUEST

Ishaan Gupta
9310006697

TRIP

Airport Pickup - Delhi
Vehicle: SUV (Innova Crysta)
Pickup: 02 Nov 2025, 06:34 AM

DRIVER DETAILS

Suresh Yadav
9876543210

PICKUP POINT

Airport / Hotel

DROP POINT

—

Total Fare

₹2,169.00

Paid

₹0.00

Balance (pay to driver/office)

₹2,169.00

Incredible Journeys India · 98765 43210 · Happy journey!

Figure 13.6 The cab voucher.

13.4 Online cab booking on the website

Incredible Journeys India

Home Packages Destinations Contact Hotels Taxi Offers Blog Login

98765 43210

Home / Taxi & Cabs

Verified drivers Transparent fares Instant booking

Book a cab, your way

Browse our fleet, see per-km fares, and set pickup & drop on the map — pay online or to the driver.

Clean, sanitised cars No hidden charges On-time pickup 24x7 support

Find your cab

City

All cities

TRIP TYPE

Local / hourly
city rides & sightseeing

Airport pickup

Our cab fleet

3 cab types · pick a city for live fares

₹12/km AC

AVAILABLE IN 1 CITY

Sedan (Dzire)

Comfortable 4-seater sedan.

4 seats 2 bags Air-conditioned

FROM ₹12/km

Pick a city for live fare

View fares

₹16/km AC

AVAILABLE IN 2 CITIES

FROM ₹16/km

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The screenshot displays two views of the 'Incredible Journeys India' website. The top view shows the 'Sedan (Dzire)' cab page, and the bottom view shows the 'Fare details' page.

Top View: Sedan (Dzire) Cab Page

Header: Incredible Journeys India | Home | Packages | Destinations | Contact | Hotels | Taxi | Offers | Blog | Login | 98765 43210

Section: Taxi & Cabs / Sedan (Dzire)

Filters: 4 seats, 2 bags, Air-conditioned

Sedan (Dzire)

Comfortable 4-seater sedan.

THE CAB

Sedan (Dzire)

Features: 4 seats, 2 bags, Air-conditioned, Available in 1 city

Comfortable 4-seater sedan.

Benefits: Experienced driver, Fuel included, Clean & sanitised, GST Invoice

BOOK THIS CAB

Sedan (Dzire)

CITY: Goa, Goa

TRIP TYPE: Outstation one-way (per-km, drop only), Outstation round (per-km, to & back), Airport pickup (flat fare), Airport drop (flat fare), Local / hourly

Bottom View: Fare details

TRANSPARENT PRICING

Fare details

in Goa

Outstation (round)	₹12/km	min 250 km/day
Outstation (one-way)	₹15.6/km	×1.3 of round
Driver allowance	₹400/day	night ₹300
Airport pickup	₹900	flat
Airport drop	₹900	flat
4 hr / 40km (package)	₹1,200	extra ₹12.00/km • ₹150.00/hr
8 hr / 80km (package)	₹2,200	extra ₹12.00/km • ₹150.00/hr

Fares are estimates. Tolls, parking & state permits (where applicable) are extra and shown before you pay.

COMPARE

Other cabs

Right Panel (Common to both views):

package

Days: 1 | Est. km (auto): —

PICKUP DATE & TIME: 30-09-2026 09:00 AM

Pickup: Search pickup...

Drop: Search drop...

Buttons: Set pickup, Set drop

Map: Map showing locations: Calangute, Panaji, Chorda Island, Goa Island, NH66. Map by Leaflet | OpenStreetMap

Fare Summary:

250 km × ₹15.60 (one-way ×1.3) (min 250 km)	₹3,900
Driver allowance ₹400.00 × 1 day(s)	₹400

Figure 13.7 The Cabs page with live fares by city, and the cab page with a map: set pickup and drop points, see the road distance and an exact fare, then book. (continued)

- Pickup and drop are chosen by **address search or by clicking on the map**. The road distance is calculated automatically.
- The customer chooses **Pay driver** (cash / UPI) or **Pay online**. The booking appears in admin as *Pending* for your team to confirm.

14

CHAPTER 14

Dynamic Fare Engine

Change prices automatically by season, weekday, advance booking, demand, festivals or flash sales, across packages, hotels and cabs, with smart price rounding.

Dynamic Fare Rules

Engine: Stack all matching rules No round-off Save

Fare Preview Tool Price Change Log + Add Rule

RULE	TYPE	ADJUSTMENT	SCOPE	PRIORITY	STATUS	ACTIONS
Early Bird 45+ days -8%	Early Bird	-8%	Module : packages	10	On	Edit Delete
Monsoon Sale -15%	Flash Sale	-15%	Module : packages	5	On	Edit Delete
Diwali Week +15%	Festival	+15%	Module : packages	3	On	Edit Delete

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Figure 14.1 Fare rules list with engine settings: stack all rules or apply only the highest priority, and price rounding.

Edit Fare Rule

Rule Name * Monsoon Sale -15%

Rule Type * Flash Sale / Promo

Adjustment * % -15.00

Priority 5

Positive = surcharge, negative = discount

Window From * 01-09-2026

Window To * 30-11-2026

Badge text Monsoon Sale -15%

Active From (schedule, optional) dd-mm-yyyy

Active Till (auto-off after) dd-mm-yyyy

Scope * Module

Module * Packages

Active ☒

Save Rule **Back**

Seasons Master (used by season rules)

Peak dd-mm-yyyy dd-mm-yyyy **Add / Add Range**

Adding the same season name again adds another date range (Peak: 15 May–30 Jun + 20 Dec–5 Jan).

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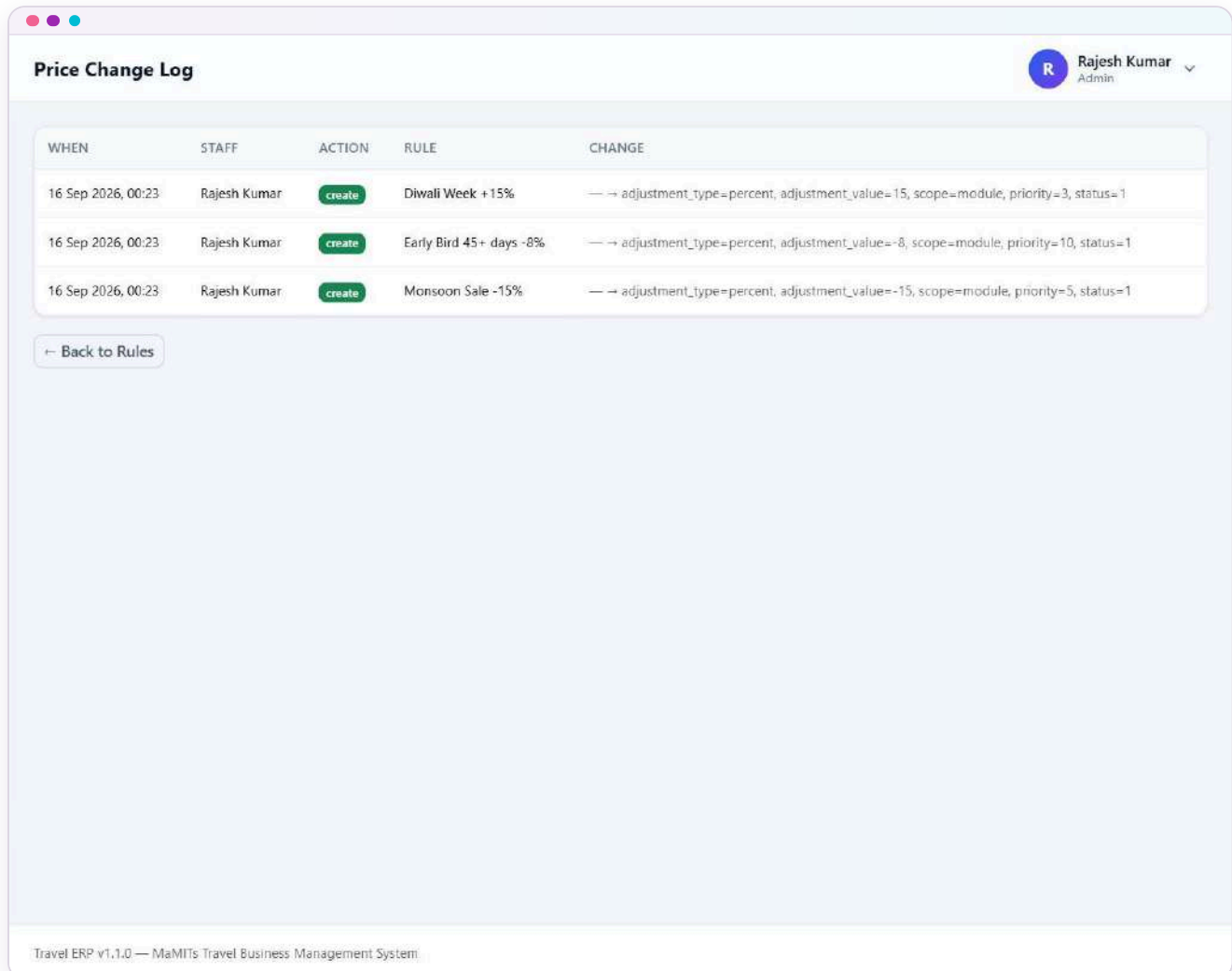
Figure 14.2 Rule editor: type, adjustment (% or flat ₹, positive = surcharge, negative = discount), priority, active dates, scope (global, module, destination or specific items) and the Seasons master.

14.1 Rule types

Rule type	Applies when	Example
Season	The travel date falls in a season's date ranges	Peak season +15% for Dec 20 – Jan 5
Day of week	The travel date is one of the chosen weekdays	Weekend hotels +10% on Fri and Sat
Early bird	The customer books X or more days before travel	Book 60 days ahead: –8%
Last minute	Travel is within X days of booking	Travel within 3 days: –5%
Demand / occupancy	A fixed departure is X% or more sold	80% seats sold: +10%
Festival	The travel date is within the festival window	Diwali week +12%
Flash sale / promo	The booking date is within the sale window (with a badge text)	"Weekend Flash Sale" –20%

Rule type	Applies when	Example
Taxi fuel surcharge	Every cab fare	+₹150 per trip

- **Scopes:** everything, one business line, one destination, or specific packages, hotels or vehicle types.
- **Priority** decides the order. **Stack all** combines the rules; **Highest priority only** applies just one.
- **Rounding:** none, prices ending in 9 (₹12,499) or ending in 99 (₹12,999).
- The customer sees a **transparent breakdown** (base price, each rule, rounding) in the booking box.
- **Preview tool** to test a price, and a **Price change log** with before and after values and the staff member who made each change.



Price Change Log Rajesh Kumar Admin

WHEN	STAFF	ACTION	RULE	CHANGE
16 Sep 2026, 00:23	Rajesh Kumar	create	Diwali Week +15%	→ adjustment_type=percent, adjustment_value=15, scope=module, priority=3, status=1
16 Sep 2026, 00:23	Rajesh Kumar	create	Early Bird 45+ days -8%	→ adjustment_type=percent, adjustment_value=-8, scope=module, priority=10, status=1
16 Sep 2026, 00:23	Rajesh Kumar	create	Monsoon Sale -15%	→ adjustment_type=percent, adjustment_value=-15, scope=module, priority=5, status=1

[← Back to Rules](#)

Travel ERP v1.1.0 — MaMITs Travel Business Management System

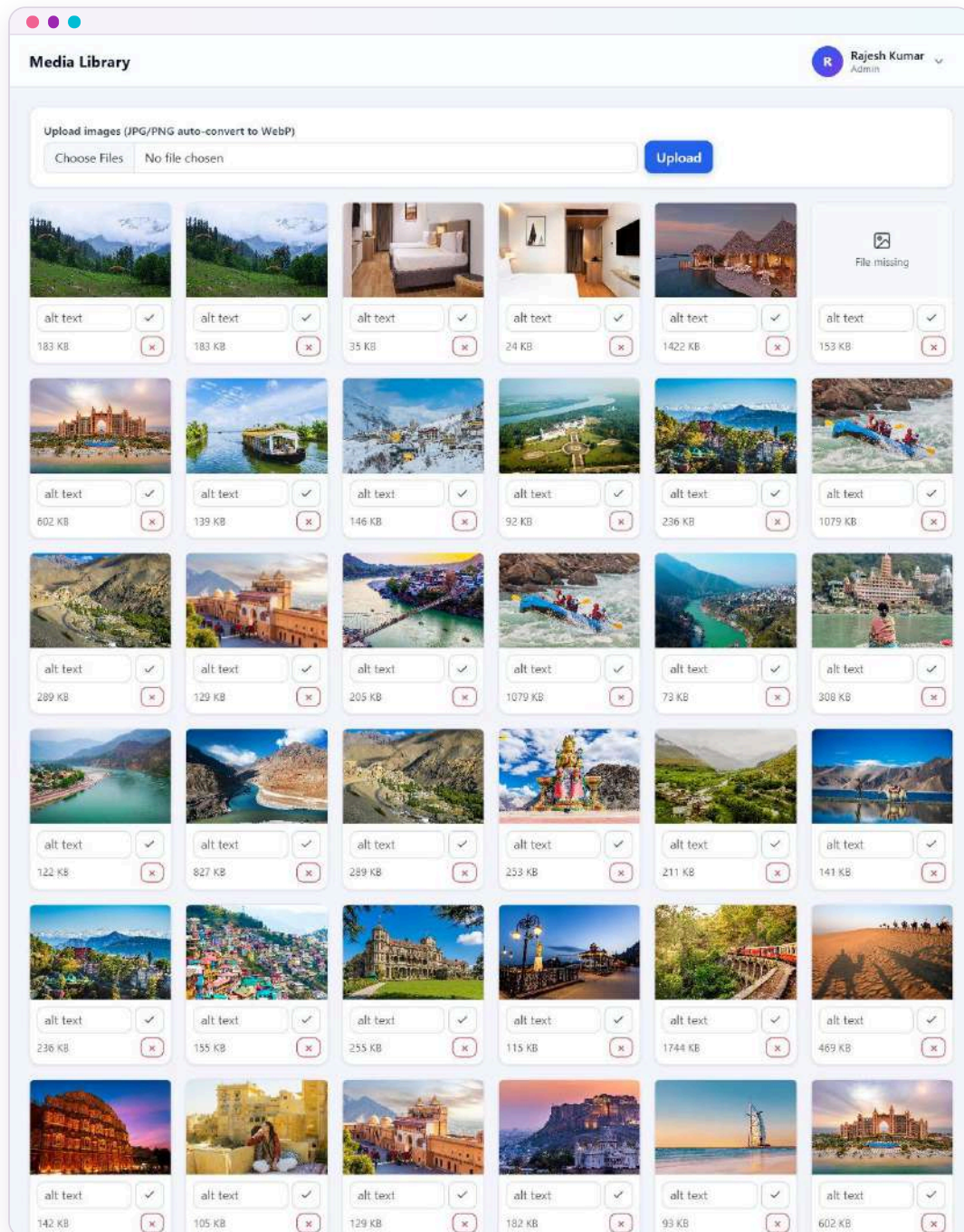
Figure 14.3 The price change log.

15

CHAPTER 15

Media Library

All images in one place, automatically optimised.



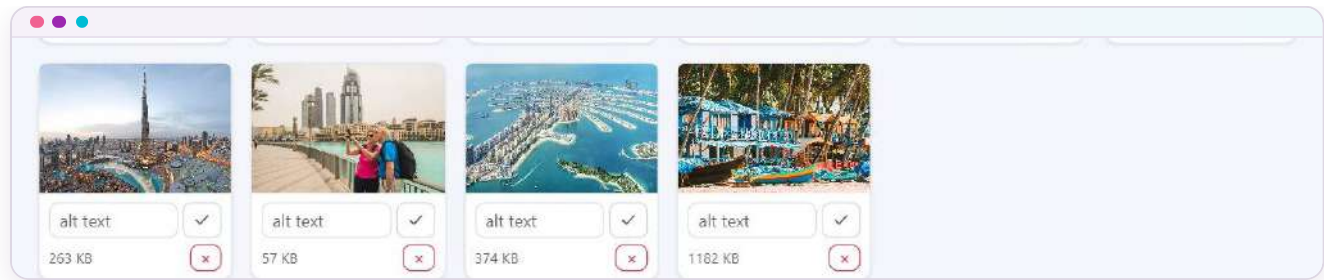


Figure 15.1 The Media Library: upload several images at once, add alt text, and see every image used on destinations, packages, hotels and add-ons. *(continued)*

- Upload JPG, PNG, WEBP, GIF or SVG files (up to 4 MB each). SVGs are cleaned for safety.
- **Automatic WebP conversion** of JPG and PNG files makes your website load faster.
- Images uploaded in any form (destination, package, hotel, room, add-on) are added to the library automatically.

16

CHAPTER 16

Website Builder & CMS

Your public website is built into the software and fully editable without code: home page, pages, texts, menus, footer, popup, banners, blog, colours, fonts and templates.

16.1 Home page builder with 15 section types

Website — Home Page

Rajesh Kumar Admin

Home page Pages Page texts Menus Footer Lead popup Banners View website

Your homepage, top to bottom
 Drag to reorder · flip the switch to show/hide · changes go live instantly

[Preview homepage](#) [Refresh cache](#) [Colours & templates](#)

Section Type	Icon	Title	Description	Status	Actions
1	Explore, Book, Travel.	Cinematic Hero	4/4 items · mixed · dark theme	Live	Toggle, Edit, Hide, Show
2	Where to next?	Smart Search	4/4 items · mixed · light theme	Live	Toggle, Edit, Hide, Show
3	Journeys worth taking	Featured Journeys (Packages)	0/0 items · mixed · light theme · "Curated journeys"	Live	Toggle, Edit, Hide, Show
4	Places that stay with you	Destination Atlas	0/0 items · mixed · light theme · "The atlas"	Live	Toggle, Edit, Hide, Show
5	Short breaks, long memories	Curated Collection	5/5 items · manual · light theme · "Weekend getaways"	Live	Toggle, Edit, Hide, Show
6	Rooms with a story	Stay Collection (Hotels)	0/0 items · mixed · dark theme · "Stay collection"	Live	Toggle, Edit, Hide, Show
7	Rides that run on time	Mobility (Cabs & Transfers)	0/0 items · mixed · light theme · "On the move"	Live	Toggle, Edit, Hide, Show
8	Where travellers are riding	Popular Cab Routes	6/6 items · manual · tint theme · "Popular routes"	Live	Toggle, Edit, Hide, Show
9	Upcoming fixed departures	Upcoming Departures	no items needed · light theme · "Leaving soon"	Live	Toggle, Edit, Hide, Show
10	Offers worth unpacking	Limited-Time Offers	1/1 items · mixed · light theme · "Limited time"	Live	Toggle, Edit, Hide, Show
11	Told by the people who went	Traveller Stories	0/0 items · mixed · light theme · "Traveller stories"	Live	Toggle, Edit, Hide, Show
12	Travel, handled properly	Why Book With Us	7/7 items · mixed · tint theme · "The difference"	Live	Toggle, Edit, Hide, Show
13	Travel inspiration	Travel Inspiration (Blog)	no items needed · light theme · "Journal"	Live	Toggle, Edit, Hide, Show
14	Planning a trip?	Final Booking CTA	no items needed · dark theme · "Planned by people"	Live	Toggle, Edit, Hide, Show

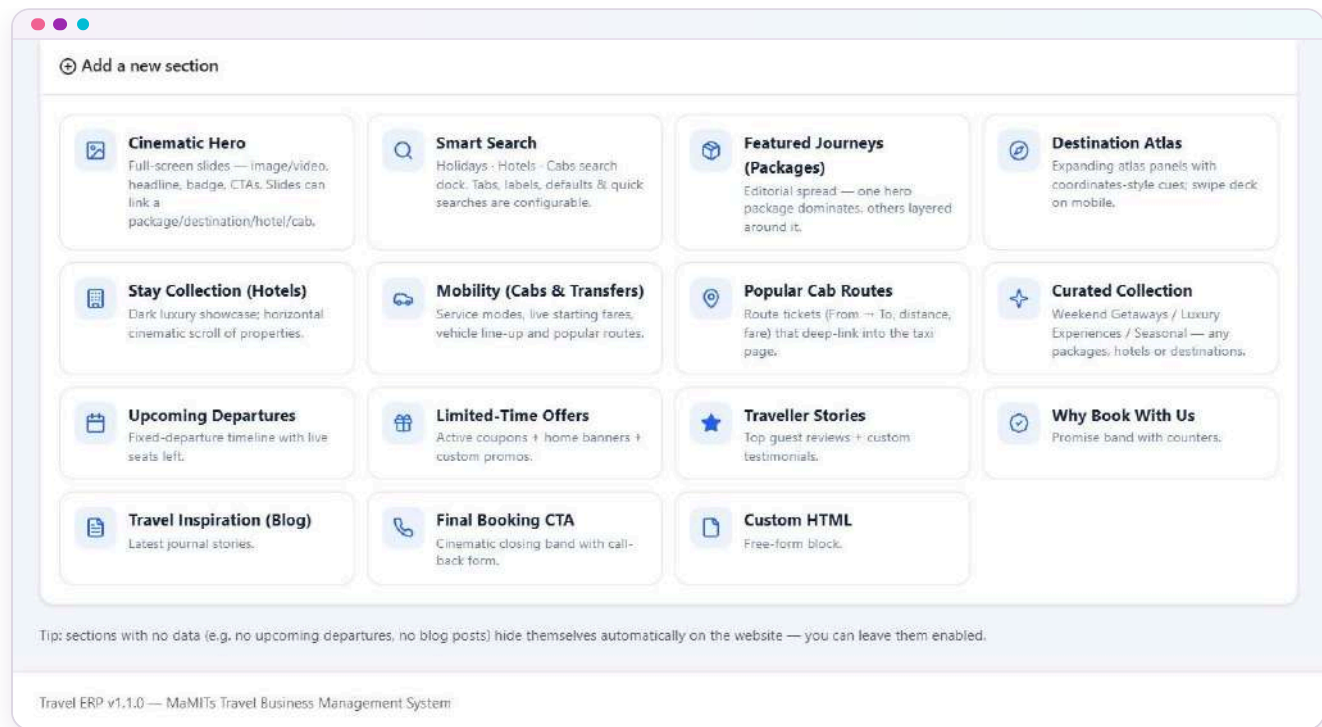


Figure 16.1 The home page builder: sections in order, with drag-and-drop sorting, on/off switches, scheduling and a live preview link.
(continued)

Section type	What it shows
Cinematic Hero	Full-screen image or video slides with headline, badge and two buttons. Slides can link to packages, destinations, hotels or cabs.
Smart Search	A search dock with Holidays, Hotels and Cabs tabs, a budget slider and trending searches.
Featured Journeys	An editorial spread of your best packages.
Destination Atlas	Destination panels, shown as a swipe deck on phones.
Stay Collection	A luxury-style horizontal gallery of hotels.
Mobility	Cab service tiles (airport, local, outstation, chauffeur) with live "from" fares.
Popular Cab Routes	Route tickets (From → To, km, fare) that open the cab page with the route filled in.
Curated Collection	Any mix of packages, hotels or destinations, e.g. "Weekend getaways".
Upcoming Departures	A timeline of fixed departures with live seats left.
Limited-Time Offers	Promo cards, active coupons and offer banners.
Traveller Stories	Testimonials and top reviews.
Why Book With Us	A promise band with animated counters.
Travel Inspiration	Your latest blog posts.
Final Booking CTA	A closing band with a call-back form.
Custom HTML	Any HTML you like.

Edit home section

Rajesh Kumar Admin

Home page

Pages

Page texts

Menus

Footer

Lead popup

Banners

View website

All sections

Cinematic Hero

Live on website

Content

Slides (4)

Background image

Live preview

Open website

Full-screen slides — image/video, headline, badge, CTAs. Slides can link a package/destination/hotel/cab.

Content

Eyebrow

e.g. Curated journeys

Title

Explore. Book. Travel.

Subtitle

Handpicked tour packages, hotels and cabs — all in one place.

Description (optional)

CTA text

All packages

CTA URL

packages · hotels · taxi?trip_type=local - https://...

Hero behaviour

Autoplay slides

Seconds per slide

7

Slides are the items below — link a package, destination, hotel or cab to auto-fill image, price & URL

Fallback headline (no slides)

Fallback subtitle

Visibility

Section enabled

Publish from

dd-mm-yyyy --:-- --

Unpublish at

dd-mm-yyyy --:-- --

Leave empty to show always.

Presentation

Desktop layout

cinema

Mobile layout

portrait

Theme

Dark

Entrance animation

Save section

Visitors with "reduce motion" enabled always see a static page.

Background image

Used when there are no slides (fallback background).

Desktop image

Upload image

Click or drop · JPG, PNG, WEBP

Mobile image (portrait crop, optional)

Upload image

Click or drop · JPG, PNG, WEBP

Background video URL (mp4, optional)

uploads/video/...mp4

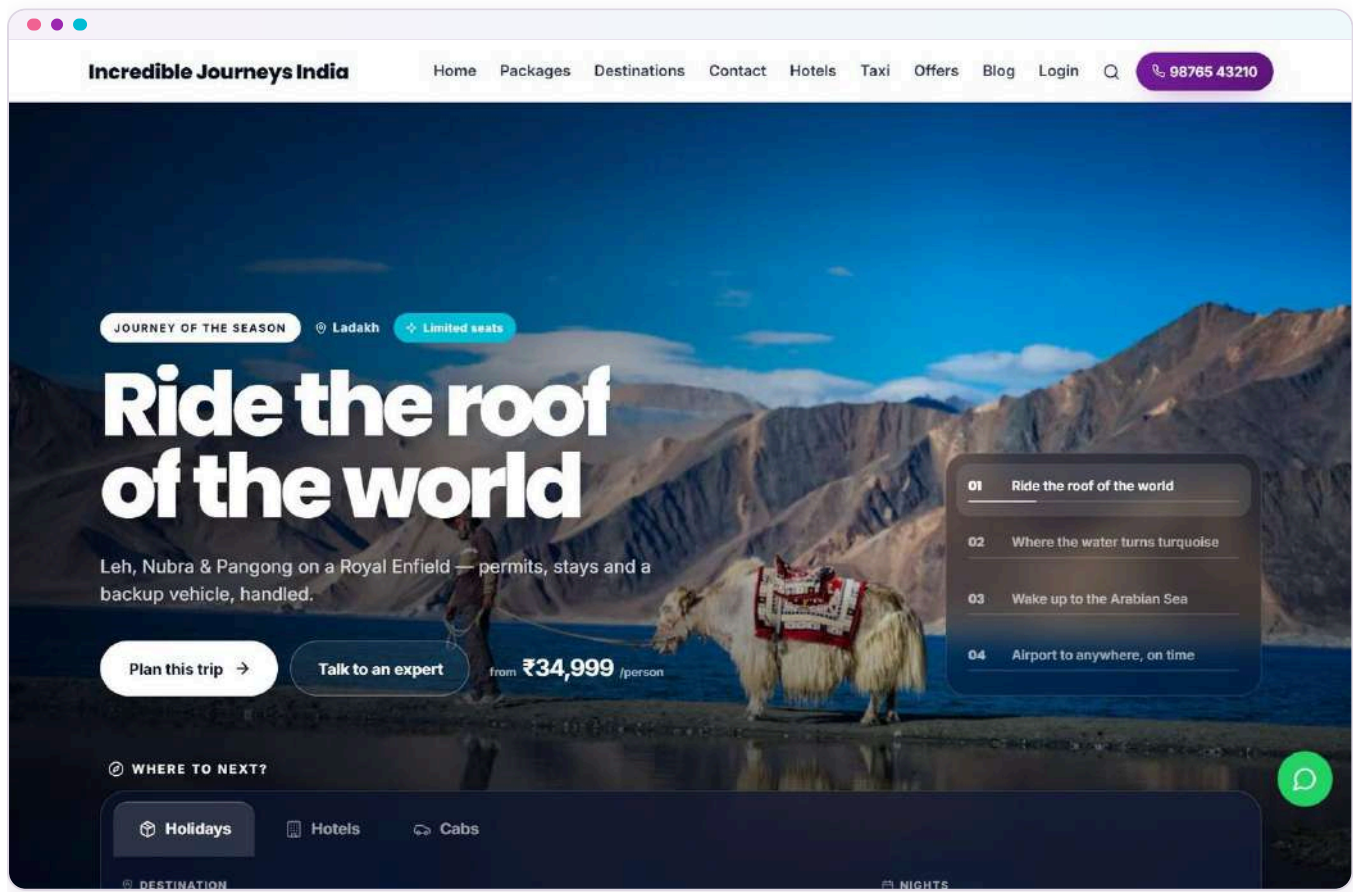
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Figure 16.2 Section editor: texts, source (manual picks, automatic or mixed), limit, schedule (publish from / until), desktop and mobile layouts, theme (light, warm, dark), animation, background image or video, and items. (continued)

- **Separate desktop and mobile layouts** for most sections (for example rail on desktop, swipe cards on phone).
- **Scheduling:** show a festive section only between two dates.
- **Smart hiding:** empty sections and sections for switched-off modules hide themselves. A section that fails never breaks the page.
- The home page is **cached** for speed and refreshed automatically whenever you save.



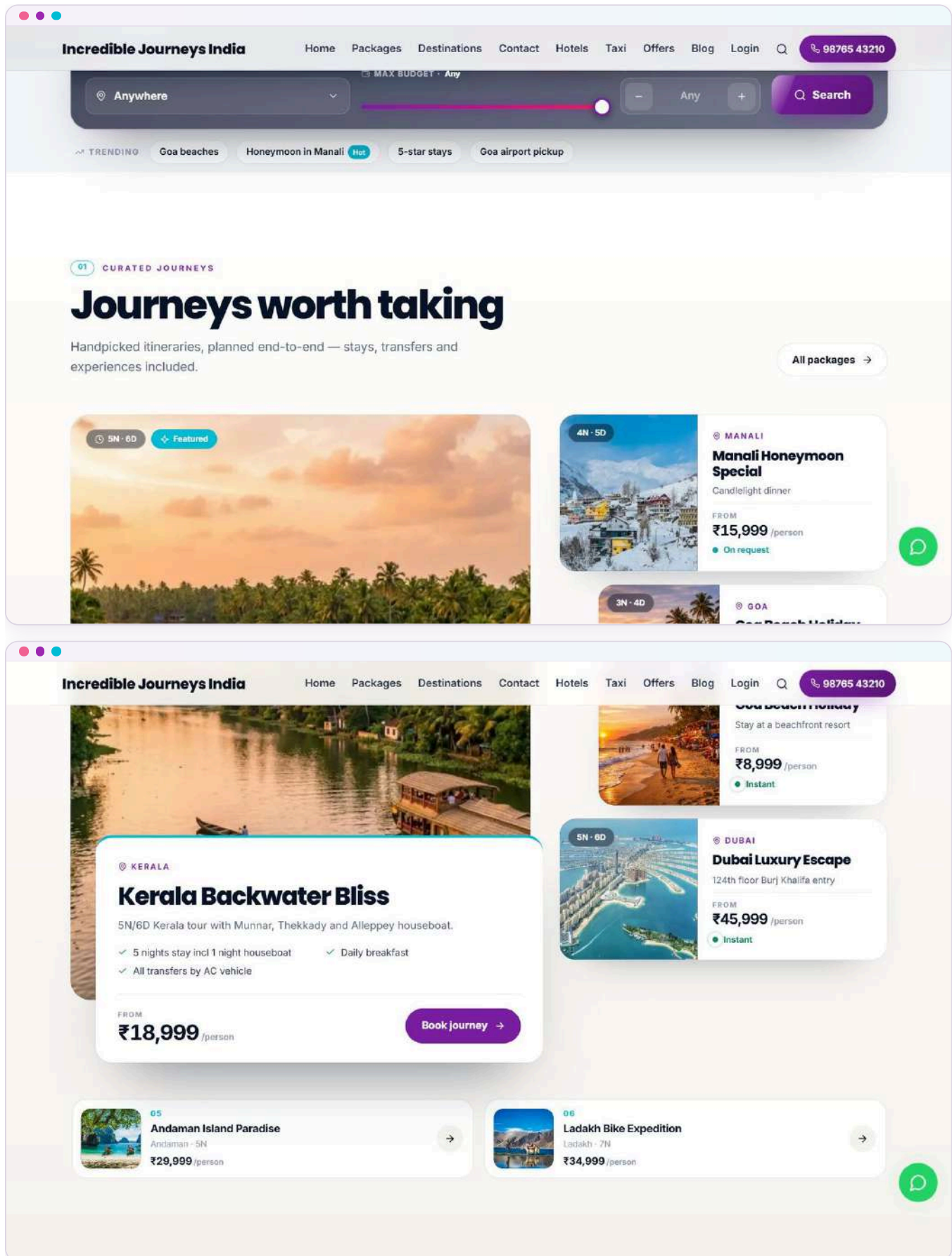


Figure 16.3 The home page as visitors see it: cinematic hero, smart search and featured journeys. (continued)

16.2 Pages with 5 layouts and ready-made starters

Website — Pages Rajesh Kumar Admin

Home page Pages Page texts Menus Footer Lead popup Banners View website

1 Pick a starter or a blank page 2 Edit the text title, layout, photo, content 3 Tick "Show in menu" header or a footer group 4 Save — it's live at /travel-docs/p/your-page + New blank page

Start from a ready page Text is pre-written with your agency name, phone and e-mail — just review and save

- About Us**
Tell visitors your story, team and promise.
Hero banner layout
✓ Created - Edit
- Terms & Conditions**
Bookings, payments, changes, liability.
Legal document layout
✓ Created - Edit
- Privacy Policy**
What you collect, why, and customer rights.
Legal document layout
✓ Created - Edit
- Refund & Cancellation Policy**
Cancellation slabs and refund timelines.
Legal document layout
✓ Created - Edit
- Frequently Asked Questions**
Top questions travellers ask.
Classic layout
Use this
- Careers**
Open roles and how to apply.
Hero banner layout
Use this
- Why Travel With Us**
Trust points and promises.
Card layout
Use this
- How to Book & Pay**
Booking steps and payment options.
Classic layout
Use this

Your pages 5 pages

PAGE	ADDRESS	LAYOUT	IN MENU	STATUS	ACTIONS
About Us system	/p/about ↗ 📄	Classic	Footer · Quick Links	Live	Edit
Contact Us system	/p/contact ↗ 📄	Classic	—	Live	Edit
Terms & Conditions system	/p/terms-and-conditions ↗ 📄	Legal document	Footer · Quick Links	Live	Edit
Privacy Policy system	/p/privacy-policy ↗ 📄	Legal document	Footer · Quick Links	Live	Edit
Refund & Cancellation Policy system	/p/refund-cancellation-policy ↗ 📄	Legal document	Footer · Quick Links	Live	Edit

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Figure 16.4 Pages: 8 ready-made starters (About, Terms, Privacy, Refund & Cancellation, FAQ, Careers, Why Travel With Us, How to Book & Pay) and your pages list.

Edit Page

Rajesh Kumar
Admin

Home page

Pages

Page texts

Menus

Footer

Lead popup

Banners

View website

Page title *

About Us

Address system — locked

/p/ about

http://localhost/travel-dots/p/about

Subtitle (optional — shown under the title)

Layout

Classic

Title and text in a readable column

Hero banner

Big cover photo with the title on it

Legal document

Contents sidebar, "last updated" date, print

Wide

Full-width text for long guides

Card

Brand-colour band with the text in a card

Cover photo (Hero banner and Card layouts; also used when the page is shared)

Upload image

Wide photo, 1500 px or more · JPG / WEBP · max 4 MB

Content

Use H2 headings for sections — the Legal layout builds its contents list from them

B

I

U

H2

H3

P

T

We are a full-service travel agency offering customised holidays, fixed departures, hotels and cab services. Edit this content from Admin → Website → Pages.

Publish

Live

visible on the website

Order in page lists

1

Save page

View on website

All pages

Show in menus

Header menu

Footer

Footer group

Quick Links

Untick to remove the page's link. Fine-tune the order by dragging in Menus.

The screenshot displays the 'SEO & rich results' section of the MaMITs Travel ERP page editor. At the top, it shows 'SEO 50' and 'Readability 75' scores, with a 'Live analysis - updates as you type' indicator. Below this are tabs for 'SEO', 'Readability', 'Social', 'FAQ - AEO', and 'Advanced'. The 'GOOGLE PREVIEW' section shows a snippet for 'Incredible Journeys India' with the title 'About Us — Incredible Journeys India' and a description: 'We are a full-service travel agency offering customised holidays, fixed departures, hotels and cab services. Edit this content from Admin → Website →...'. The 'Focus keyphrase' field contains 'e.g. goa tour package' and the 'URL' field contains 'http://localhost/travel-docs/p/about'. Below these, a note states: 'The search phrase this page should rank for (1-4 words)'. The 'SEO title' field contains 'About Us — Incredible Journeys India' with a character count of '36 / 60'. Below the title field is an 'Insert' section with variables: '%title%', '%sep%', '%sitename%', '%tagline%', '%city%', '%price%', '%year%', and '%page%'. A note says: 'Leave empty to use the automatic title (template: %title% %sep% %sitename%). Variables are filled in on the website.' The 'Meta description' field contains the same text as the snippet, with a character count of '150 / 160'. The 'SEO ANALYSIS' section lists several points: 'No focus keyphrase set — add the search phrase this page should rank for.', 'SEO title length is good (36 chars).', 'Meta description length is good (150 chars).', 'Text length: 24 words — aim for at least 600.', 'Add internal links to related packages, hotels or posts.', 'No outbound links — citing an authoritative source builds trust.', 'No images in the text — a relevant image improves engagement.', and 'AEO: add 2+ FAQs (question & short answer) so Google AI Overviews / ChatGPT can quote you.' At the bottom, it says 'Travel ERP v1.1.0 — MaMITs Travel Business Management System'.

Figure 16.5 Page editor: title, subtitle, cover, slug, content, layout, header / footer menu placement and SEO. (continued)

- **5 layouts:** Classic, Hero banner, Legal document (with a contents sidebar and print), Wide, and Card.
- Starters are pre-filled with your agency name, email, phone and city.
- **Add to menus from the page itself:** tick "Header menu" (optionally under a parent) or "Footer" with a group.
- Renaming a page's address creates a **301 redirect** automatically and updates menu links.

16.3 Page texts: every website sentence is editable

Website — Page texts

Rajesh Kumar Admin

Home page

Pages

Page texts

Menus

Footer

Lead popup

Banners

View website

T The words on your website

Headings, promises and messages that visitors see on the listing, cab, hotel, checkout and thank-you pages. Remove any promise your team cannot keep — an empty list is simply hidden. A cleared heading goes back to its original text. [agency] = your agency name.

Every page

Listing pages

Cabs

Hotels & destinations

Checkout, thank-you & login

Not-found page

Every page

Open on the website

WhatsApp button — first message

Hi! I want to plan a trip.

Pre-filled when a visitor taps the green WhatsApp button (every page). Cleared = original text.

Original text

Promise under the "call me back" forms

No spam. We call within 30 minutes (9am – 9pm).

Home page call-back form. Empty = not shown. Only promise what your team can keep.

Original text

Terms & Conditions page

Terms & Conditions (/p/terms-and-conditions)

Linked from checkout ("T&C").

Listing pages

Open on the website

Packages — small line above the heading

Plan your holiday

Empty = not shown.

Original text

Packages — heading

Tour Packages

Cleared = original text.

Original text

Optional line under the heading. Empty = not shown.

Empty = not shown.

Original text

Hotels — heading

Hotels

Cleared = original text.

Original text

Hotels — intro line

Optional line under the heading. Empty = not shown.

Destinations — small line above the heading

Explore

Empty = not shown.

Original text

Destinations — heading

Destinations

The number of places is added automatically. Cleared = original text.

Original text

Destinations — intro line

Optional line under the heading. Empty = not shown.

Offers — heading

Offers & Deals

Cleared = original text.

Original text

Offers — text when there is no offer

No active offers right now — check back soon!

Cleared = original text.

Original text

Reviews — heading

Guest reviews

Cleared = original text.

Original text

Reviews — intro line

What travellers say about their trips, stays and rides with [agency]. Every review is from a real guest; we publish the good and the critical.

Save page texts

The screenshot displays the MaMITs Travel ERP interface for editing page texts. It is organized into three main sections: Cabs, Hotels & destinations, and Checkout, thank-you & login. Each section contains multiple text boxes for editing, with 'Original text' links and 'Open on the website' buttons.

Cabs

- Cab page — badges on the photo**
 - Verified drivers
 - Transparent fares
 - Instant booking
- Cab page — heading**
 - Book a cab, your way
- Cab page — intro line**
 - Browse our fleet, see per-km fares, and set pickup & drop on the map — pay online or to the driver.
- Cab page — promise strip**
 - Clean, sanitised cars
 - No hidden charges
 - On-time pickup
 - 24x7 support
- Each car — "included" points**
 - Experienced driver
 - Fuel included
 - Clean & sanitised
 - GST invoice
- Each car — fare note**
 - Fares are estimates. Tolls, parking & state permits (where applicable) are extra and shown before you pay.
- Each car — line under "Confirm booking"**
 - No advance for pay-driver · free cancellation before pickup

Hotels & destinations

- Hotel page — promise strip**
 - Best price guarantee
 - Verified property
 - 24x7 travel support
- Destination — text when the destination has no description**
 - Handpicked journeys, verified stays and on-ground support for {name} — tell us how you like to travel and we'll shape the trip.
- Destination — enquiry box label**
 - Free trip plan
- Destination — line under the enquiry button**
 - No spam — a real expert calls you back.
- Destination — last banner label**
 - Your trip, your way
- Destination — last banner text**
 - Share your dates, budget and travel style — we will build the complete itinerary.

Checkout, thank-you & login

- Checkout — heading**
 - Secure Checkout
- Checkout — intro line**
 - Just two minutes — fill in your details and confirm your trip.
- Thank-you page — heading (paid / cab booked)**
 - Booking Confirmed!
- Thank-you page — heading (bank / UPI, not paid yet)**
 - Booking received — payment pending
- Thank-you page — WhatsApp message**
 - Hi! My booking (booking) — could you share the details?
- Login / sign-up — promise points**
 - Secure & encrypted
 - No spam, ever
 - 24x7 trip support

Figure 16.6 Page texts: headings, intros, promise strips, checkout and thank-you messages, 404 text and the WhatsApp first message, all editable. {agency} is replaced with your agency name. (continued)

16.4 Menus, footer builder, popup and banners

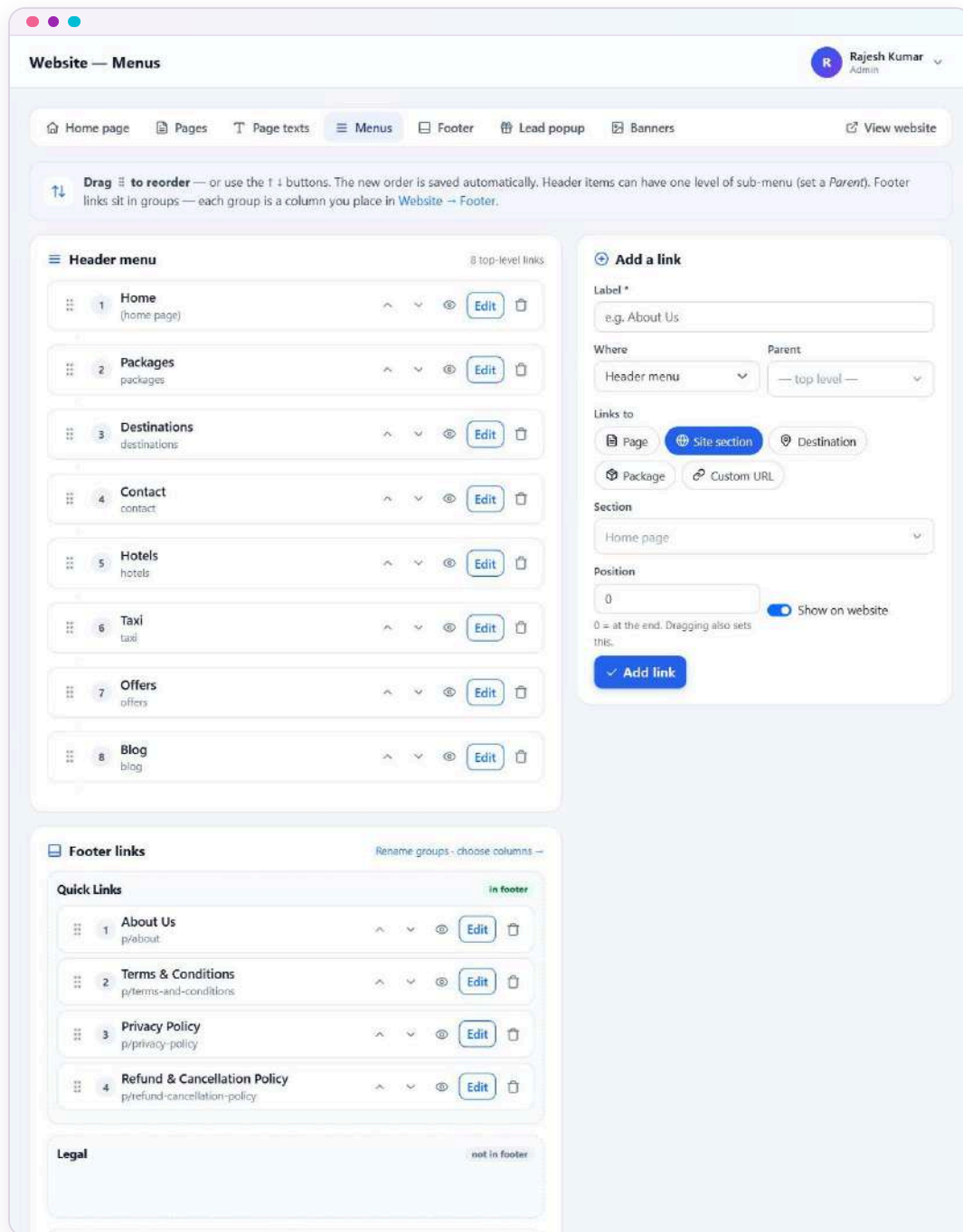


Figure 16.7 Menus: header menu (with one level of sub-menus) and four footer groups. Link to pages, site sections, destinations, packages or any URL. Drag and drop to reorder. *(continued)*

[illegible]

Quick Links Legal Explore Support

4 - Contact details

As many as you need - shown in a "Contact" column

Phone numbers

Call us 98765 43210 ×

Alternate 022 4000 1234 ×

+ Add another

E-mail addresses

Email hello@incrediblejo ×

+ Add another

Addresses / branches

Office 4th Floor, Horizon ×

+ Add another

Each address opens Google Maps.

WhatsApp number

+919876543210

Office hours

Mon-Sat - 10 am - 7 pm

5 - Brand column

About text

Tailor-made holidays, verified hotels and reliable cabs across India and abroad — planned by real travel experts.

Blank = the short About text from Settings → Business Profile.

☒ Social icons 3 profile links saved in Business Profile.

☒ Call / WhatsApp / Email buttons on phones

6 - Call-to-action strip

Coloured band above the footer (always on in template 8)

☐ Show the strip

Heading

Ready for your next trip?

Sub-text

Button text

Plan my trip

Button opens

contact

7 - Background photo

Used by template 9 - Cinematic Photo (a wide landscape works best)

Upload image

JPG / WEBP, 1600 px wide or more - max 4 MB

8 - Bottom bar

Copyright line

© {year} {agency} · All rights reserved

{year} and {agency} are filled in automatically.

Small links in the bottom bar

— none —

e.g. the Legal group: Terms · Privacy · Refunds.

Figure 16.8 Footer builder: 10 templates, 2–5 columns, block types (brand, links, contact, CTA, text, social), multiple phones, emails and branch addresses, CTA strip, copyright and mobile call / WhatsApp / email buttons, with a live preview. *(continued)*

Website — Lead popup

Rajesh Kumar Admin

[Home page](#)
[Pages](#)
[Page texts](#)
[Menus](#)
[Footer](#)
[Lead popup](#)
[Banners](#)
[View website](#)

☐ **Lead popup** OFF

Collects name + mobile from website visitors every submission lands in **Leads** with source "Website popup".

0 leads - 7 days

0 leads - 30 days

0 all time

[See it on the website](#)
[Popup leads](#)

1 • Message

Heading

Text

Coupon code (optional)

Button text

Shown as a "use code" box — create it in Coupons.

Image (optional, shown on top)

Upload image
Wide photo • JPG / WEBP • max 4 MB

Desktop

Phone

✓ Thank-you

Wait! Special offer

Leave your number — we will send you the best deal on WhatsApp.

All changes saved

Save popup

3 • When it opens

After a few seconds
Opens after the delay below

When they are about to leave
Mouse heads for the close / back button (desktop). Phones: after the delay

After scrolling
Opens once the visitor has read part of the page

Whichever comes first
Delay, leaving or scrolling — the first one wins

Delay

seconds

4 • Who sees it and how often

How often

Pages

Devices

Never shown on checkout, payment, login or "my account" pages — and never again to

Travel ERP v1.1.0 — MaMITs Travel Business Management System

someone who already sent their number.

5 • After they submit They stay on the same page.

Thank-you heading: Thank you!

Thank-you text: We will call you shortly with the best deal.

6 • Reminder button A small button stays in the corner after the popup is closed.

☒ Show the reminder button

Button text: Get offer

Figure 16.9 Lead popup: triggers (after seconds, exit intent, scroll %), frequency, pages, devices, heading, image, coupon code, fields, thank-you step and a reminder button. Popup leads are counted and listed. *(continued)*

Website — Banners

Rajesh Kumar Admin

Home page Pages Page texts Menus Footer Lead popup **Banners** View website

← Home Builder + Add Banner

Monsoon Sale — up to 20% off home
Active
Edit Delete

Andaman Special listing
Active
Edit Delete

Travel ERP v1.1.0 — MaMITs Travel Business Management System

Figure 16.10 Banners for the home offers strip and listing pages, with date windows.

16.5 Branding: themes, fonts and templates

Settings

Branding & Theme
Colours, fonts, templates, app icon

1 - COLOURS

Site Theme (full colour design)

1 — Custom (uses th...)

Pick 1 — Custom to use your own 4 colours. Themes 2–10 are ready-made palettes (they replace the colours below). Theme 7 switches the whole website to dark mode.

Primary
Links, headings, accents, active tabs, chips, focus rings.

Secondary
Second colour of every brand gradient (hero, wash, icons, slider).

Accent
Badges (Featured, Popular), discount/hot tags, offer labels, coupon codes.

Buttons
Every main call-to-action: Search, Book, Login, Enquire, Get plan.

2 - TYPOGRAPHY — 157 FONT PAIRS (HEADINGS + BODY)

Search fonts — e.g. Playfair, Inter, serif...

All 157 Modern 21 Minimal 21 Elegant 7 Luxury 14 Classic 25 Editorial 16 Friendly 12 Playful 11 Bold 10 Adventure 10 Tech 10 Custom mix

Aa Journeys

✓ All changes saved

Explore Kerala

✓ Save changes

Poppins + Inter + Modern

Explore Kerala
Houseboats, tea hills and quiet beaches — 5 nights from ₹18,999.
Montserrat + Open Sans + Modern

Explore Kerala
Houseboats, tea hills and quiet beaches — 5 nights from ₹18,999.
Playfair Display + Lato + Elegant

Explore Kerala
Houseboats, tea hills and quiet beaches — 5 nights from ₹18,999.
Raleway + Roboto + Modern

Explore Kerala
Houseboats, tea hills and quiet beaches — 5 nights from ₹18,999.
Nunito + Nunito Sans + Friendly

Explore Kerala
Houseboats, tea hills and quiet beaches — 5 nights from ₹18,999.
Oswald + Source Sans 3 + Bold

Explore Kerala
Houseboats, tea hills and quiet beaches — 5 nights from ₹18,999.
Merriweather + Mulish + Classic

Selected: Poppins + Inter — applied to every page of the website.

3 - LAYOUT TEMPLATES

Header Template
1 · Classic white
Top navigation bar on every page.

Footer Template
4 · Ocean Gradient
Columns, contacts, links and live preview: [Website](#) → [Footer](#).

Hero Template (home)
1 · Cinematic (left he...
Look of the big slideshow at the top of the homepage.

Package Card Template
3 · Outline
Package cards on the Packages list, Destination pages and Search results.

Featured Card Template (home)
1 · Custom (uses Acc...
Colour mood of the homepage "Featured Journeys" showcase.

4 · MOBILE APP (PWA)

PWA App Name
Incredible Journeys India
Name shown when a visitor installs the site on their phone.

PWA Short Name (max 12 chars)
Incredible J
Label under the home-screen icon.

Splash / browser bar colour
Phone status bar & splash.

PWA Icon (512×512 PNG)
Upload image
Click or drop · PNG, JPG, WEBP, SVG · max 4 MB

Disable pretty URLs
Only if your hosting has no `mod_rewrite` — links become `index.php?p-packages` instead of `/packages`.

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Figure 16.11 Branding & Theme: 10 site themes (Custom, Ocean, Sunset, Forest, Royal, Coral, Midnight dark mode, Emerald, Berry, Aurora), 157 font pairs or a custom mix of 257 Google Fonts, 10 templates each for header, footer, hero and package card, and PWA settings. *(continued)*

17

CHAPTER 17

Blog

A complete, SEO-ready blog to attract visitors from Google.

Blog

Published: 3 live articles

Scheduled: 0 go live automatically

Drafts: 0 not visible

Total Views: 480 unique per visit

Search title / tags: All statuses: All categories:

TITLE	CATEGORY	STATUS	SEO	VIEWS	ACTIONS
Best Time to Visit Goa: A Month-by-Month Guide Rajesh Kumar	Travel Guides	Published 23 Sep 2026	—	120	View Edit Del
Manali Honeymoon: 7 Experiences You Should Not Miss Rajesh Kumar	Travel Guides	Published 21 Sep 2026	—	160	View Edit Del
Kerala Backwaters: Houseboat Tips for First-Timers Rajesh Kumar	Travel Guides	Published 17 Sep 2026	—	200	View Edit Del

Categories

New category:

Short description (shown on the category page — good for SEO):

Travel Guides (3)

Travel Tips (0)

Blog SEO is automatic
BlogPosting + author schema, breadcrumbs, table of contents, reading time, FAQ schema, Open Graph article tags, RSS feed (/blog/feed), category / tag / author pages, XML sitemap entries and a 301 redirect whenever a post URL changes.

Travel ERP v1.1.0 — MaMITs Travel Business Management System

Figure 17.1 Blog posts with status (published, scheduled, draft), SEO score, focus keyphrase and views, and the categories panel.

Website

- Home page
- Pages
- Page texts
- Menus
- Footer
- Load popup
- Banners

Blog

SEO Center

- Reviews
- Analytics

ADMINISTRATION

- Settings
- Staff
- Roles
- Activity Log
- Updates

Edit Post

Title *

Best Time to Visit Goa: A Month-by-Month Guide

URL slug

best-time-to-visit-go

Changing it later keeps old links working (auto 301).

Excerpt / intro

Beaches, festivals and monsoon magic — when to plan your Goa trip.

Content

Overview

Beaches, festivals and monsoon magic — when to plan your Goa trip. Our travel experts share what they learned from hundreds of trips.

Planning tips

- Book 45–60 days ahead for the best rates.
- Keep one flexible day for weather.
- Carry ID proofs for every traveller.

Our recommendation

Ask for a free trip plan — we will build the complete itinerary around your dates and budget.

Use H2 / H3 headings — they build the table of contents automatically. Add internal links to your packages and hotels.

Publish

☒ Published

Publish date & time

25-09-2026 12:47 PM

Leave empty to publish now. A future date schedules the post — it goes live automatically.

☒ Featured (lead story on the blog home)

Category

Travel Guides

Tags (comma separated)

guide, india

Author

Rajesh Kumar

Author name, photo, role and bio (Staff — edit) build E-E-A-T trust and the author schema.

Cover image

Change image

Click or drag: JPG, PNG, WEBP (max 4 MB)

☐ Remove cover

1600×900 recommended. Converted to WebP and added to the Media Library; used for Google Discover and social shares.

SEO & rich results SEO 44 Readability 83 Live analysis - updates as you type

GOOGLE PREVIEW

Incredible Journeys India
localhost : travel-docs : blog : best-time-to-visit-go

Best Time to Visit Goa: A Month-by-Month Guide

Beaches, festivals and monsoon magic — when to plan your Goa trip.

Focus keyword

e.g. goa tour package

URL

http://localhost/travel-docs/blog/best-time-t...

The search phrase this page should rank for (3–4 words).

SEO title

Best Time to Visit Goa: A Month-by-Month Guide

46 / 60

Start: Title​ Snapt​ Sctenam​ Stragline​ Scity​ Spric​ Syear​ Spage​

Leave empty to use the automatic title (template: %Title% %Snapt% %Sctenam% %Stragline% %Scity% %Spric% %Syear% %Spage%). Variables are filled in on the website.

Meta description

Beaches, festivals and monsoon magic — when to plan your Goa trip.

66 / 160

SEO ANALYSIS

- No focus keyword set — add the search phrase this page should rank for.
- SEO title length is good (46 chars).
- Meta description is short (66 chars) — aim for 120–160.
- Text length: 66 words — aim for at least 600.
- Add internal links to related packages, hotels or posts.
- No outbound links — citing an authoritative source builds trust.
- No images in the text — a relevant image improves engagement.
- AEO: add 2+ FAQs (question & short answer) so Google AI Overviews / ChatGPT can quote you.

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Figure 17.2 Post editor: title, slug, category, author, excerpt, content, tags, cover image, published and featured switches, schedule date and the SEO panel.

- **Scheduling:** set a future date and the post goes live automatically.
- **Author boxes** from staff profiles (photo, role, bio) with author schema.
- **Automatic table of contents** from H2 and H3 headings, reading time, related posts and previous / next links.
- **Categories, tags and author pages**, an **RSS feed** (/blog/feed) and **AMP pages** for fast mobile loading.

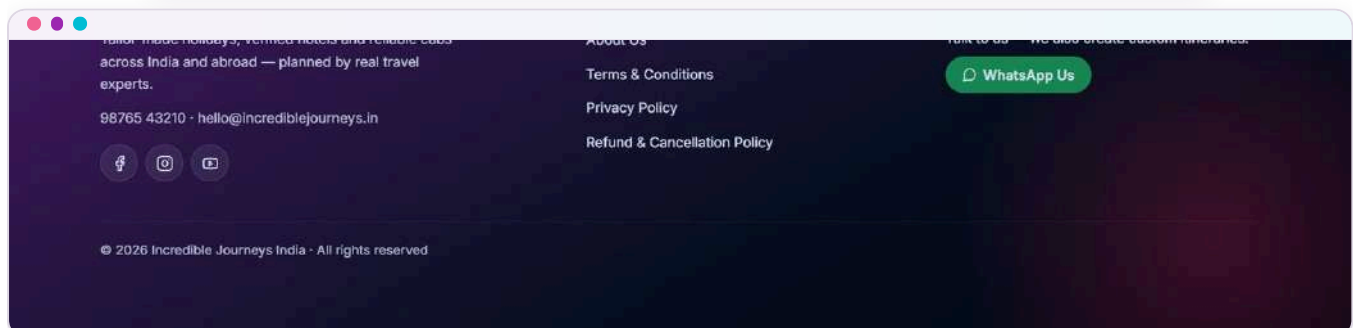
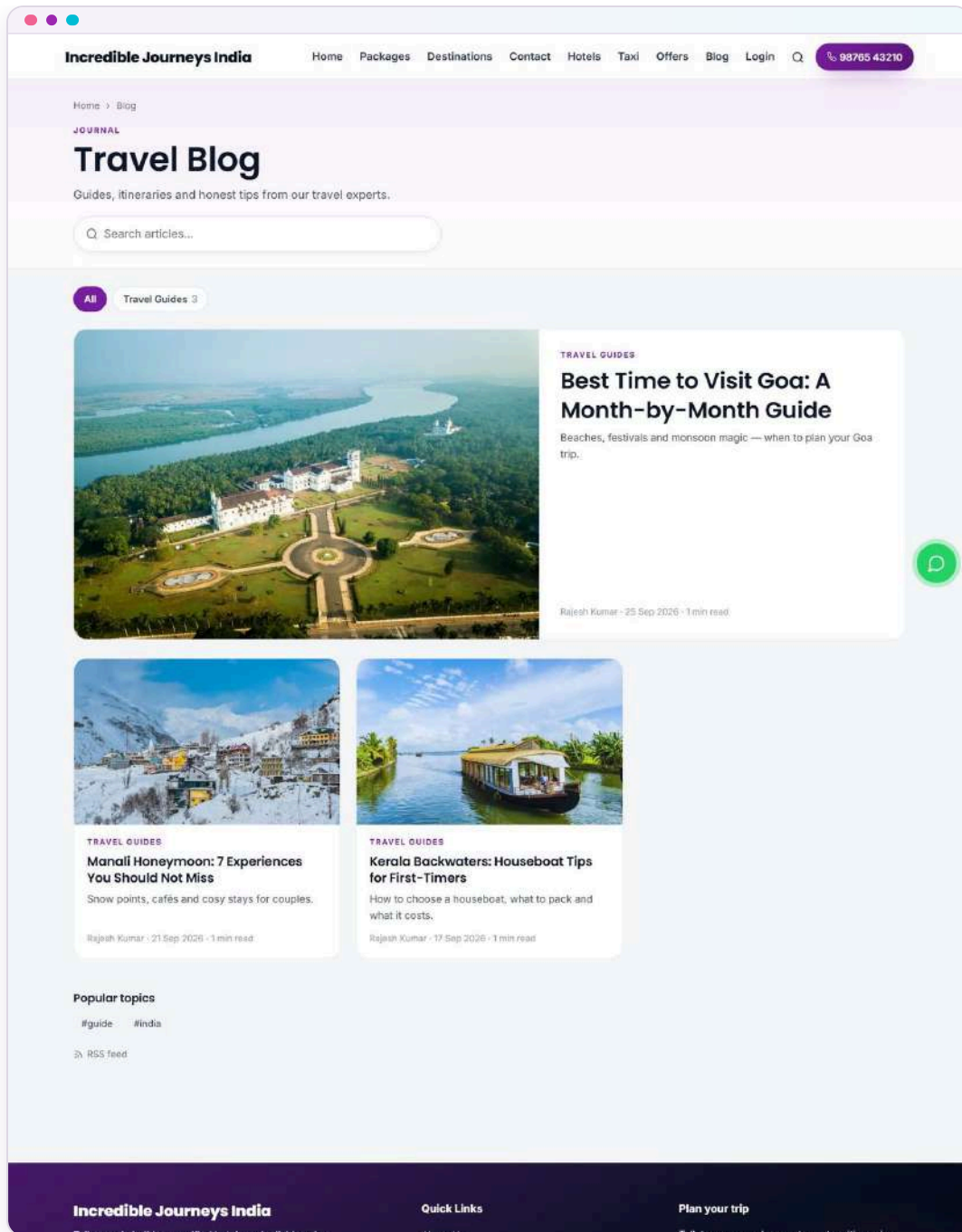




Figure 17.3 The public blog and a blog post. *(continued)*

18

CHAPTER 18

The Public Website

A fast, beautiful, mobile-first website where travellers discover, compare, book and pay, with every enquiry landing in your CRM.

18.1 Pages available to visitors

Page	Address	What visitors can do
Home	/	Everything from the home page builder
Tour packages	/packages	Filter by destination, theme, duration, budget, type and booking mode; sort; grid or list view
Package detail	/package/goa-beach-holiday	Gallery, itinerary, price calculator, add-ons, book or enquire
Destinations	/destinations , /destination/goa	Browse places and everything available there
Fixed departures	/departures	Upcoming group tours with seats
Hotels	/hotels , /hotel/<name>	Filter by destination, stars and budget; book rooms online
Cabs	/taxi , /taxi-cab	Live fares by city, map-based booking
Offers	/offers	Active coupons and offer banners
Blog	/blog	Articles, categories, tags, RSS
Reviews	/reviews	All reviews and a review form
Contact and pages	/contact , /p/about	Contact form and your CMS pages
Search	/search?q=goa	Search packages, destinations, hotels and pages
Sitemap	/sitemap	A page listing every page on the site
Customer portal	/account	Log in to bookings, invoices and vouchers

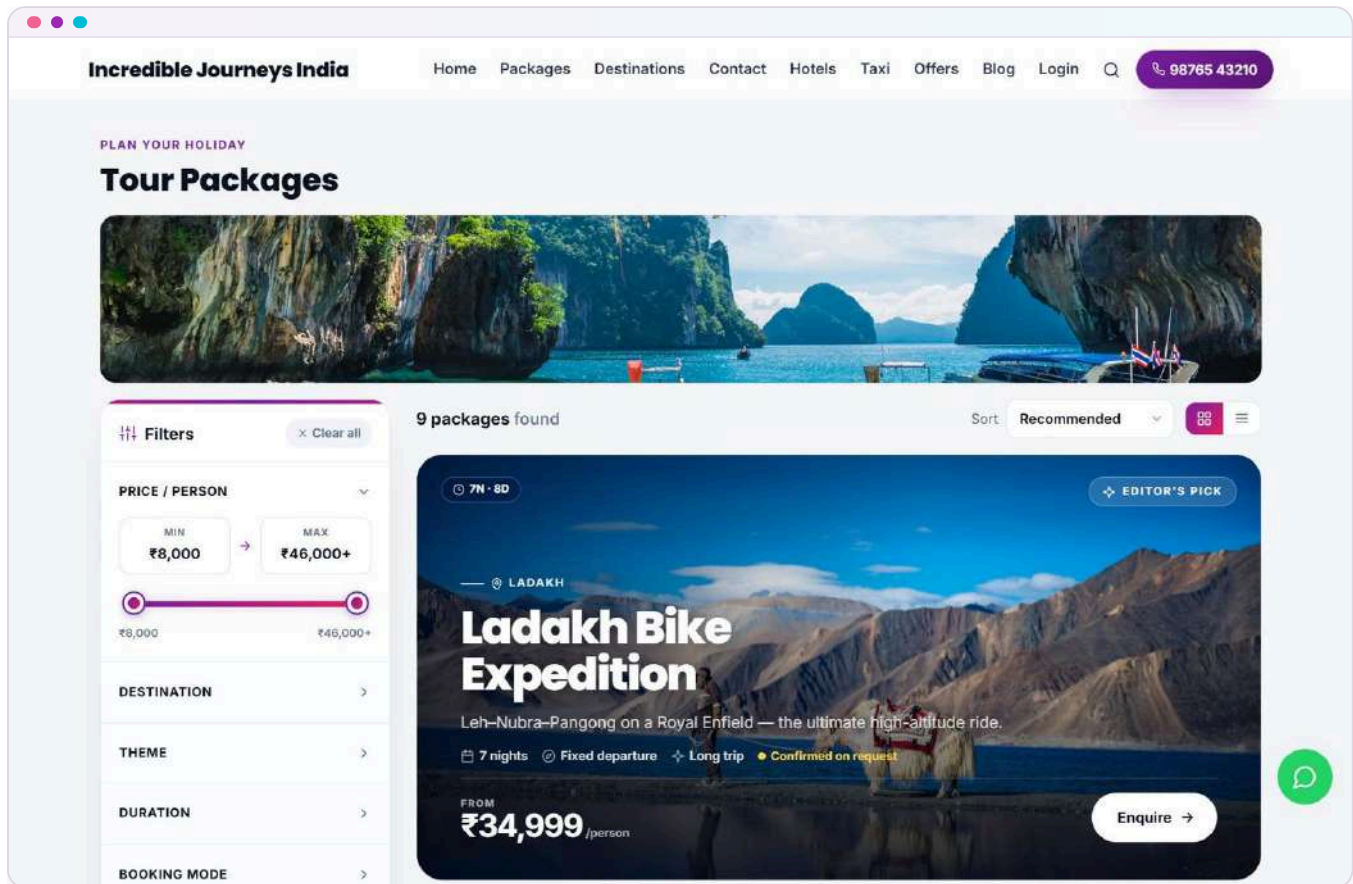


Figure 18.1 Package listing with filters and sort options.

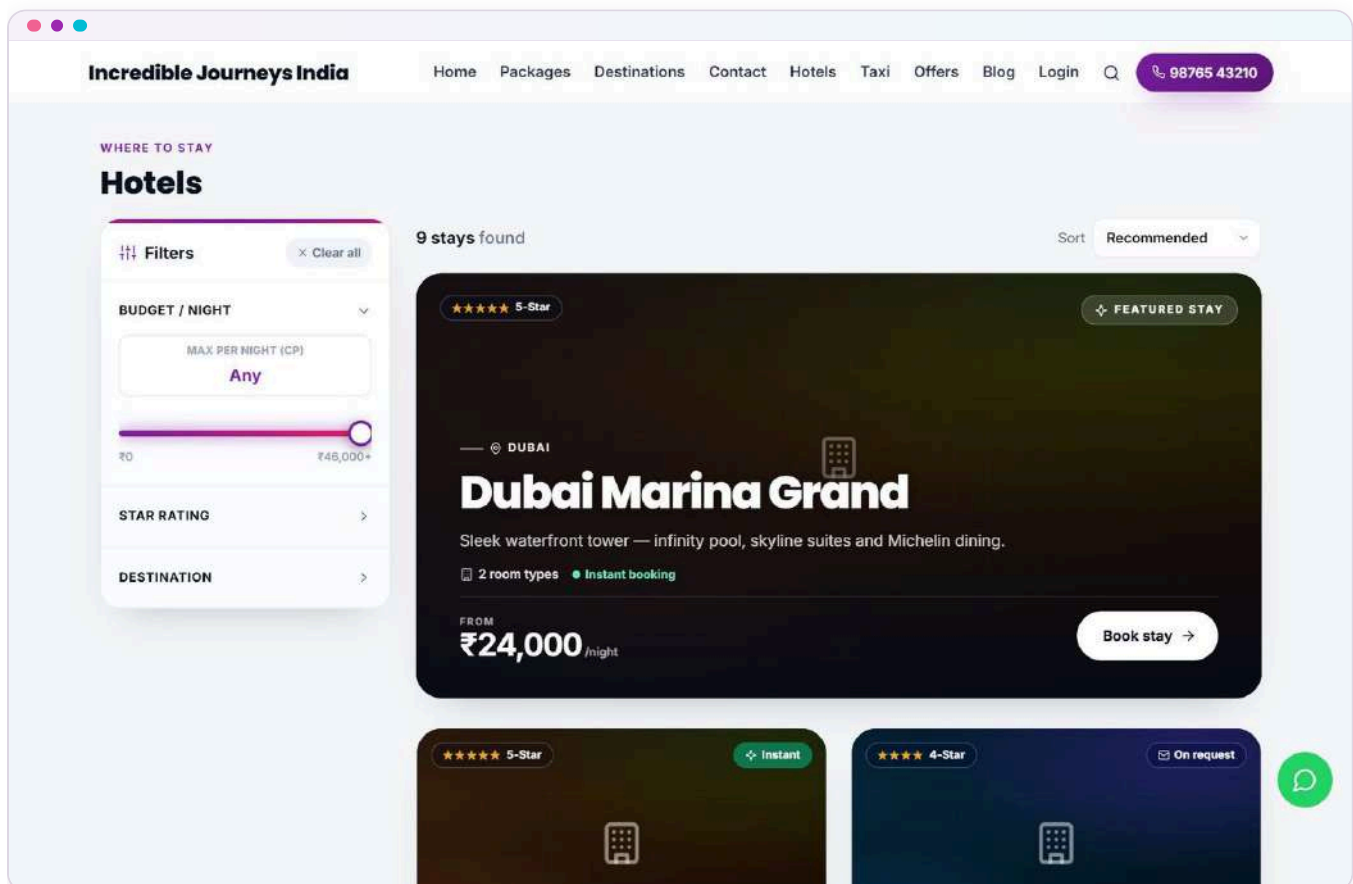


Figure 18.2 Hotel listing.



Home Packages Destinations Contact Hotels Taxi Offers Blog Login  98765 43210

Offers & Deals



15% OFF
MONSOON15
Min order ₹10,000 - Max ₹3,000 - On packages - Till 30 Nov

₹500 OFF
WELCOMES00
Min order ₹8,000 - On all - Till 31 Dec

Incredible Journeys India

Tailor-made holidays, verified hotels and reliable cabs across India and abroad — planned by real travel experts.

98765 43210 · hello@incrediblejourneys.in



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[Terms & Conditions](#)
[Privacy Policy](#)
[Refund & Cancellation Policy](#)

Plan your trip

Talk to us — we also create custom itineraries.

 [WhatsApp Us](#)

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Figure 18.3 Offers page.

18.2 Online booking and checkout

Incredible Journeys India Home Packages Destinations Contact Hotels Taxi Offers Blog Login 98765 43210

✓ Trip — 2 - Details — Payment

Secure Checkout

Just two minutes — fill in your details and confirm your trip. 100% secure

Guest details
Lead traveller details

Full name *
As on your ID

Mobile *
98765 43210

Email
you@email.com

Coupon code
HAVE A CODE? **Apply**

Other travellers (comma-separated, optional)
Full names, separated by commas

Special requests
Sea-view room, early check-in...

Payment option
Choose what suits you

Bank transfer / UPI
Offline — details on the next page →

Goa Beach Holiday
Standard - 20 Nov 2026 - 2 pax

Adult (twin sharing) × 2	₹17,998.00
Early Bird 45+ days -8% (-8%)	₹16,558.16
Monsoon Sale -15% (-15%)	₹14,074.44
Round-off (₹—none)	₹14,074.44
GST (5%)	₹703.72
Payable	₹14,778.16

Confirm booking ₹14,778.16

☐ You get your booking ID as soon as you confirm [T&C](#)

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Figure 18.4 Secure checkout: guest details, coupon, other travellers, special requests, payment choice (full online, advance online, or bank / UPI) and a price summary.

- **Payment choices:** pay in full online, pay an **advance %** online, or pay by **bank transfer / UPI**. Online options appear automatically once Razorpay or Cashfree is set up.
- On submit, the software creates the customer, the booking with items and travellers, the coupon usage, the seat reservation and a **GST invoice**. It then sends a **confirmation email**.
- The thank-you page shows the booking ID, the amount payable and your bank / UPI details with a QR code.

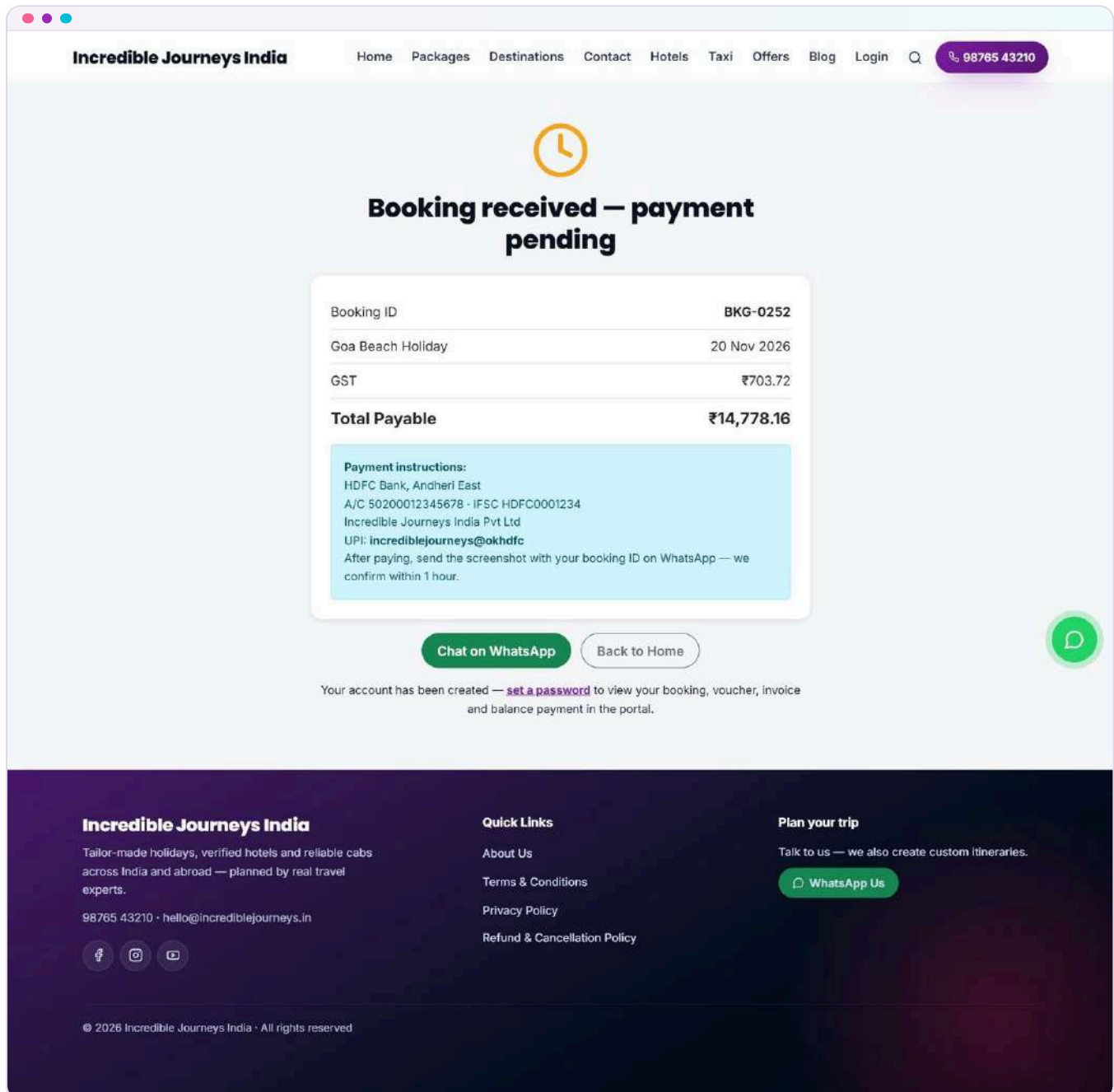


Figure 18.5 The thank-you page after a bank / UPI booking.

18.3 Mobile experience and installable app (PWA)

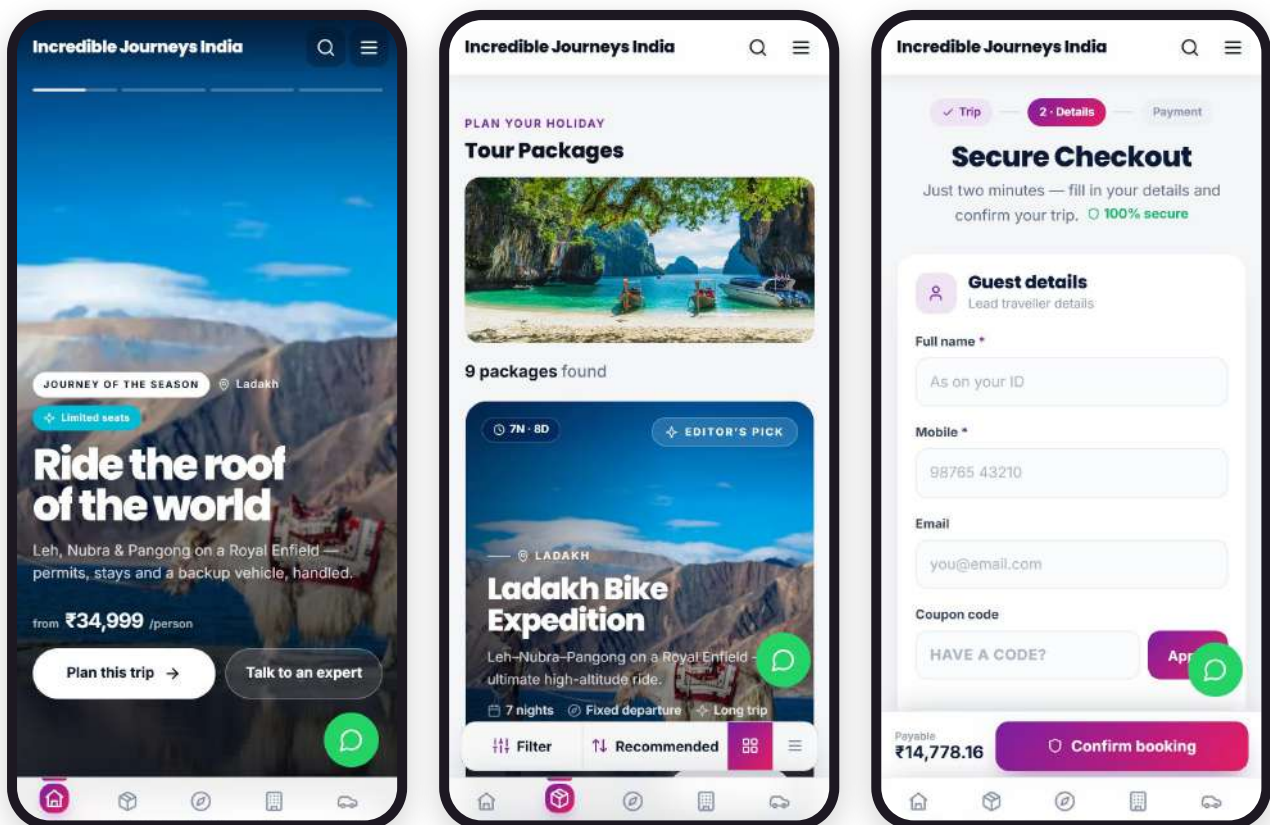


Figure 18.6 On phones the website has an app-style bottom bar, swipe cards, sticky booking buttons and a floating WhatsApp button.

- The website can be **installed on a phone's home screen** like an app, with your own icon, name and splash colour.
- A floating **WhatsApp button** with your custom first message is on every page.

19

CHAPTER 19

Customer Portal

Your customers get their own login to see bookings, download vouchers and invoices, and pay balances online. Your team gets fewer "please resend my voucher" calls.

The screenshot displays the 'Incredible Journeys India' customer portal. The header includes navigation links: Home, Packages, Destinations, Contact, Hotels, Taxi, Offers, Blog, Login, and a search icon. A phone number '98765 43210' is visible in the top right. The main banner features a scenic image of a temple with the text 'Your next journey is already waiting.' and 'Log in — bookings, payments and itineraries, all one tap away.' Below the banner are three categories: '9+ Curated journeys', '9+ Destinations', and '12+ Handpicked stays'. The right sidebar contains a 'Login' button, a 'Sign up' button, a 'WELCOME BACK' message, a 'Login' heading, and a description: 'See your bookings, vouchers and trip details in one place.' The login form includes fields for 'Email or mobile' (with a placeholder 'you@email.com / 98XXXXXXX') and 'Password' (with a placeholder 'Your password'). There are links for 'Forgot password?' and a 'Login →' button. Below the login form, there are links for 'New here? Create an account · Forgot password?' and a box for 'Have a booking but no password? Set your password with your booking ID'. At the bottom, there are security assurances: 'Secure & encrypted', 'No spam, ever', and '24x7 trip support'. The footer contains the company name 'Incredible Journeys India', a description of services, contact information, and a 'Quick Links' section with links to 'About Us', 'Terms & Conditions', 'Privacy Policy', and 'Refund & Cancellation Policy'. There is also a 'Plan your trip' section with a 'WhatsApp Us' button.

Incredible Journeys India

Home Packages Destinations Contact Hotels Taxi Offers Blog Login Q 98765 43210

Incredible Journeys India

N° 01 - JAIPUR

Your next journey is already waiting.

Log in — bookings, payments and itineraries, all one tap away.

9+ Curated journeys 9+ Destinations 12+ Handpicked stays

Login Sign up

WELCOME BACK

Login

See your bookings, vouchers and trip details in one place.

Email or mobile

you@email.com / 98XXXXXXX

Password

Forgot password?

Your password

Login →

New here? Create an account · Forgot password?

Have a booking but no password? Set your password with your booking ID

Secure & encrypted No spam, ever 24x7 trip support

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Tailor-made holidays, verified hotels and reliable cabs across India and abroad — planned by real travel experts.

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Quick Links

About Us

Terms & Conditions

Privacy Policy

Refund & Cancellation Policy

Plan your trip

Talk to us — we also create custom itineraries.

WhatsApp Us

Figure 19.1 Customer login with email or mobile number, sign up and forgot password.

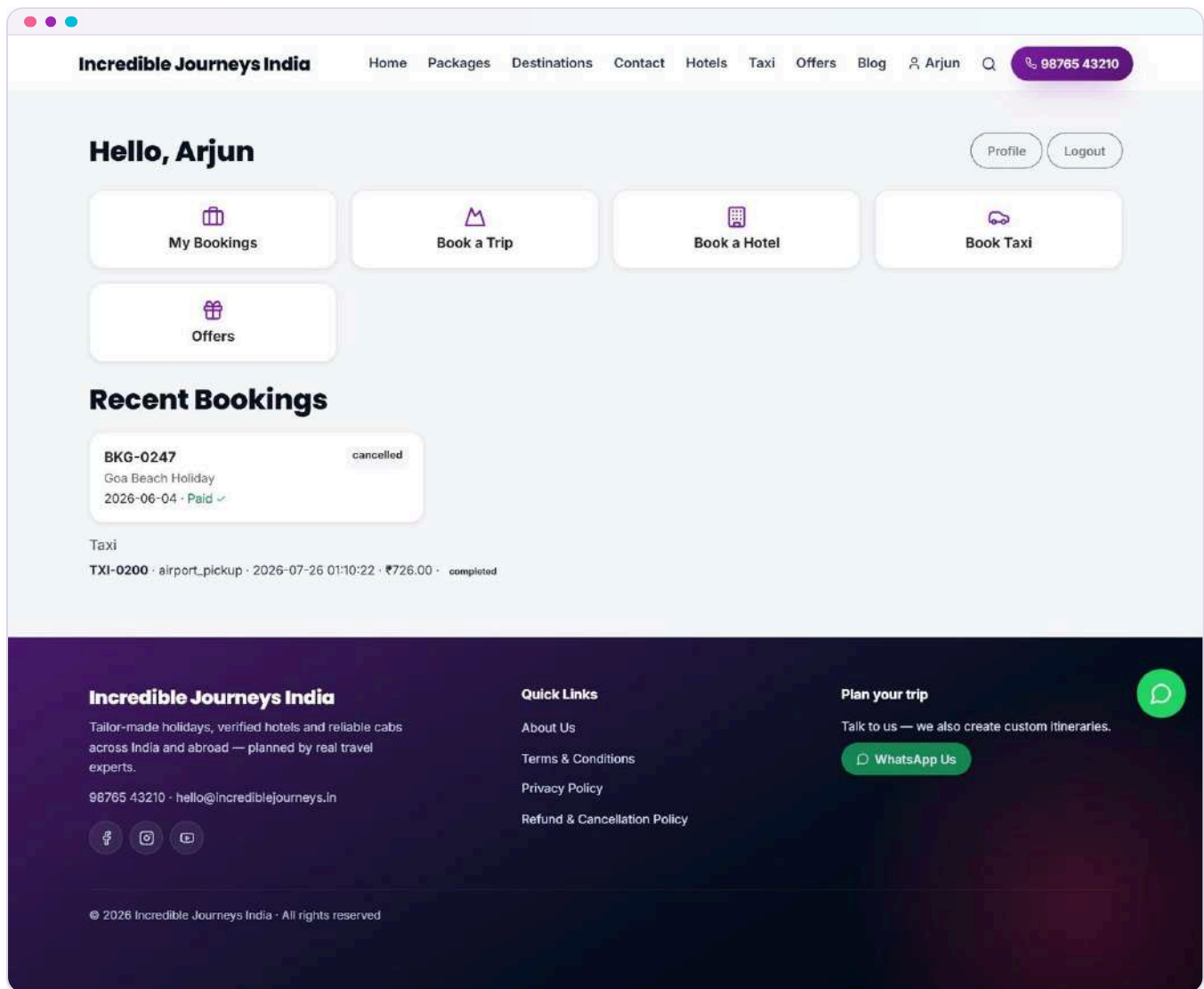


Figure 19.2 The portal dashboard: recent bookings with due or paid status, and quick links to book trips, hotels and cabs.

The screenshot displays the 'Incredible Journeys India' portal. At the top, there's a navigation bar with links: Home, Packages, Destinations, Contact, Hotels, Taxi, Offers, Blog, and a user profile for 'Arjun'. A contact number '98765 43210' is visible in the top right. Below the navigation bar, the 'My Bookings' section is highlighted. It features a table with columns: Booking, Trip, Travel, Total (inc. GST), Paid, and Due. A single booking is listed: BKG-0247 (cancelled), Goa Beach Holiday, 2026-06-04 to 2026-06-07, with a total of ₹0.00, paid ₹0.00, and a due amount of ₹0.00. A 'View' button is next to the booking. Below this, the 'Taxi Bookings' section shows a booking: TXI-0200 (airport pickup - 2026-07-26 01:10:22 - Airport / Hotel) with a total of ₹726.00 and a status of 'completed'. The footer contains the company name, a description, contact info, quick links (About Us, Terms & Conditions, Privacy Policy, Refund & Cancellation Policy), a 'Plan your trip' section with a 'WhatsApp Us' button, and a copyright notice for 2026.

Incredible Journeys India

Tailor-made holidays, verified hotels and reliable cabs across India and abroad — planned by real travel experts.

98765 43210 · hello@incrediblejourneys.in

Quick Links

- About Us
- Terms & Conditions
- Privacy Policy
- Refund & Cancellation Policy

Plan your trip

Talk to us — we also create custom itineraries.

[WhatsApp Us](#)

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Figure 19.3 Booking detail in the portal: items, travellers, invoices, payments, paid (verified) and balance due, with a Pay Balance button.

- **Sign up** or **log in** with email or mobile. After a website booking, a customer can **set a password with their mobile number and booking ID** (no email needed).
- **Forgot password** by email (link valid for 2 hours).
- **Vouchers and invoices** open as printable pages.
- **Pay Balance** creates a payment link for the exact amount due and opens the pay page.
- **Profile:** update name, email, address and password.
- **Security:** too many wrong passwords lock the login for 10 minutes.

20

CHAPTER 20

SEO Center & Reviews

Everything you need to rank on Google and appear in AI answers: an audit of every page, live content analysis, structured data, sitemaps, redirects, a 404 monitor and review management.

SEO Center Rajesh Kumar Admin

Audit & health | Pages | Settings | Redirects | 404 monitor | Reviews | sitemap.xml | robots.txt | lms.txt

Pages checked just now (53 pages) | Re-check now

SEO HEALTH
average of 53 URLs: **85**

INDEXABLE URLS
53 in the XML sitemap

ISSUES TO FIX
78 titles, descriptions, content

FOCUS KEYPHRASES
0 of 53 pages targeted

SITE CHECKLIST
8/16 setup items done

REVIEWS TO MODERATE
0 pending approval

404S (30 DAYS)
0 redirects active

Page audit | All types | Any issue

HEALTH	PAGE / TITLE GOOGLE SHOWS	ISSUES
70	Destinations - /travel-docs/destination/jaipur Jaipur Tour Packages & Travel Guide — Incredible Journeys India The Pink City of forts, palaces and royal heritage.	Title 63 chars (over 60) Description only 51 chars Thin content (9 words) No focus keyphrase
70	Destinations - /travel-docs/destination/ladakh Ladakh Tour Packages & Travel Guide — Incredible Journeys India High-altitude passes, monasteries and dramatic landscapes.	Title 63 chars (over 60) Description only 58 chars Thin content (9 words) No focus keyphrase
70	Destinations - /travel-docs/destination/rishikesh Rishikesh Tour Packages & Travel Guide — Incredible Journeys India Yoga capital on the Ganges — rafting, temples and calm.	Title 66 chars (over 60) Description only 55 chars Thin content (9 words) No focus keyphrase
70	Destinations - /travel-docs/destination/shimla Shimla Tour Packages & Travel Guide — Incredible Journeys India Colonial charm, pine forests and snow-capped hill views.	Title 63 chars (over 60) Description only 56 chars Thin content (8 words) No focus keyphrase
70	Blog posts - /travel-docs/blog/best-time-to-visit-go Best Time to Visit Goa: A Month-by-Month Guide — Incredible Journeys India Beaches, festivals and monsoon magic — when to plan your Goa trip.	Title 74 chars (over 60) Description only 66 chars Thin content (60 words) No focus keyphrase
70	Blog posts - /travel-docs/blog/manali-honeymoon-experiences Manali Honeymoon: 7 Experiences You Should Not Miss — Incredible Journeys India Snow points, cafés and cosy stays for couples.	Title 79 chars (over 60) Description only 46 chars Thin content (58 words) No focus keyphrase
70	Blog posts - /travel-docs/blog/kerala-houseboat-tips Kerala Backwaters: Houseboat Tips for First-Timers — Incredible Journeys India How to choose a houseboat, what to pack and what it costs.	Title 78 chars (over 60) Description only 58 chars Thin content (61 words) No focus keyphrase
	Tour packages - /travel-docs/package/andaman-island-paradise Andaman Island Paradise — 5N/6D Havelock,	

Site checklist (SEO - AEO - local)

- Brand name & logo**
Google uses them for the knowledge panel and rich results. [Fix](#)
- Phone + full address (NAP)**
Consistent name-address-phone is the #1 local SEO signal.
- Map location (latitude / longitude)**
Adds GeoCoordinates for "near me" searches. [Fix](#)
- Social profiles linked (sameAs)**
Connects your brand to its Facebook / Instagram / Google Business profiles.
- Brand description**
Used for the organisation schema, home description and lms.txt.
- Google Search Console verified**
Needed to see rankings and submit the sitemap. [Fix](#)
- Bing Webmaster verified**
Bing also powers ChatGPT / Copilot web answers. [Fix](#)
- Analytics installed (GA4 / GTM)**
Measure what SEO brings in. [Fix](#)
- Default social share image**
Shown when a page without its own image is shared on WhatsApp / Facebook. [Fix](#)
- HTTPS**
Ranking signal and required for trust badges.
- Clean URLs (/package/goa-trip)**
Keyword-rich URLs rank and click better than index.php?p=.
- Structured data (JSON-LD) on**
Rich results: stars, prices, FAQs, breadcrumbs.
- Home FAQ for answer engines (AEO)**
Short Q&A that Google AI Overviews, ChatGPT and voice assistants quote. [Fix](#)
- At least 5 published reviews (9)**
Star ratings lift click-through rate by up to 30%.
- Blog with 3+ articles (3)**
Fresh, helpful articles with long-tail and "how to" searches.
- Search engines allowed in robots.txt**
A stray "Disallow:/" hides the whole site.

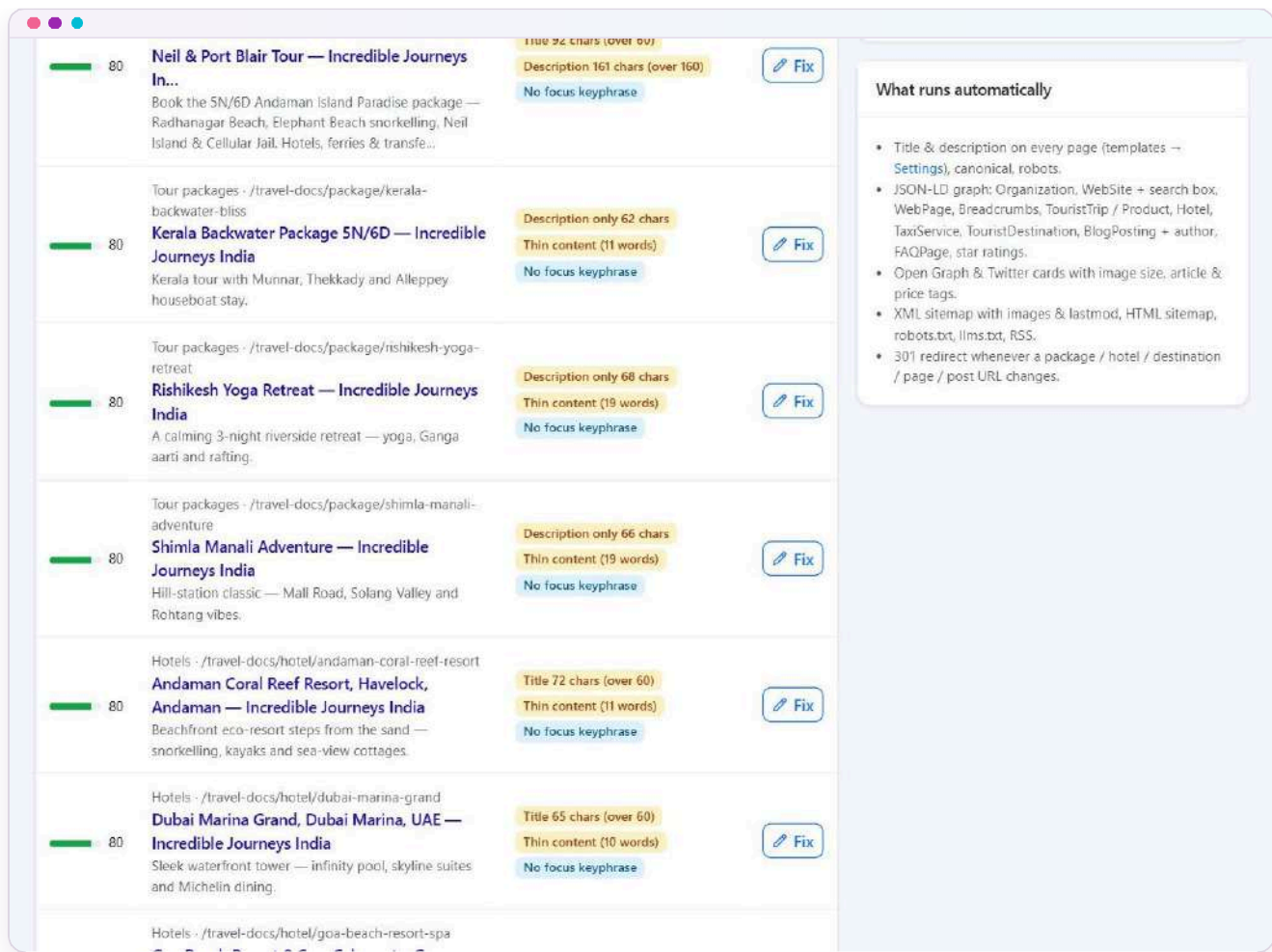


Figure 20.1 The SEO Center dashboard: indexable URLs, average health, issues, keyphrase coverage, pending reviews, 404s, redirects and a 16-point site health checklist. (*continued*)

20.1 SEO audit of every page

- Checks titles (too long or too short), descriptions, duplicates, thin content, missing share images, missing keyphrases and noindex pages.
- Gives every page a health score and lists the worst pages first.

20.2 Live SEO and readability analysis

The SEO panel on packages, hotels, destinations, pages and blog posts analyses your content as you type:

- Keyphrase:** in the title, description, slug and introduction; density; subheadings; image alt text; not used on another page.
- Length:** title 30–60 characters, description 110–160 characters, enough words.
- Links and images**, and **AEO** (FAQs or question headings for AI answers).
- Readability:** reading ease, long sentences, transition words, passive voice, paragraph length.
- Social tab** (Open Graph title, description and image), **FAQ tab** and **Advanced tab** (canonical, schema type, noindex, nofollow, custom JSON-LD).

20.3 Structured data, sitemaps and AI discovery

SEO — Settings

Rajesh Kumar Admin

Audit & health

Pages

Settings

Redirects

404 monitor

Reviews

sitemap.xml

robots.txt

llms.txt

Titles & templates

Brand & knowledge graph

Social (SMO)

Schema & AEO

Sitemaps & robots

Reviews

Title separator

Content language

Open Graph locale

en-IN

en-IN

Used by %sep% — e.g. "Goa Beach Holiday — Incredible Journeys India".

<html lang="en-IN" and schema in language.

☒ Keep site-search result pages out of Google

Recommended — search pages are thin, duplicate content.

☐ Noindex page 2, 3... of listings

Usually off: Google handles paginated lists well with self-canonicals.

Title & description templates

Used when a page has no hand-written SEO title / description. Variables: %title% %sep% %sitename% %tagline% %excerpt% %city% %price% %nights% %destination% %star% %rating% %count% %category% %year% %month% %page%. Leave empty for the built-in default (shown greyed).

TYPE	TITLE TEMPLATE	DESCRIPTION TEMPLATE
Tour package	%title% %sep% %sitename%	%excerpt%
Hotel	%title% %city% %sep% %sitename%	%excerpt%
Destination	%title% Tour Packages & Travel Guide %sep% %sitename%	%excerpt%
CMS page	%title% %sep% %sitename%	%excerpt%
Blog post	%title% %sep% %sitename%	%excerpt%
Blog category	%title% — Travel Articles %page% %sep% %sitename%	%excerpt%
Cab / vehicle	%title% Taxi Booking %sep% %sitename%	Book a %title% cab — %excerpt%
Home page (page)	%sitename% %sep% %tagline%	%brand_desc%
Tour packages list (page)	Tour Packages %page% %sep% %sitename%	Browse %count% handpicked tour packages with day-wise itir
Destinations list (page)	Destinations %page% %sep% %sitename%	Explore %count% destinations — best time to visit, curated tri
Fixed departures (page)	Fixed Departures %sep% %sitename%	Upcoming fixed-departure group tours with live seat availabili
Hotels list (page)	Hotels %page% %sep% %sitename%	Compare %count% handpicked hotels — verified reviews, live
Taxi / cab booking (page)	Book Airport & Outstation Cabs %sep% %sitename%	Book airport transfers, local and outstation cabs across %coun
Offers & deals (page)	Offers & Deals %sep% %sitename%	Current coupons and limited-time travel deals from %sitenam
Blog home (page)	Travel Blog %page% %sep% %sitename%	Travel guides, itineraries and tips from the %sitename% team.

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The screenshot shows a web interface for configuring SEO settings. It features four rows of settings, each with a label, a text input field, and a description:

- Contact page (page):** Input field contains "Contact Us %sep% %sitename%". Description: "Call, WhatsApp or email %sitename% — %city%. We reply withi".
- Guest reviews (page):** Input field contains "Guest Reviews (%rating%★) %sep% %sitename%". Description: "Read %count% verified traveller reviews of %sitename% and s".
- HTML sitemap (page):** Input field contains "Sitemap %sep% %sitename%". Description: "Every page on %sitename% in one place."
- Search results (page):** Input field contains "Search%title_suffix% %sep% %sitename%". Description: "Search tour packages, destinations and hotels."

At the bottom left is a blue "Save" button with a checkmark icon. At the bottom of the interface is a footer: "Travel ERP v1.1.0 — MaMITs Travel Business Management System".

Figure 20.2 SEO settings: title templates with variables, brand knowledge graph, social profiles, schema and AEO switches, home FAQ, sitemaps and robots, and review settings. (continued)

- **Schema.org JSON-LD:** TravelAgency / LocalBusiness, products, hotels, FAQ, breadcrumbs, articles, authors, aggregate ratings and a sitelinks search box.
- **XML sitemap** with images, **robots.txt**, and **llms.txt** (a summary of your business for AI assistants).
- **Redirects** (301, 302, 307, 308) with hit counts. Automatic 301s are created when any slug changes.
- **404 monitor:** broken links visitors hit, with a one-click "create redirect".

The screenshot shows the "SEO — Redirects" manager interface. At the top right, the user "Rajesh Kumar Admin" is logged in. Below the header is a navigation bar with tabs: "Audit & health", "Pages", "Settings", "Redirects" (active), "404 monitor", "Reviews", "sitemap.xml", "robots.txt", and "llms.txt".

On the left is a "New redirect" form with the following fields:

- Old path:** Input field with "/old-goa-package".
- Send visitors to:** Input field with "/package/goa-beach-holiday or https://...".
- Type:** Dropdown menu showing "301 — moved permanently (passes SEO v)".
- Note:** Input field with "optional".

At the bottom of the form is a blue "Save redirect" button. Below the form, a note states: "Redirects are created automatically whenever the URL (slug) of a package, hotel, destination, page, blog post or category changes — old links and Google rankings keep working."

On the right is a "Redirects (0)" table with a search bar. The table has columns: "FROM", "TO", "TYPE", and "HITS". The table is currently empty, displaying "No redirects yet."

At the bottom of the interface is a footer: "Travel ERP v1.1.0 — MaMITs Travel Business Management System".

Figure 20.3 Redirects manager.

20.4 Reviews

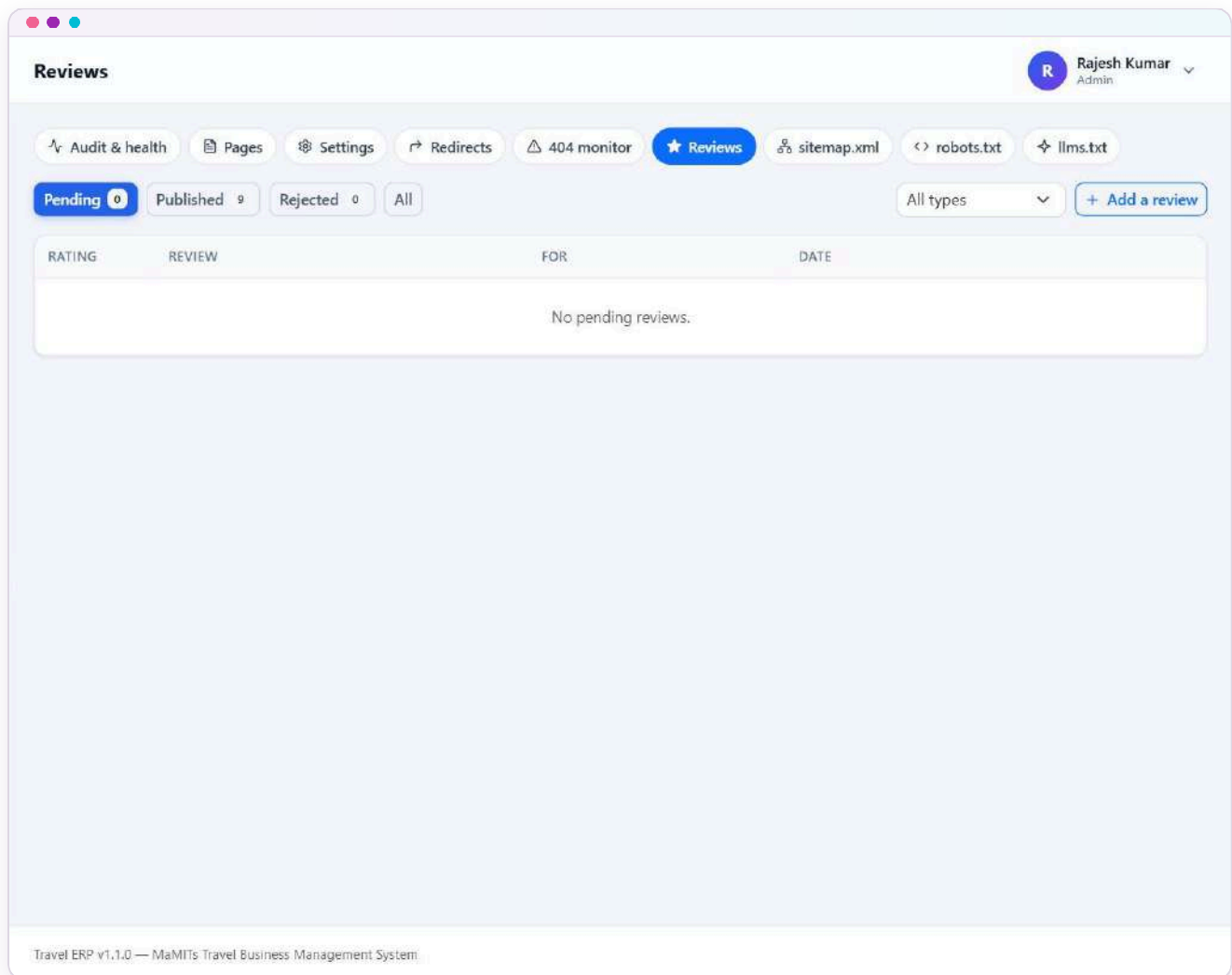


Figure 20.4 Reviews moderation: approve, reject, verify, reply or add a review received on WhatsApp or Google.

- Reviews for packages, hotels, cab services and your business, with star ratings shown on the website and in Google results.
- Anti-spam: captcha, a limit of 3 reviews per hour per visitor, and optional approval before publishing.
- **Verified** badge for reviews from real customers.

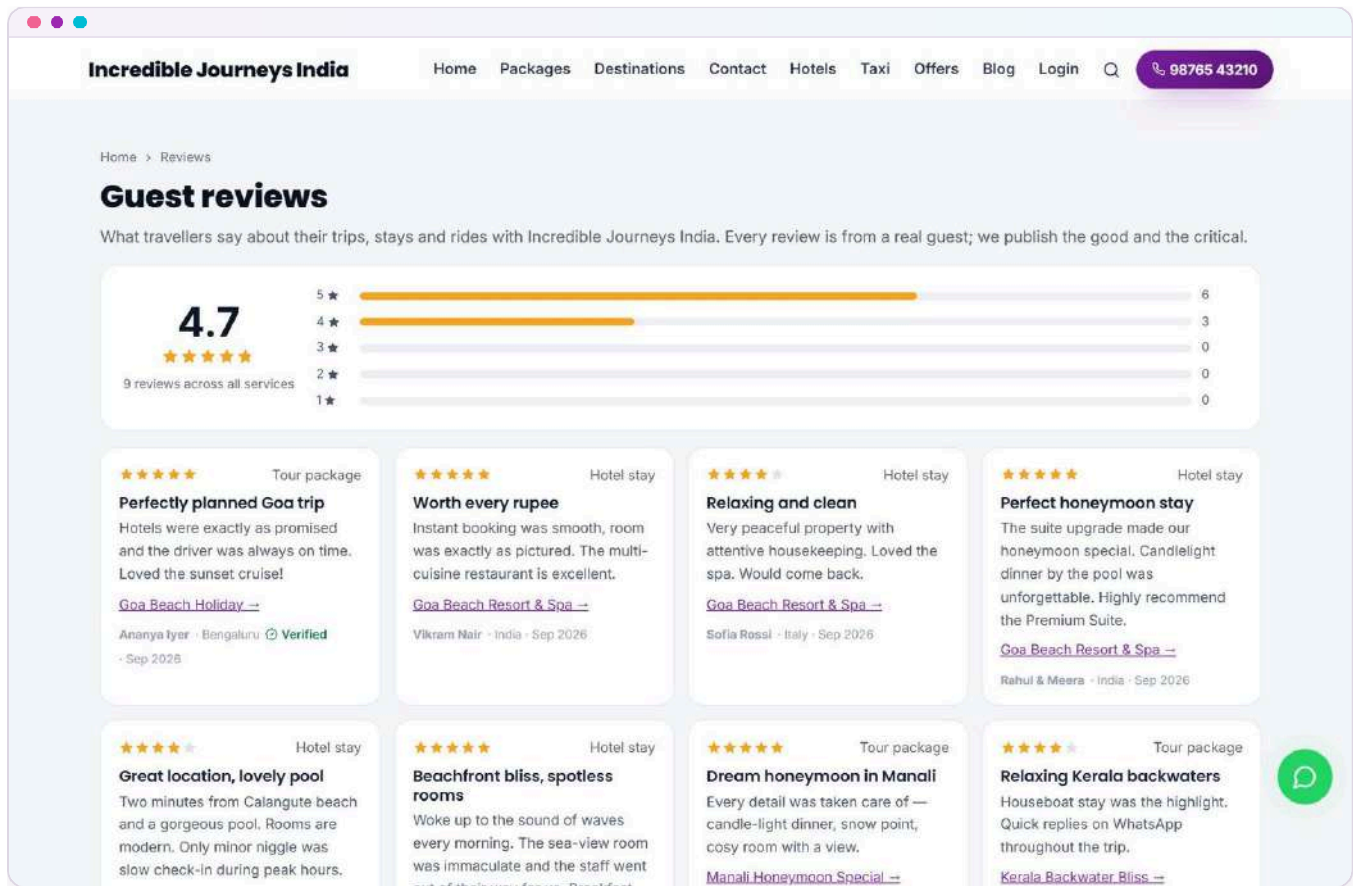


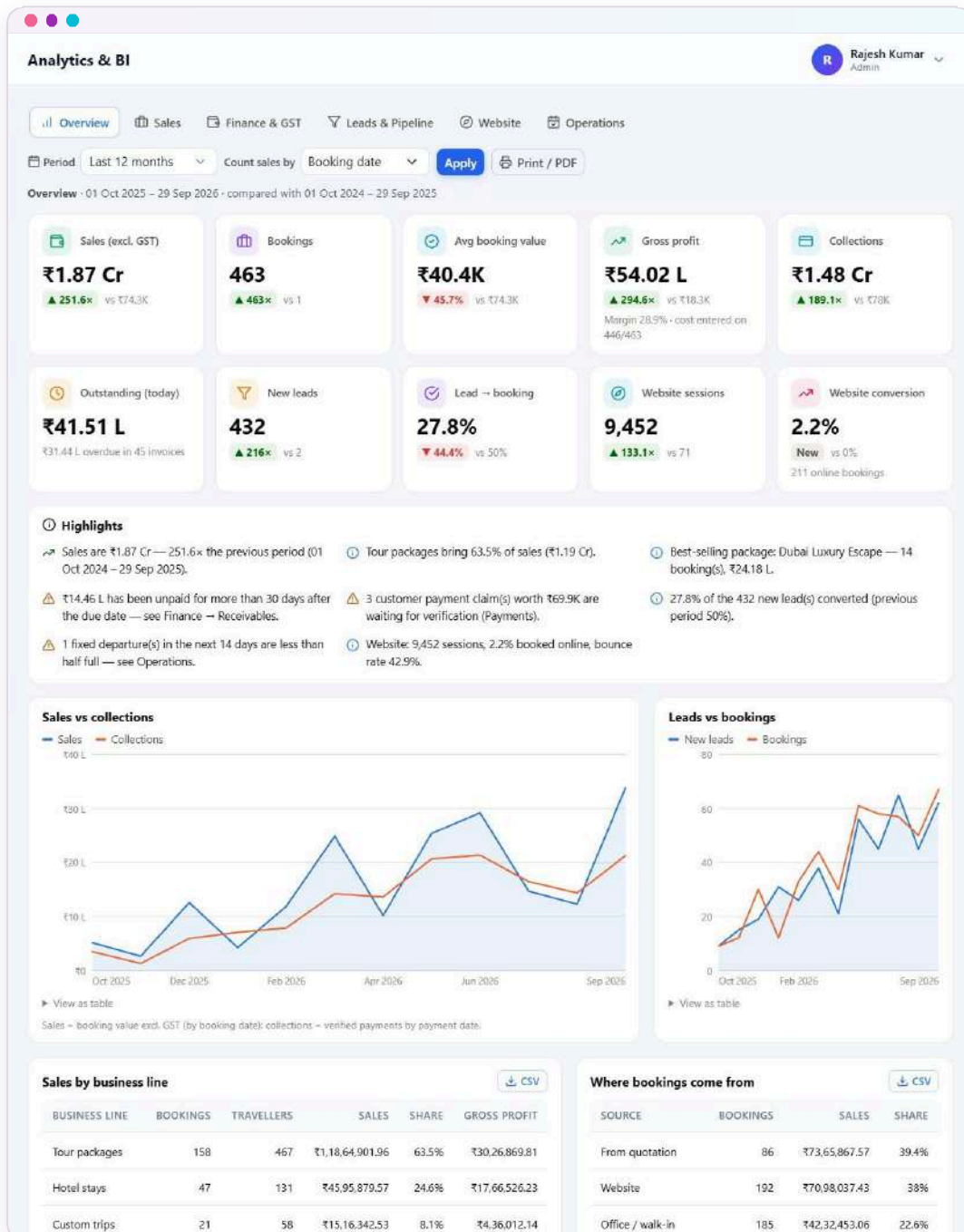
Figure 20.5 The public reviews page.

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CHAPTER 21

Analytics & Business Intelligence

Six dashboards that answer the questions an owner asks every day: How much did we sell? How much is still to be collected? Which leads convert? Which marketing works?



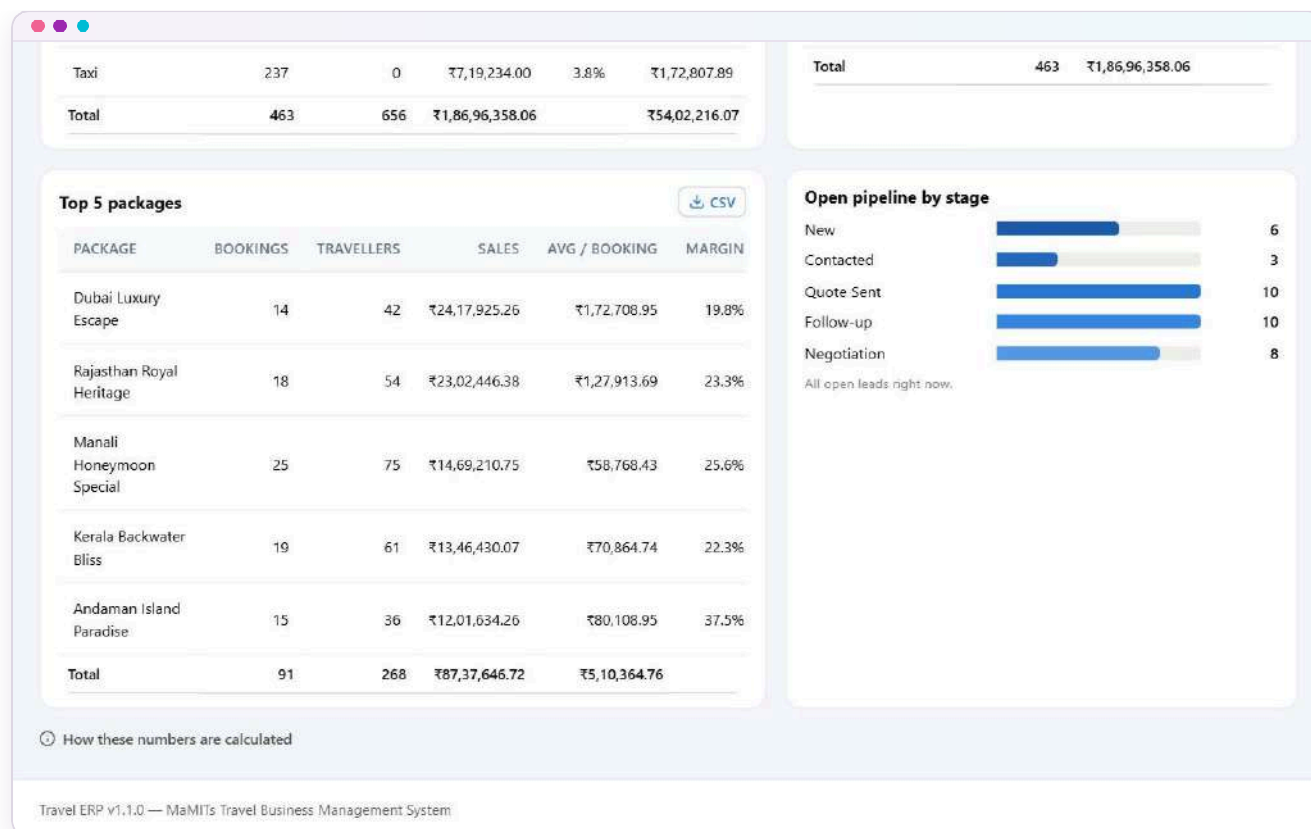


Figure 21.1 Overview: sales, bookings, average booking value, gross profit, collections, outstanding, new leads, conversion rate, website sessions and plain-language insights. *(continued)*

- **Period presets:** today, yesterday, last 7 / 30 / 90 days, this month, last month, this quarter, this and last financial year, last 12 months, or a custom range. Each period is compared with the one before it.
- **Date basis:** booking date or travel date.
- **CSV export** for every table, and **Print / PDF** of any tab.
- Cost, profit and margin are shown only to roles with the cost permission.

21.1 The six dashboards

Overview

Key figures, insights, sales vs collections, leads vs bookings, pipeline by stage, sales by business line, booking sources and top packages.

Sales

Sales by business line, booking sources, package performance, destinations, hotel room-nights, top customers, sales by staff, coupon performance and cancellations.

Finance & GST

Invoiced vs collected, receivables aging (0–30, 31–60, 61–90, 90+ days), open invoices, a **monthly GST summary for GSTR-1 / 3B**, collections by mode and claims awaiting verification.

Leads & Pipeline

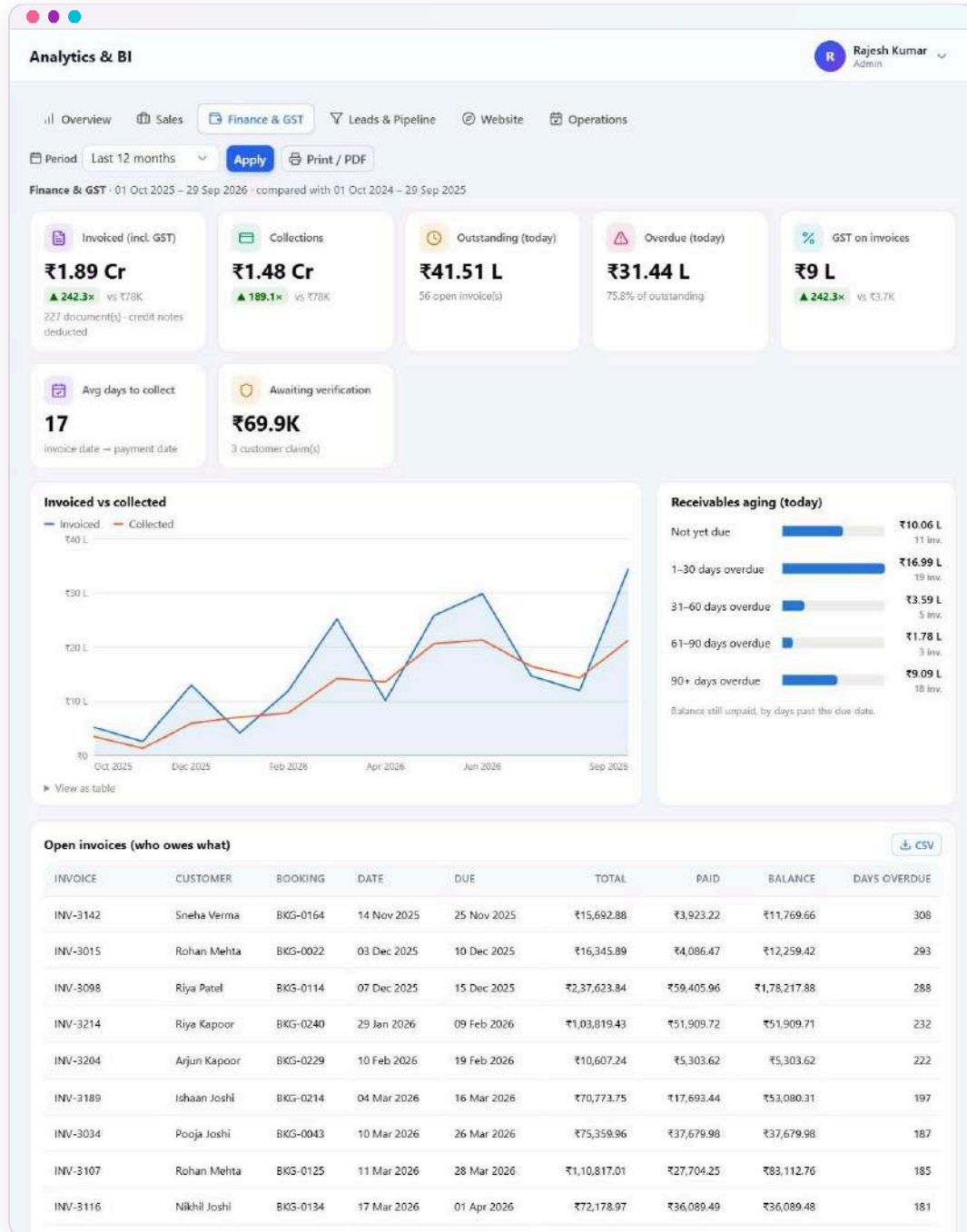
Lead funnel, sources, team performance, current pipeline, lost reasons and quotation statistics.

Website

Visitors, sessions, bounce rate, engaged time, booking funnel, devices, browsers, channels, UTM campaigns, landing pages and referrers, all first-party with no Google Analytics needed.

Operations

Trips in the next 30 days, balance due before travel, departure seat fill, cab pickups and cab usage by vehicle.



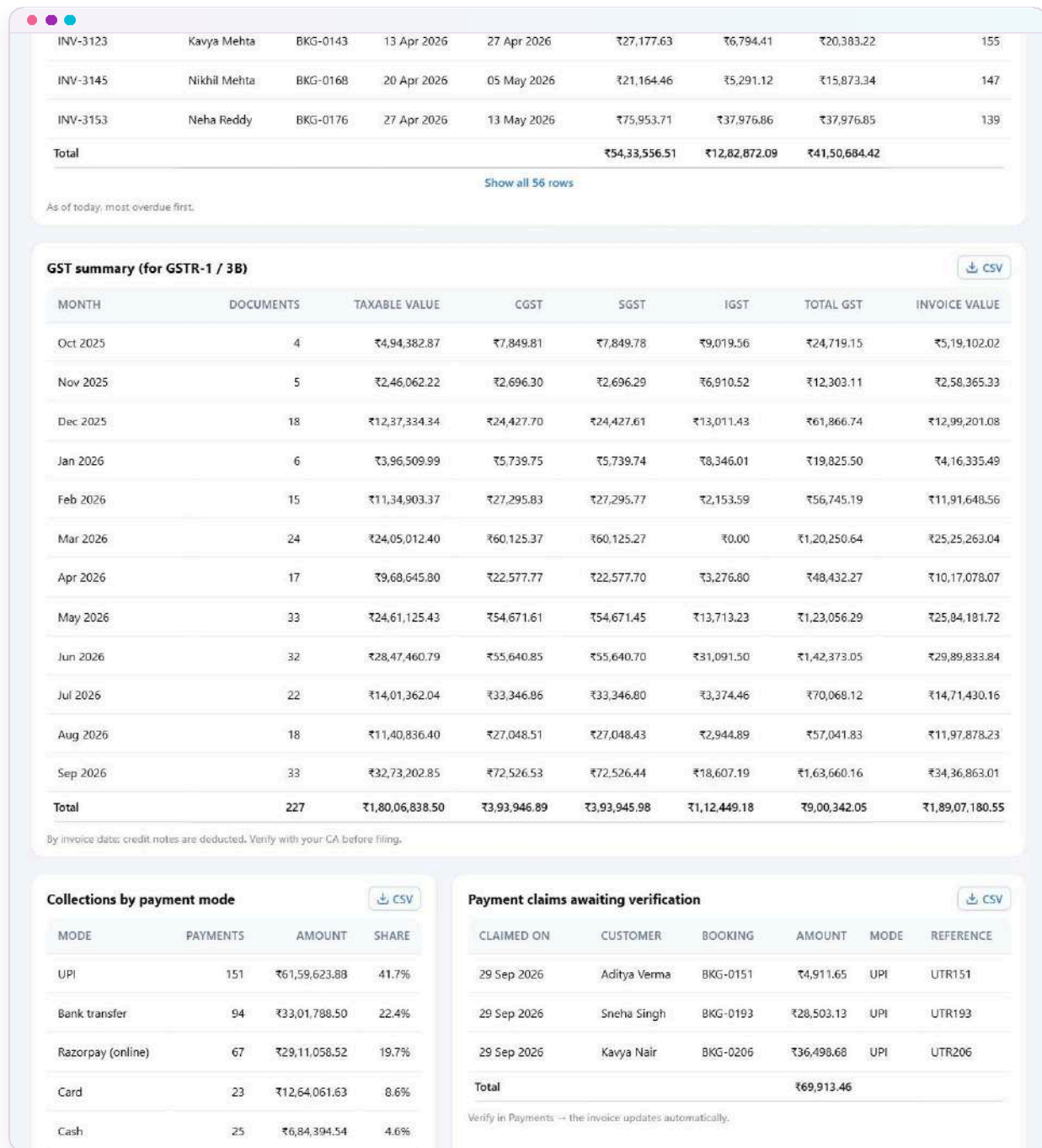
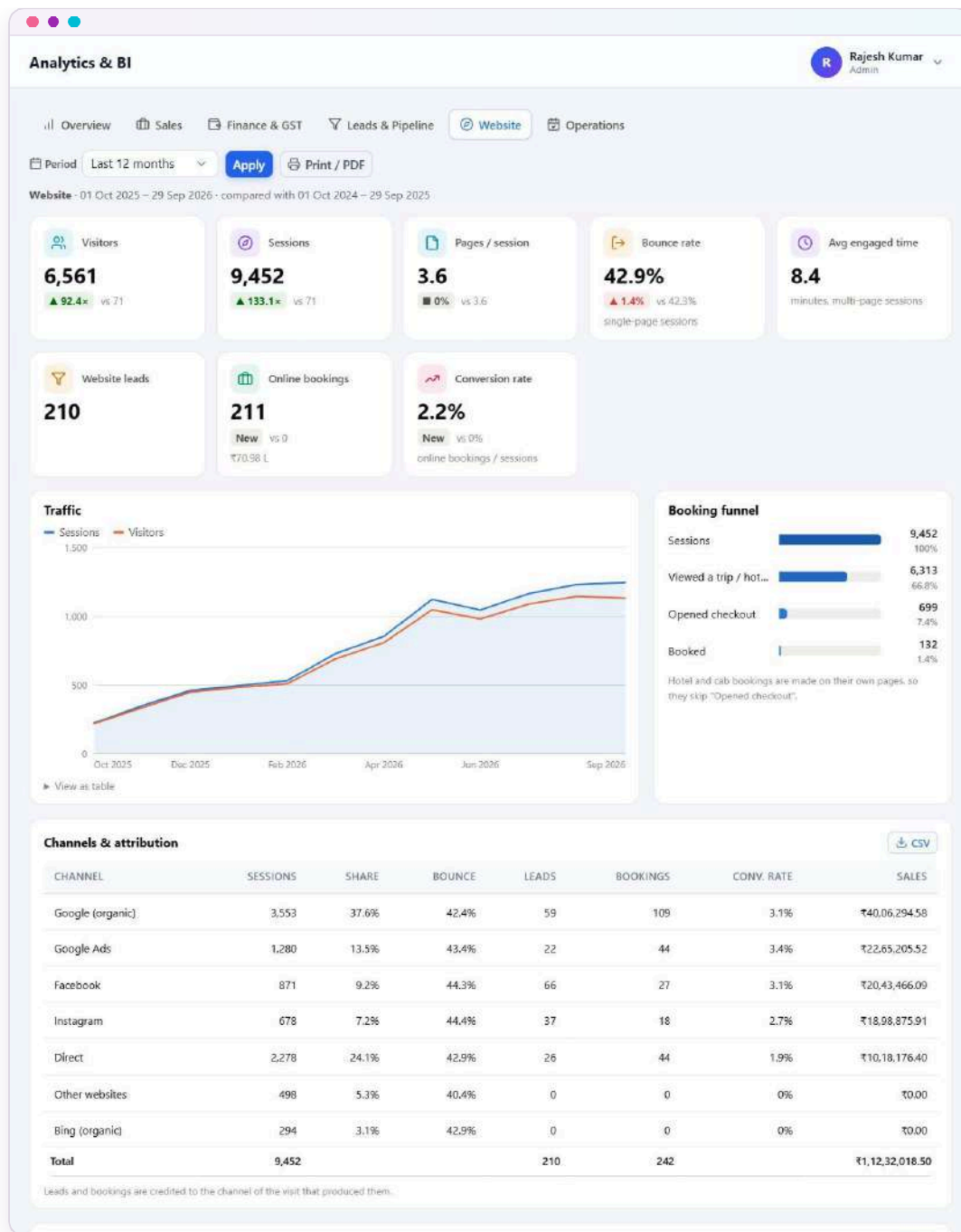


Figure 21.2 Finance & GST dashboard. (continued)



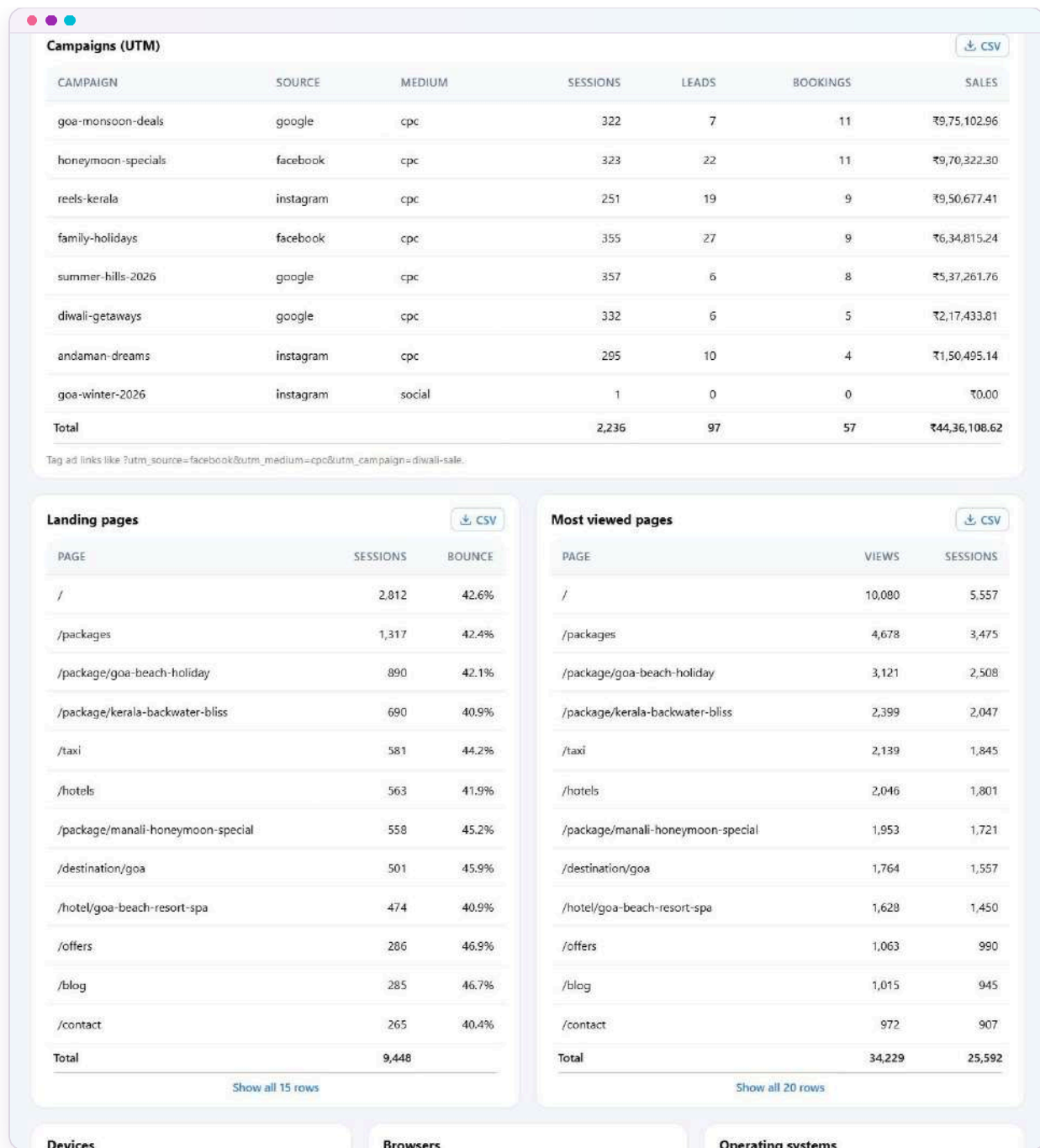


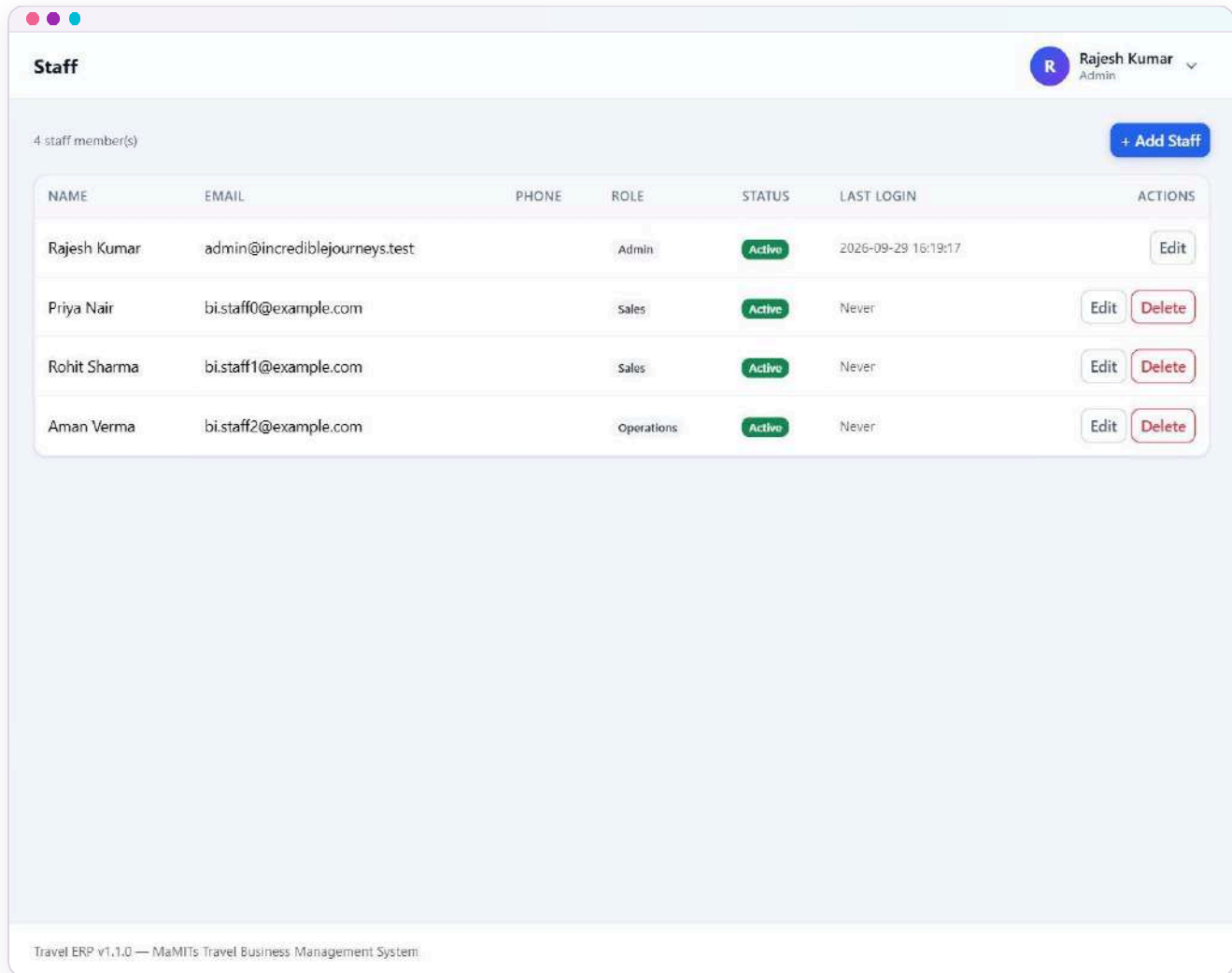
Figure 21.3 Website dashboard with first-party visitor analytics and marketing attribution. (continued)

22

CHAPTER 22

Team, Roles & Security

Give every staff member exactly the access they need, see who did what, and keep your data safe.



NAME	EMAIL	PHONE	ROLE	STATUS	LAST LOGIN	ACTIONS
Rajesh Kumar	admin@incrediblejourneys.test		Admin	Active	2026-09-29 16:19:17	Edit
Priya Nair	bi.staff0@example.com		Sales	Active	Never	Edit Delete
Rohit Sharma	bi.staff1@example.com		Sales	Active	Never	Edit Delete
Aman Verma	bi.staff2@example.com		Operations	Active	Never	Edit Delete

Travel ERP v1.1.0 — MaMITs Travel Business Management System

Figure 22.1 Staff list with role, status and last login.

Edit Role

R

Rajesh Kumar

Admin

Role Name *

Sales

Module Permissions

MODULE	VIEW	ADD	EDIT	DELETE
Dashboard	☒	☐	☐	☐
Destinations	☒	☐	☐	☐
Tour Packages	☒	☐	☐	☐
Add-ons / Activities	☒	☐	☐	☐
Media Library	☐	☐	☐	☐
Leads / CRM	☒	☒	☒	☐
Customers	☒	☒	☒	☐
Quotations	☒	☒	☒	☐
Bookings	☒	☒	☒	☐
Invoices	☒	☐	☐	☐
Payments	☒	☐	☐	☐
Coupons	☒	☐	☐	☐
Hotels	☒	☐	☐	☐
Taxi / Transport	☒	☐	☐	☐
Fare Rules	☐	☐	☐	☐
Website CMS & Blog	☐	☐	☐	☐
SEO Center & Reviews	☐	☐	☐	☐
Analytics & BI	☐	☐	☐	☐
Software Updates	☐	☐	☐	☐
Settings	☐	☐	☐	☐
Staff	☐	☐	☐	☐
Roles & Permissions	☐	☐	☐	☐
Activity Log	☐	☐	☐	☐

Special Permissions

☐ See cost price & margin

☐ Delete records

☐ Export data

New modules from upcoming phases will appear in this matrix automatically after each update.

Update Role

Cancel

Figure 22.2 Role editor: View, Add, Edit and Delete permissions for each of the 23 modules, plus special permissions. (continued)

- **Ready roles:** Admin (all rights), Sales, Accounts and Operations. Create any others you need.
- **Special permissions:** *See cost price & margin* (hide supplier costs from sales staff), *Delete records* and *Export data*.
- **Activity log** of logins, settings changes, bookings, payments, quotations and more, filterable by staff member, module and date.

- **Staff profiles** with photo, job title and bio (used as the blog author box).

The screenshot shows the 'Activity Log' interface. At the top, it says '286 log entries'. Below this is a filter section with dropdowns for 'STAFF' (set to 'All staff') and 'MODULE' (set to 'All modules'), and date pickers for 'FROM' and 'TO' (both set to 'dd-mm-yyyy'). There are 'Apply' and 'Reset' buttons. The main part of the interface is a table with the following columns: #, TIME, STAFF, MODULE, ACTION, RECORD, DETAILS, and IP. The table contains 28 rows of log entries, all performed by 'Rajesh Kumar'. The actions include 'login', 'home_section_save', 'update', 'convert', 'create', 'stage', and 'home_item_save'. Some entries have details like 'branding', 'customer #12', 'Deepak Rao (from lead)', and 'Quote Sent'.

#	TIME	STAFF	MODULE	ACTION	RECORD	DETAILS	IP
286	2026-09-29 16:19:17	Rajesh Kumar	auth	login			11
285	2026-09-23 23:55:53	Rajesh Kumar	auth	login			11
284	2026-09-23 20:15:18	Rajesh Kumar	website	home_section_save	13	cta	11
283	2026-09-23 20:12:44	Rajesh Kumar	auth	login			11
282	2026-09-23 20:12:24	Rajesh Kumar	auth	login			11
281	2026-09-23 20:11:56	Rajesh Kumar	auth	login			11
280	2026-09-23 20:01:20	Rajesh Kumar	settings	update		branding	11
279	2026-09-23 20:00:04	Rajesh Kumar	leads	convert	4	customer #12	11
278	2026-09-23 20:00:04	Rajesh Kumar	customers	create	12	Deepak Rao (from lead)	11
277	2026-09-23 20:00:02	Rajesh Kumar	leads	stage	4	Quote Sent	11
276	2026-09-23 19:59:36	Rajesh Kumar	auth	login			11
275	2026-09-23 18:07:13	Rajesh Kumar	settings	update		branding	11
274	2026-09-23 18:07:00	Rajesh Kumar	website	home_item_save	10	story	11
273	2026-09-23 18:06:57	Rajesh Kumar	website	home_item_save	7	route	11
272	2026-09-23 18:06:53	Rajesh Kumar	website	home_item_save	9	offer	11
271	2026-09-23 18:06:49	Rajesh Kumar	website	home_item_save	11	point	11
270	2026-09-23 18:06:49	Rajesh Kumar	website	home_section_save	1	hero	11
269	2026-09-23 18:06:49	Rajesh Kumar	website	home_section_save	1	hero	11
268	2026-09-23 18:06:49	Rajesh Kumar	website	home_section_save	11	why	11
267	2026-09-23 18:06:48	Rajesh Kumar	website	home_section_save	11	why	11
266	2026-09-23 18:06:45	Rajesh Kumar	website	home_section_save	11	why	11
265	2026-09-23 18:06:37	Rajesh Kumar	auth	login			11
264	2026-09-23 17:58:59	Rajesh Kumar	settings	update		branding	11
263	2026-09-23 17:58:47	Rajesh Kumar	website	home_item_save	10	story	11
262	2026-09-23 17:58:43	Rajesh Kumar	website	home_item_save	7	route	11
261	2026-09-23 17:58:39	Rajesh Kumar	website	home_item_save	9	offer	11
260	2026-09-23 17:58:35	Rajesh Kumar	website	home_item_save	11	point	11
259	2026-09-23 17:58:35	Rajesh Kumar	website	home_section_save	1	hero	11

Figure 22.3 Activity log.

22.1 Security built in

- CSRF protection on every form. Actions that change data only accept secure form submissions.
- **Login protection:** 5 wrong attempts lock the admin login for 15 minutes. Admin **forgot password** with a one-time link valid for 1 hour.
- **Captcha** of your choice: built-in picture maths, Google reCAPTCHA v2 / v3, Cloudflare Turnstile, hCaptcha or Friendly Captcha, switchable per form. Hidden honeypot fields stop bots.
- Secure session cookies, security headers, protected folders, and no PHP execution inside the uploads folder.
- Friendly error pages with a reference number. The technical details go to a private log.

23

CHAPTER 23

Settings & Integrations

One settings screen with clearly grouped tabs. Every setting is explained right next to the field.

Settings tab	What you configure
Business Modules	Which business lines you sell (presets or switches)
Business Profile	Agency and legal name, tagline, emails, phones, WhatsApp, address, GSTIN, PAN, time zone, logos, favicon, social links, About texts
Branding & Theme	Theme, colours, fonts, header / footer / hero / card templates, pretty URLs, PWA
SEO & Tracking	Home meta, Google Analytics 4, Tag Manager, Meta Pixel, Bing UET, verification codes, custom head / body code
Maps	OpenStreetMap (free) or Mapbox
Analytics & Scripts	Older tracking fields and extra scripts
Spam protection	Captcha provider, keys, per-form switches, key test
Payment Gateways	Razorpay and Cashfree (test / live, keys, webhooks), offline UPI, bank and QR, default advance %
Invoice & GST	Prefixes for invoices, quotations and bookings, starting number, GST %, SAC, bank details, terms, signature
Booking Defaults	Advance %, reminder days, document checklist, cancellation policy and terms
Email (SMTP)	Quick setup for Gmail, Hostinger, Outlook and Zoho, and a test email
WhatsApp Templates	8 message templates with placeholders

Settings

BUSINESS

Business Modules

What you sell — tours, hotels, cab...

Business Profile

Name, contact, address, logo, soc...

Branding & Theme

Colours, fonts, templates, app icon

WEBSITE & INTEGRATIONS

SEO & Tracking

Analytics IDs, verification, code

Maps

OpenStreetMap, Google or Mapbox

Analytics & Scripts

Extra tracking scripts

Spam protection

Captcha on website forms

SALES & DOCUMENTS

Payment Gateways

Razorpay, Cashfree, UPI / bank

Invoice & GST

Numbering, GST, SAC, bank, signa...

Booking Defaults

Advance %, reminders, policies

COMMUNICATION

Email (SMTP)

Outgoing email server & test

WhatsApp Templates

Payment Gateways

Razorpay, Cashfree, UPI / bank

Razorpay Off

Cashfree Off

UPI / Bank Enabled

Razorpay

Cards, UPI, net-banking and wallets. Keys: Razorpay Dashboard → Account & Settings → API Keys.

Enable Razorpay

Mode

Test

Show "Pay online with Razorpay" to customers.

Use Test until a trial payment works end-to-end.

Key ID

rzp_test_... or rzp_live_...

Key Secret

Webhook Secret

Required — online payments are recorded automatically only through the webhook.

Razorpay Dashboard → Settings → Webhooks: add this URL, tick the event `payment.captured` and use the same secret as above.

`http://localhost/travel-docs/index.php?r=pay%2Fwebhook`

Copy

Cashfree

Alternative gateway. Keys: Cashfree Dashboard → Developers → API Keys.

All changes saved

Save changes

Show "Pay online with Cashfree" to customers.

Test

App ID

Secret Key

Cashfree Dashboard → Developers → Webhooks: add this URL (event `PAYMENT_SUCCESS_WEBHOOK`); it is verified with the Secret Key above.

`http://localhost/travel-docs/index.php?r=webhook%2Fcashfree`

Copy

Offline / direct payment

UPI or bank transfer instructions shown on the payment page; you confirm the payment manually.

Enable offline payment instructions

UPI ID

incrediblejourneys@okhdfc

Bank Details (account, IFSC...)

HDFC Bank, Andheri East
A/C 50200012345678 • IFSC HDFC0001234
Incredible Journeys India Pvt Ltd

Instructions shown to customer

After paying, send the screenshot with your booking ID on WhatsApp — we confirm within 1 hour.

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The screenshot shows a web application window with a light blue header and a white main content area. The header contains the MaMITs logo and the text 'Travel ERP'. The main content area is divided into two sections. The first section is titled 'UPI QR Code image' and contains a dashed box with an 'Upload image' button and the text 'Click or drop - PNG, JPG, WEBP, SVG - max 4 MB'. Below this is a note: 'Customers scan this to pay.'. The second section is titled 'Advance' and contains a percentage icon, the text 'Default part-payment asked at booking time (same value as Booking Defaults).', and a 'Default Advance %' input field with the value '25'. Below the input field is a note: '0-100. Kept in sync with Booking Defaults.'. The footer of the window contains the text 'Travel ERP v1.1.0 — MaMITs Travel Business Management System'.

UPI QR Code image

Upload image
Click or drop - PNG, JPG, WEBP, SVG -
max 4 MB

Customers scan this to pay.

% **Advance**
Default part-payment asked at booking time (same value as Booking Defaults).

Default Advance %

25

0-100. Kept in sync with Booking Defaults.

Travel ERP v1.1.0 — MaMITs Travel Business Management System

Figure 23.1 Payment Gateways settings. *(continued)*

Settings

BUSINESS

- Business Modules**
What you sell — tours, hotels, cab...
- Business Profile**
Name, contact, address, logo, soc...
- Branding & Theme**
Colours, fonts, templates, app icon

WEBSITE & INTEGRATIONS

- SEO & Tracking**
Analytics IDs, verification, code
- Maps**
OpenStreetMap, Google or Mapbox
- Analytics & Scripts**
Extra tracking scripts
- Spam protection**
Captcha on website forms

SALES & DOCUMENTS

- Payment Gateways**
Razorpay, Cashfree, UPI / Bank
- Invoice & GST**
Numbering, GST, SAC, bank, signa...
- Booking Defaults**
Advance \$, reminders, policies

COMMUNICATION

- Email (SMTP)**
Outgoing email server & test
- WhatsApp Templates**

WhatsApp Templates
Message templates with preview

Agency number
Messages open in WhatsApp pre-filled via a wa.me link — no API cost.

The agency WhatsApp number is set once in Business Profile → WhatsApp Number — the website buttons and every message use it.

Message templates
Click a placeholder to insert it at the cursor. The preview shows the message with sample data.

{customer_name} {booking_id} {quote_no} {amount} {due_date} {pay_link} {link} {date}

{driver_name} {driver_phone} {vehicle_no} {agency_name} {occasion}

Quotation Sent
Hello {customer_name}, your quotation {quote_no} from {agency_name} is ready. View: {link}

Booking Confirmed
Hello {customer_name}, your booking {booking_id} is confirmed! Total: {amount}. Thank you for choosing {agency_name}.

Payment Reminder
Hello {customer_name}, payment of {amount} for booking {booking_id} is due on {due_date}. Pay now: {pay_link}

Payment Received
Hello {customer_name}, we have received your payment of {amount} for {booking_id}. Thank you!

Driver Details
Hello {customer_name}, driver details for {booking_id}: {driver_name}, {driver_phone}, Vehicle: {vehicle_no}.

Trip Reminder
Hello {customer_name}, your trip {booking_id} starts on {date}. Get ready! — {agency_name}

Review Request
Hello {customer_name}, hope you enjoyed your trip with {agency_name}! Please share your review: {link}

Birthday / Anniversary Wish
Dear {customer_name}, {agency_name} wishes you a very happy {occasion}!

All changes saved **Save changes**

Travel ERP v1.1.0 — MaMITs Travel Business Management System

Figure 23.2 WhatsApp templates with clickable placeholders. (continued)

23.1 Emails sent automatically

When	Email
Website package or hotel booking	"Booking Confirmed" with trip, travellers, GST, amount payable and pay link or bank details
Website cab booking	"Taxi Booked" with trip, pickup time and fare
Staff sends a quotation	"Your Quotation" with the public link
Staff emails an invoice	Invoice with items, GST, total, amount due and Pay Now link
Customer or staff forgot password	Secure reset link
SMTP test	Test email to confirm your mailbox works

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CHAPTER 24

Installation, Updates & Performance

Install in five minutes with a web wizard, update with one click, and grow to lakhs of records without slowing down.

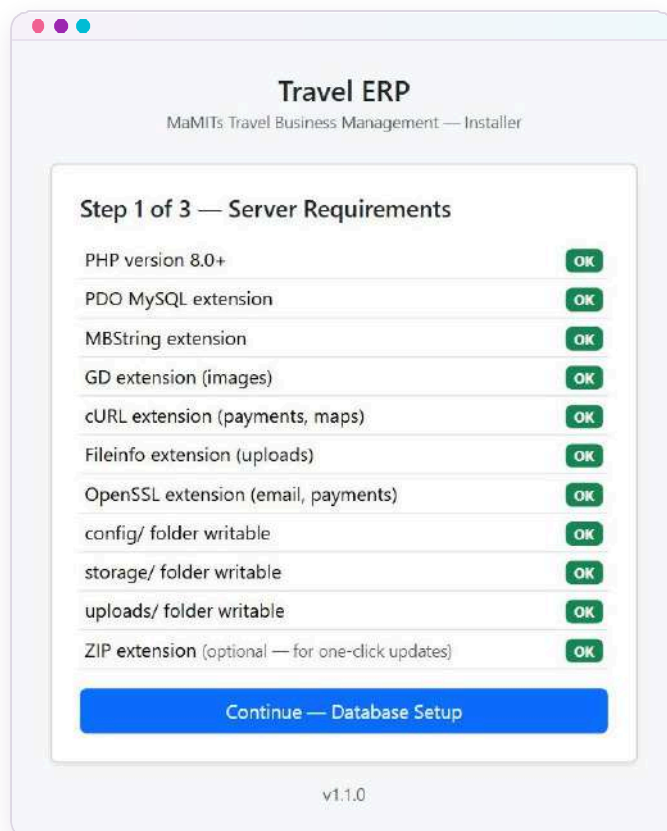


Figure 24.1 Step 1 of the installer checks your server.

Travel ERP
MaMITs Travel Business Management — Installer

Step 3 of 3 — Agency & Admin Account

Agency Name

Your Name

Admin Email

You log in with this email. Password resets are sent here.

Admin Password (min 8 chars)

Repeat the password

What does your business sell?

- ☒ Tour packages
- ☒ Hotels
- ☒ Taxi / cabs

You can change this any time in Settings → Business Modules.

[Finish Installation](#)

v1.1.0

Figure 24.2 Step 3: agency name, admin account and the business lines you sell.

- **3-step web installer:** server check, database (it can even create the database for you and explains errors in plain words), then agency and admin account.
- **One-click updates:** upload the new version ZIP in [Updates](#). The software backs up your current code first (keeping the last 5 backups), protects your config and uploads, and runs database changes automatically.
- **Automatic database migrations** after an update: no SQL to run by hand.

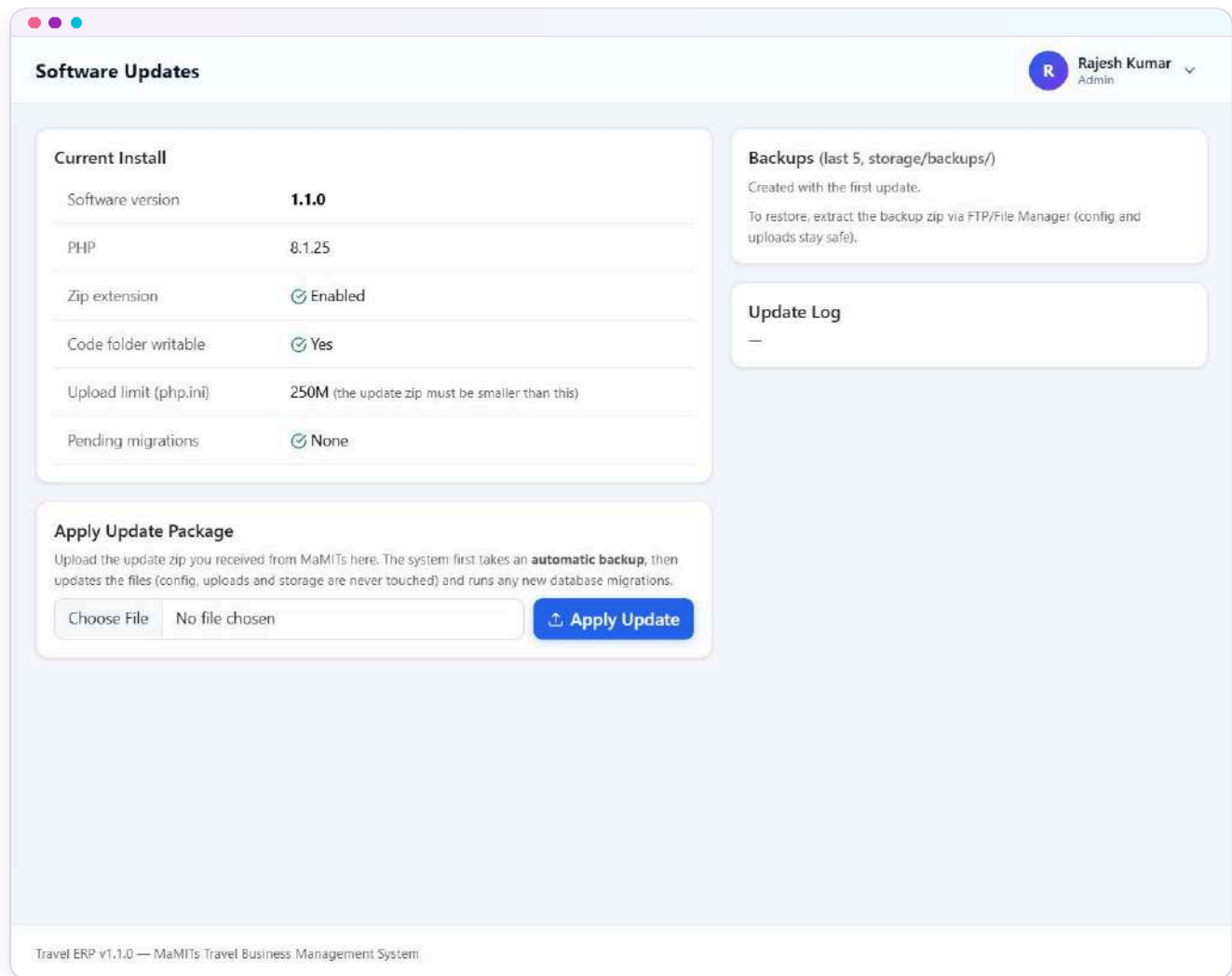


Figure 24.3 Software Updates.

24.1 Built for scale

Data volume tested	Result
10,000 tour packages	Lists, filters and pickers stay fast
10,000 hotels	Lists, filters and pickers stay fast
10,000 cab rate cards	Lists and fare lookups stay fast
1,00,000 quotations	List, search and open quotation stay fast
Every admin screen	Loaded in under 0.8 seconds in our tests

Paginated lists, database indexes, cached filter counts and search pickers that load results as you type keep every screen fast, however large your business grows.

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CHAPTER 25

Feature Checklist

A one-page summary you can use to compare MaMITs Travel ERP with any other system.

Area	Included features
CRM	Kanban pipeline, list view, sources, stages, lost reasons, follow-ups, duplicate check, assignment, My Leads, WhatsApp / call buttons, website and popup leads, marketing attribution
Customers	Profiles, saved travellers with IDs, documents, GSTIN, tags, birthdays and anniversaries with wishes
Quotations	Multi-option, item types, cost and margin, per-person price, versions, send by WhatsApp and email, view tracking, online accept, expiry, PDF
Bookings	From quotation or manual, departures and seats, travellers, rooms, payment schedule, document checklist, cancellation and refund, vouchers, WhatsApp updates
Finance	GST invoices (CGST / SGST / IGST), credit notes, receipts, payment links, Razorpay, Cashfree, UPI QR, claims and verification, reminders
Coupons	Percent or flat, cap, minimum order, validity, total and per-customer limits, new customers only
Packages	6-tab editor, variants, per-traveller prices, departures, add-ons, clone, print, themes, FAQs
Hotels	Rooms, 4 meal plans, seasonal rates, blackout dates, inventory, amenities, map and nearby, reviews, online booking
Cabs	Cities, vehicles, drivers, vendors, rate cards, 5 trip types, fare calculation, map booking, vouchers
Pricing	Dynamic fare engine with 8 rule types, scopes, priorities, rounding, preview and change log
Website	15 home sections, pages with 5 layouts, page texts, menus, footer builder, popup, banners, themes, fonts, templates, PWA
Blog	Categories, tags, authors, scheduling, table of contents, RSS, AMP
SEO	Audit, live analysis, schema, sitemap, robots, llms.txt, redirects, 404 monitor, reviews
Analytics	6 dashboards, financial-year periods, comparisons, CSV export, first-party website analytics
Portal	Sign up, log in, bookings, vouchers, invoices, pay balance, profile
Team	Roles, 23 modules × 4 permissions, cost visibility, activity log
System	Installer, one-click updates with backup, auto migrations, captcha, security headers, scale-tested



MaMITs

TRAVEL ERP · VERSION 1.1.0



One system for your whole travel business: leads, quotations, bookings, GST invoices, payments, packages, hotels, cabs, your website, SEO and business reports.

CRM & Leads

Quotations

Bookings

GST Invoices

Payments

Tour Packages

Hotels

Taxi / Cabs

Dynamic Pricing

Website Builder

SEO Center

Analytics & BI

Customer Portal