

PEAKWORK SUCCESS STORY

Two brands. One platform. Four weeks to go-live.

How **Capital Holidays** and **Etihad Holidays** became the first tour operators worldwide to run their entire business on a single, fully integrated Peakwork platform.

capital
holidays

ETIHAD
HOLIDAYS

FAST FACTS

- First tour operators worldwide on nexTOs Studio as a fully integrated, standalone platform
- Full value chain in one system: sourcing, inventory, packaging, pricing, distribution, booking, fulfillment
- Core platform live within four weeks of kick-off
- B2C portals by CFM Media within three months
- B2B agency portal live within eight months
- Legacy booking data fully migrated
- Near full-year 2026 targets reached within weeks of go-live
- Next rollout planned: United Arab Emirates

AT A GLANCE

4

weeks to set up the
core nexTOs platform

8

months kick-off to
fully operational

2

brands, multiple markets,
one unified system

Weeks

to near full-year
2026 targets

BACKGROUND

Two complementary brands. One shared ambition.

Capital Holidays and Etihad Holidays are two complementary tour operator brands under a shared management structure, with a common ambition: high-quality, tailor-made travel for quality-conscious travelers across Europe and the Middle East.

Munich-based Capital Holidays specializes in premium package holidays to Egypt, Türkiye, and beyond — serving guests primarily from Germany, Austria, and Switzerland with curated itineraries and expert destination knowledge.

Etihad Holidays offers tailor-made packages across all seven emirates of the UAE for travelers from the DACH region and the United Kingdom, pairing the prestige of the Etihad name with flexible, personalized experiences.

**capital
holidays**

Premium package holidays to Egypt, Türkiye and beyond. Serving Germany, Austria and Switzerland with curated itineraries.

Munich, DE · capitalholidays.com

**ETIHAD
HOLIDAYS**

Tailor-made packages across all seven emirates of the UAE for travelers from DACH and the United Kingdom.

London, UK · Abu Dhabi · etihadholidays.de

THE CHALLENGE

No single system covered the full operational value chain.

Two brands. Multiple markets. One problem: Capital Holidays and Etihad Holidays needed a modern, fully integrated platform spanning inventory sourcing, product management, pricing, distribution, booking, and fulfillment — without stitching together disconnected systems.

The requirement went beyond the core tour operator system: a B2B front-end for travel agents and B2C web portals for end customers, all within one coherent ecosystem — enabling faster time-to-market, full operational transparency, and the flexibility to scale across markets and brands.



"We needed a platform that could handle everything in one place — from how we source and build our products to how we sell and fulfill them. Speed, flexibility, and full control over the entire process: that was the standard we set for ourselves, and it was the standard nexTOs met."

Lamia Azimi · Managing Director, Capital Holidays (Europe)
GmbH

THE SOLUTION

nexTOs Studio: one platform for the entire tour operator value chain.

Following a structured evaluation, both brands selected nexTOs Studio as their new central operating system. nexTOs Studio is Peakwork's next-generation tour operating platform, purpose-built to unify the entire tour operator value chain in one scalable solution — sourcing, inventory management, dynamic and classic packaging, pricing, distribution, booking, and fulfillment. Part of Peakwork's broader network of 350+ travel brands across 40+ markets, nexTOs Studio gives operators access to a proven, high-performance infrastructure from day one.

Implementation was organized across three locations — Munich, London, and Abu Dhabi. Working groups launched in early 2025, combining expertise from Capital Holidays, Etihad Holidays, and Peakwork to tailor the platform to each brand's market requirements.

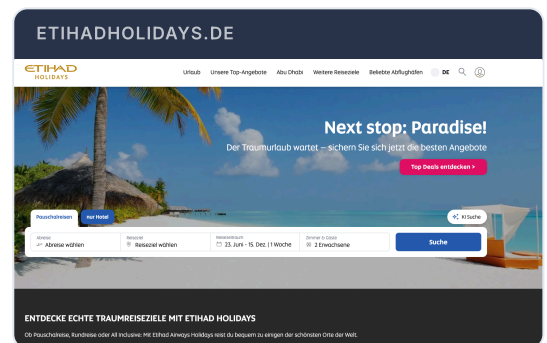
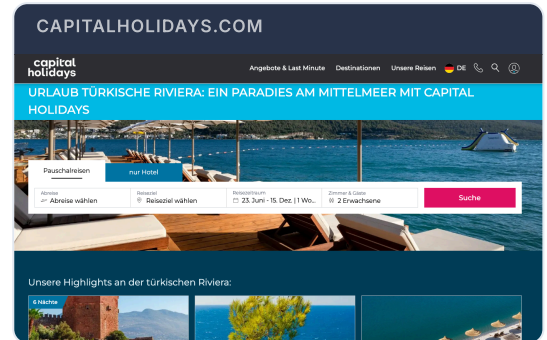
Within just four weeks, the core nexTOs environment was live — architecture configured, supplier connections established, and product portfolios set up for both brands. This set a new benchmark for implementation speed in the industry.

The platform was configured to reflect each brand's specific market setup and product logic. Inventory management runs on Peakwork's solution based on Cyberlogic technology; B2C web portals for both brands were built and launched by Peakwork cooperation partner CFM Media within three months; and connectivity to central reservation systems — including Sabre Vacations — ensures seamless access to stationary retail distribution in the DACH market. The rollout went live first in the UK and Germany, then progressively expanded — including B2B agency access and full migration of historical booking data for operational continuity from day one.

"With nexTOs, we have done something that very few tour operators have managed: we run our entire business — two brands, various markets, the full value chain — on a single, fully integrated platform. No workarounds, no third-party patches. Just one system that does everything, and does it reliably. It has fundamentally changed how we operate, and how quickly we can bring new products to market."

Lamia Azimi · Managing Director, Capital Holidays (Europe) GmbH

LIVE B2C PORTALS ON NEXTOS STUDIO



"Working with the teams at Capital Holidays and Etihad Holidays in Munich, London, and Abu Dhabi has been intensive, highly collaborative, and constructive throughout. We are proud of what we have achieved together in such a short time. Our investments in high-performance products and a stable system architecture are clearly paying off — for the entire Peakwork network."

Manuel Saballus · CEO, Peakwork

THE RESULTS

Near full-year targets reached within weeks of go-live.

Capital Holidays and Etihad Holidays are now the first tour operator brands globally to run their complete operations exclusively on nexTOs Studio — from inventory management and product configuration to distribution, booking, and fulfillment — with no reliance on external third-party applications. After going live in the UK and Germany, both brands had nearly reached their full-year 2026 targets within weeks.

Dramatically reduced time-to-market for new products and offers

Full transparency across inventory, bookings, and fulfillment in a single system

Significantly improved operational efficiency through end-to-end process integration

Seamless migration of legacy booking data, ensuring continuity of customer service

Rapid onboarding of B2B agency partners, expanding the brands' sales network

SPEED READ

Companies	Capital Holidays Etihad Holidays
Locations	Munich (DE) London (UK) Abu Dhabi (UAE)
Technology	Peakwork nexTOs Studio — inventory management by Cyberlogic; packaging, pricing, distribution, booking, fulfillment; B2C frontend by CFM Media; CRS connectivity incl. Sabre Vacations
Results	First brands globally on nexTOs Studio; near full-year targets within weeks; B2B and B2C live across UK and Germany

WHAT'S NEXT

Expanding nexTOs Studio — next stop: the UAE.

Building on the successful go-live, both brands are extending nexTOs Studio in close partnership with Peakwork — and the next rollout is already planned for the **United Arab Emirates**, deepening Peakwork's footprint in a strategically important growth market.

- Expanded payment options, including Apple Pay and Klarna integration
- Enhanced B2B agency front-end, with improved UX and streamlined agent workflows
- Ongoing collaborative development of the nexTOs platform in line with both brands' growth ambitions

Run your full value chain on one platform.

Book a 30-minute walkthrough with our team — peakwork.com/nextos-tech

[Book a walkthrough →](#)

CONTACT

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