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In more good news for the software and web industry in Sligo, ([Poll Daddy Wordpress Story](#)) **Travel Logic**, the tourism marketing software company has opened its development centre in **IT Sligo**.

In partnership with IT Sligo and supported by **Enterprise Ireland** as part of its high potential start-up programme, the company has formed **The Travel Logic Innovation Partnership Research & Development Programme**. The company will initially employ three software developers where they will be awarded student status that will allow them a **tax free salary**.



At the end of the project, the students will be awarded a Masters Degree from IT Sligo without having to attend classes or sit exams.

Travel Logic based in **Sligo** and **Donegal**, has developed an online sales and eMarketing platform for independent hotels and tourism businesses. Its integrated website marketing and sales solution gives clients in-house control of their website as well as online sales and marketing functions. Its platform is designed to 'level the online playing field' between the global tourism brands and the independently owned local Irish enterprises.

The software development hub is being formed as Travel Logic seeks to expand its market share in the Irish and European hospitality sectors.

Conor Daly, founder and managing director of Travel Logic, said, *"The new R&D centre in IT Sligo reinforces our commitment to our ongoing software development programme into which €500,000 has been invested to date. Our product design and development programme is driven by the needs of our hotel customers who are seeking enhanced sales and marketing performance for less cost."*

John Bartlett, head of research, IT Sligo, said *"IT Sligo has been a growing force of innovation in education for many years. The Travel Logic & IT Sligo Innovation Partnership R&D Programme is an excellent example of a hands-on and practice based approach to achieving higher level qualifications."*

John's view was echoed by **Brian O'Malley, of HPSU, Enterprise Ireland**

He said, *"The decision by Travel Logic to base its R&D centre in Sligo is testament to the work done by Institute of Technology Sligo in building a strong research base. We're committed to accelerating the development of world-class Irish companies and pleased to support Travel Logic in its plans to expand its product offering into overseas markets."*

It seems that Enterprise Ireland are taking a keen interest in web based hospitality companies - earlier this week IrishDev.com reported on its announcement to support to Avvio, based in the National Technology Park, Plassey, Limerick, who were establishing a R&D centre. The National Technology Park is home to another significant software educator, University of Limerick. ([Avvio Story](#))

More About Travel Logic - www.travellogic.eu

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