



Expedia Integration - Case Study

Client

The Organization is the 3rd largest travel site based on gross total travel bookings. They provide centralized booking platform. A major player in vacation rental properties, resorts, RV Parks and campgrounds worldwide this channel partner guest generation capabilities is high, and they have sustained the efficiency of their online performance.

Requirement

This channel partner with superior search engine achieved rapid success and went on to become the most sought after travel site. To keep this consistency the travel booking site wanted to bring in new customers.

The project was intended to increase their online presence and number of bookings by distributing their inventory on Expedia. The company also wanted to achieve higher revenues per sale and higher levels of customer retention. The channel partner wanted to integrate in a way that pulls out data from multiple suppliers/sources and pushes them on Expedia's website in a standardised form.

Challenges

We started the integration for two channel partners with Expedia and resulted in each channel partners functional systems operating in silos. In the analysis phase, there was no enterprise-wide view of the data and systems, such as a number of rooms, occupancy level, revenue, rate variation among its various properties. It integration should allow switching between CRS. It has to be done in a manner that user can do the booking and fulfilment part too viz-a-viz booking confirmation. Integration of Payment Gateway. The amount of actionable intelligence was available



with Expedia, and we had to strictly follow their format about the criteria of meeting all mandatory field on the OTA website.

One of the major challenges was the use of OTA's to connect with potential guests directly to booking engines with direct connect. The direct connections provide a direct interface between the channel partner and the Expedia's booking websites.

Solution

The integration was built with the system with a new environment on a service- oriented architecture (SOA). We developed an API in which all the incoming data from different suppliers were consolidated and translated to Expedia's standard.

The functionalities were integrated with services model such as search, book, rate update, inventory updates. The solution allowed seamless data flow across applications. Strict guidelines were followed to optimize the Expedia framework for high performance and parallel processing. Expedia enabled us to conduct rudimentary task by allowing our team to do real-time testing on live properties.

Vafion's prior experience with complex Web sites, and deep knowledge of API integration, and because of its experience in hospitality sector, we were able to execute this project successfully. The solution was build while increasing scalability to meet future enhancements. The solution gave our client a competitive edge over others with visibility to inventory and rate data according to market conditions.