

Integrating Supplier and Retailer APIs into a digital platform for tours and attractions



About the Client

Headquartered in USA, the platform digitally connects supply and demand operations in the tours and attractions sector.

Serves a large number of sectors, including resellers, hotels, and airlines.

Its middleware solution helps operators sell more tickets, offers guests a better check-in process by reducing manual tasks and fraud, and improves payment reconciliation.

Business Needs



Become a leading channel manager for tours and attractions



Expedite bookings and automate reconciliation for resellers



Ensure easy white labelling of the portals as per the reseller's brand



Reduce the go-to-market time



Broaden the end-user reach



Deploy a unified platform

Solutions

Assimilated the existing platform and built integrations with various operators and resellers, such as Peek+, Juniper, Farah Experiences, Vivaticket, Ctrip, and Vegas.com

Designed a branded reseller portal to manage the inventory, bookings, availability, and pricing from a single platform

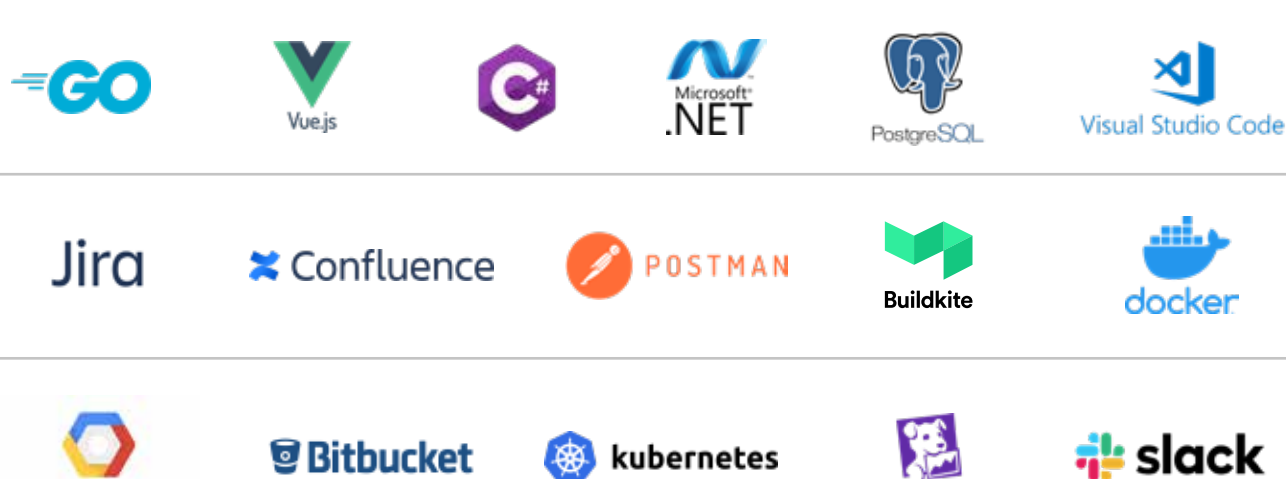
Onboarded an extended team with domain understanding encompassing the tours and attractions sector

Warranted efficient functional and technical knowledge management for new resources

Integrated the platform with 'Google Things to Do'



Technology Stack



Business Impact

Increased revenue by **15%** due to a substantial rise in bookings via new integrations on the channel manager platform

Efficient resellers portal saved **25%** time courtesy of faster bookings and automated reconciliation of transactions

Increased direct bookings by **10%** for the retailers onboarded

Associated retailers earned a **5%** higher margin on sales

Cybage Travel and Hospitality



Lodging



Travel Distribution



Travel Retailers



Travel Consolidators



MICE



Specialty Lodging

Effective integrations to manage functional and technical knowledge and empower the tours and activities channel manager platform

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