

Automation of hotel and accommodation database downloads

*using **Getaway** travel planning platform as
an example*

Getaway & Neoncube

Automated downloading of hotel and accommodation databases

During Neoncube's partnership with Getaway, a Traveltech company offering a travel arrangement platform, we implemented integrations with several providers that allowed us to streamline operations as well as maximise conversions.

Who benefits from *automation* and provider integrations?

Platform owners

They reduce the time spent on cyclical activities, the cost of maintaining and updating the listings database, strengthen the competitive advantage and increase the number of users using the platform, fully satisfying their needs.

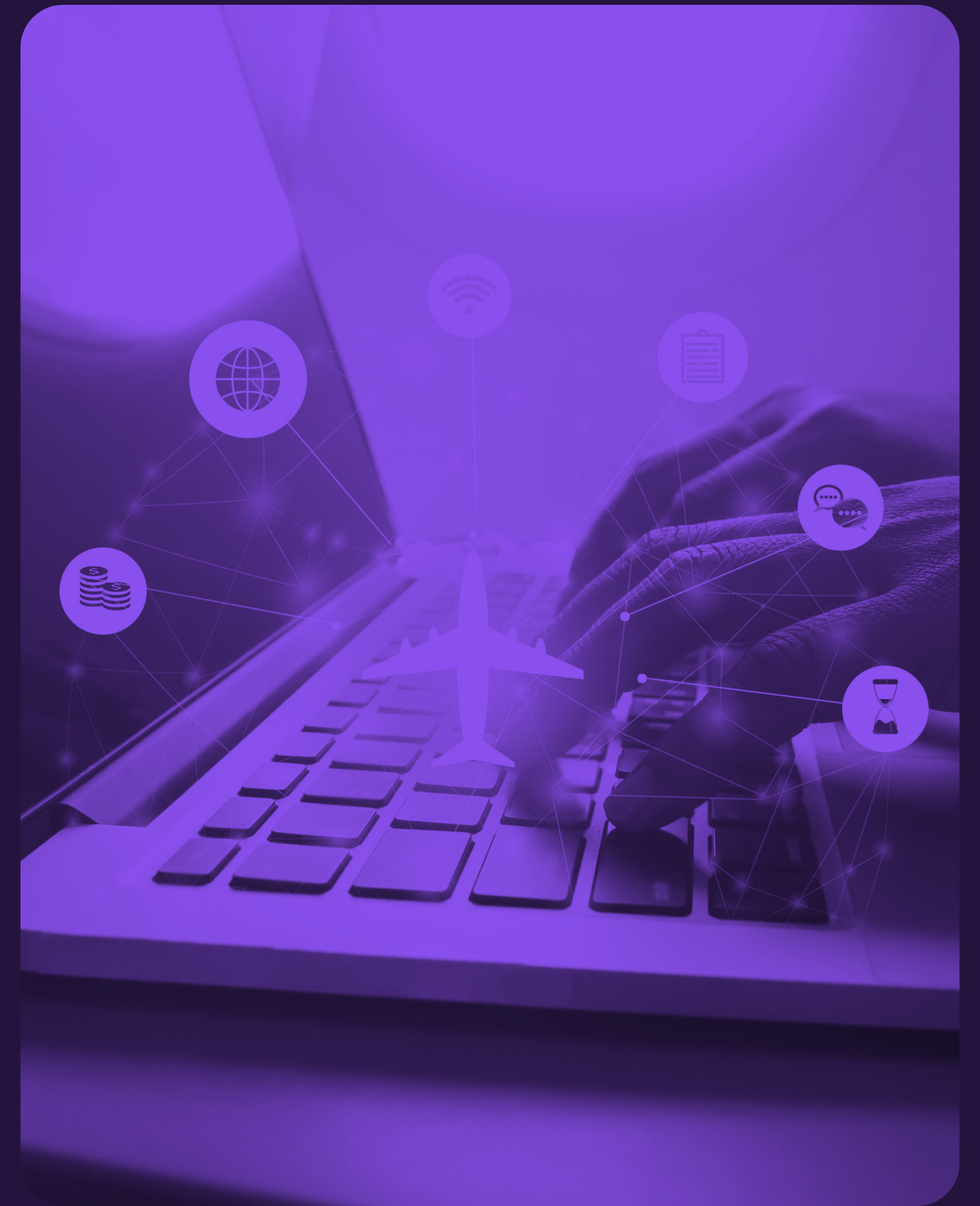
Users

They receive comprehensive information to meet their requirements, gaining access to an intuitive interface and the best possible solutions available on the market in a short space of time.



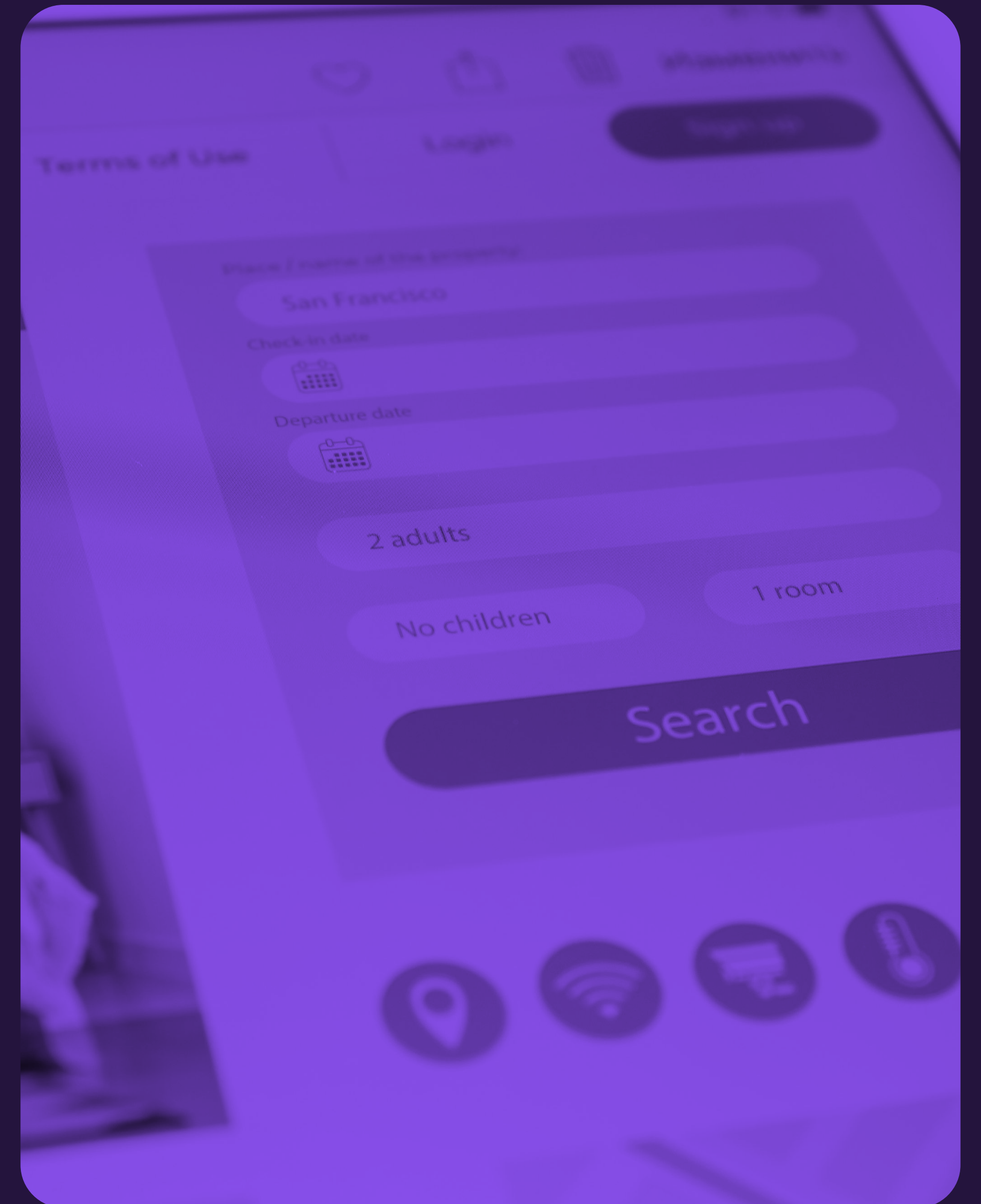
Problems we solve

- Too much time taken to update the offer database
- Low availability of offers on the market
- Manual entry of available offers via CMS
- Independent creation of Excel sheets with offers available on the market
- Unused potential for obtaining more conversions
- Lack of standardised requirements and search criteria



Opportunities we seize

- Large number of offers available on the market that can meet users' requirements
- Availability of a variety of providers on the market
- Possibility of creating a proprietary search interface on the basis provided by external providers



The main problem

How to reduce operational costs, time spent manually entering listings into the database through the automation capabilities available on the market, increasing conversions on the site?



Idea

The automation of the download of the hotel and accommodation database uses sources such as providers and the variety of listings available on the market through a partnership with Ratehawk. As a result, we received its database via API in a compressed .zstd file format.

Implementation process for the automation

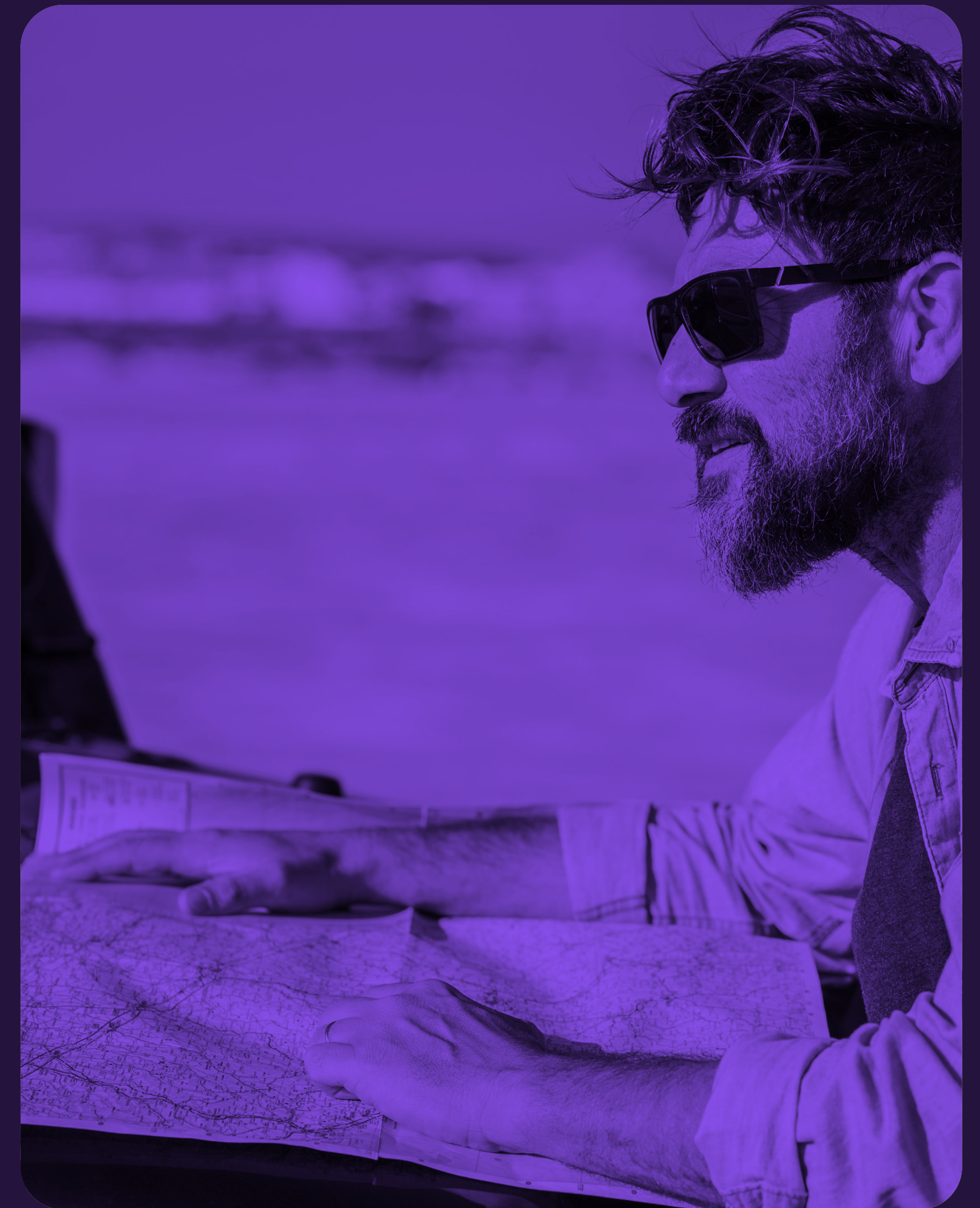
- Once the partnership was established, we received its database via API in compressed .zstd file format.
- We uncompressed and reparsed the available hotel and accommodation database.
- We then ensured that the listings were indexed as quickly as possible and implemented into the Getaway system.
- The next step was to standardise the interface in terms of UX/UO, as well as the search criteria.



What has automation provided?

The implementation of the automation of the hotel database download and the adaptation of the interfaces allowed hotels within X km radius to be searched in specific coordinates and hotels to be searched based on the requirements entered by the client. Among the criteria considered were:

- amenities,
- rooms,
- square footage,
- bathroom,
- date of planned departure,
- additional configurations of the results obtained.



Effect and return on investment

The introduction of automation of the hotel and accommodation database through the Ratehawk provider has enabled the Getaway platform to maximise the number of conversions.

An increase in enquiries of around 300% compared to the status quo.

In addition, the implementation of automation has allowed the optimisation of three areas:

- reduced time to implement new offers into the system,
- reduced operating costs,
- increased opportunities for end users.



Team Neoncube

Would you like to implement provider integration in your company as well? Get in touch with us!

Jacek Nosal

jacek@neoncu.be

+48 693 293 324

Michał Smoliński

michal@neoncu.be

