

Learning from Other Industries: Systems Integration in the Travel Industry

One of the best examples of implementing systems integration can be seen in the travel industry. Data from TripAdvisor suggests that travelers make 10 to 34 website visits on average to book their trips. Yet, increasingly, travelers booking a hotel will then want to also book their flights, taxis, and potentially a couple of restaurants at the same time.

Driven by insights suggesting that people prefer to make their bookings all in one place and a desire to simplify the booking process for travelers, many travel companies have started to be more receptive to sharing APIs.

But there are also business benefits to be enjoyed. Uber now permits other service providers to embed its 'request a ride' API within their platforms, which means tourists can now use Uber as part of their sightseeing service.