

Simplifying Complex Travel Tech

(Air, Hotel, Cruise, Car Rental, Activities)

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About Us

We are a team of travel technology specialists with deep expertise in **API documentation, integration, and wireframing**.

Our mission is to bridge the gap between complex supplier APIs and developer-friendly solutions. With years of experience across **Air, Hotels, Cruises, Car Rentals, and Activities**, we help businesses:

- Decode and simplify supplier documentation
- Standardize workflows for faster integration
- Deliver clear, structured, and actionable developer guides

By combining **technical expertise** with **user-centric design**, we reduce time-to-market, minimize errors, and enable seamless adoption of travel APIs. Our proven track record includes successful collaborations with OTAs, travel management companies, and cruise platforms.



Introduction to APIs

APIs (Application Programming Interfaces) enable different systems to communicate. In travel, APIs connect suppliers and distributors across different products (Air, Hotels, Cruises, Car Rentals, Activities).

- **REST APIs (JSON over HTTP)** – Modern, lightweight, widely adopted in travel tech
- **SOAP APIs (XML)** – Legacy, structured, still used in older GDS and providers
- **GraphQL APIs** – Flexible queries, less common in travel but growing



Key Players We Worked With

Category	Top Suppliers
Air	Amadeus, Sabre, Travelport
Hotels	Expedia, Booking.com, Hotelbeds
Cruises	Traveltek, Versonix, Revelex
Car Rentals	Hertz, Avis, Enterprise
Tours & Activities	Viator, GetYourGuide, Tiqets, Klook

Problem Statement

Travel technology APIs often create roadblocks instead of smooth connections. The most common challenges we see are:

- **Outdated or inconsistent documentation** across providers
- **Unclear attribute requirements and ingestion flows**, leaving developers guessing
- **Time-consuming trial-and-error** as teams decode request/response structures
- **No standardization** from one supplier to another
- **Delayed response from support teams**, slowing down issue resolution



Why This Matters

When documentation fails, business momentum stalls:

- **Slower product launches** and missed market opportunities
- **Escalating development costs** due to wasted effort
- **Booking, pricing, and availability errors** that hurt customer trust
- **Frustrated partners and lower adoption** of your platform



Why Hire Us

We turn complexity into clarity:

- **Proven expertise** across Air, Hotel, Cruise, Car, and Activities APIs
- **Hands-on experience** in documentation, wireframing, and end-to-end workflow design
- **Ability to standardize provider quirks** into clean, developer-ready guides
- **Results you can count on** faster onboarding, smoother integrations, and reduced development time



Our Process

1. Analyze – Review API docs, identify gaps

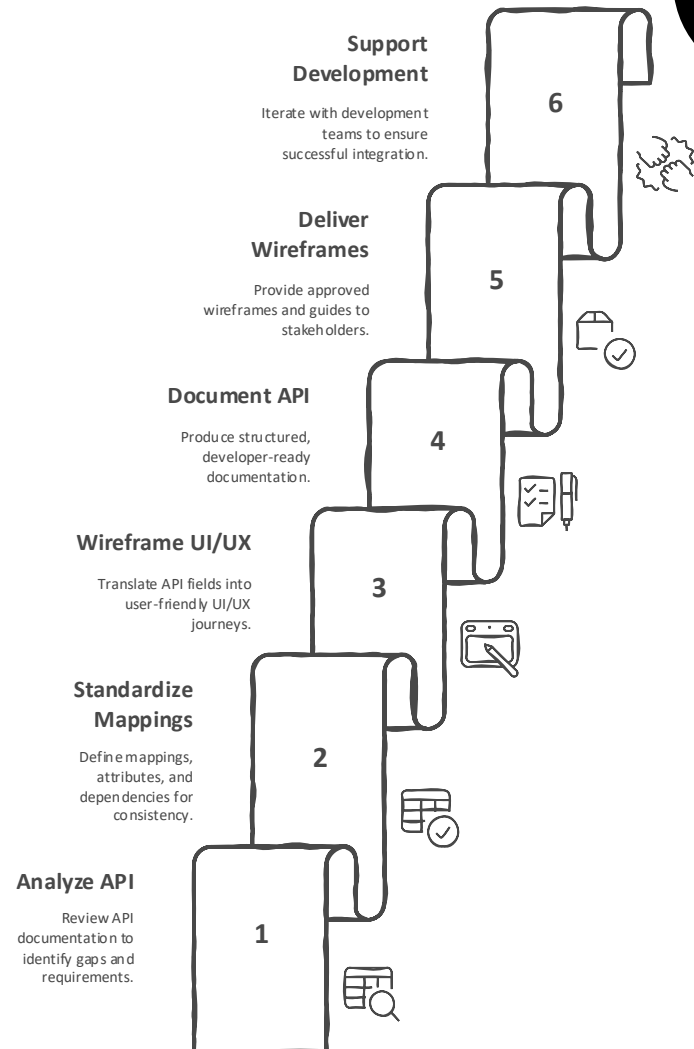
2. Standardize – Define mappings, required attributes, and flow dependencies

3. Wireframe – Translate API fields into UI/UX journeys

4. Document – Produce structured, developer-ready documentation

5. Deliver – Provide approved wireframes + guides

6. Support – Iterate with dev teams



Deliverables

Our deliverables go beyond checklists — they are crafted to accelerate development and reduce complexity:

- **Structured API Documentation** – Clear endpoints, request/response mappings, and practical examples
- **Interactive Wireframes** – Visual booking journeys (Search → Booking → Payment) that make workflows intuitive
- **Ingestion & Sequencing Playbooks** – Step-by-step guides to handle dependencies and multi-API flows
- **Developer Onboarding Guides** – Quick-start manuals that shorten ramp-up time and boost productivity



Benefits

Partnering with us unlocks clear advantages that drive both business growth and technical excellence:

1. **Accelerated Time-to-Market** – Launch new products and features weeks faster
2. **Optimized Development Effort** – Give developers clarity so they can focus on building, not deciphering
3. **Greater Accuracy & Reliability** – Minimize errors, rework, and booking disruptions
4. **Cross-Product Consistency** – Deliver a seamless experience across Air, Hotels, Cruises, Cars, and Activities



Case Study – Cruise API

Challenge:

A travel platform integrating a cruise supplier faced significant delays. The supplier's documentation was outdated, lacked clarity on required attributes, and did not clearly define the sequence of API calls. As a result, developers spent weeks trying to decode the ingestion process and encountered frequent errors in cabin availability and pricing. Support responses from the provider were slow, compounding the delay.

Impact:

- Integration timelines extended by several months
- Increased developer workload and frustration
- Risk of losing first-mover advantage in the cruise booking segment

Our Intervention:

- Conducted a deep review of the supplier's existing documentation
- Created a standardized flow of endpoints with clear request/response examples
- Designed wireframes mapping API attributes to booking journeys
- Produced developer-ready documentation with sequencing guides and attribute tables

Result:

- Reduced integration time from months to weeks
- Faster onboarding of new developers
- Clear, reusable documentation for future cruise projects
- Improved accuracy of cabin selection, pricing, and booking flows

Call to Action

- Ready to eliminate API confusion and accelerate your travel product roadmap?
-  Let's transform complex documentation into developer-friendly guides
-  Partner with us to save time, cut costs, and launch faster
-  Contact us at <https://cal.id/tcc/book-a-free-consulting> to schedule a discovery session and start building clarity into your integrations



Thank You

Feel free to ask question

