

An aerial photograph of a tropical coastline. The foreground shows lush green, rolling hills that descend to a white sandy beach. The water is a vibrant blue, with several small boats anchored in the bay. In the background, more green hills and islands are visible under a clear sky.

# LEVELLING UP YOUR TRAVEL TECH

Where to start...

ADIDO

V VAMOOS

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# FOREWORD

The impact of technology on a business is vast. A poor system can affect trading, staff morale, and the travel experience, while a smooth, functioning system makes life easier and increases profits. Unfortunately, many travel businesses face the former. But there are better ways.

With over two decades of experience in technology projects, it's clear that having one system that does everything isn't ideal, especially in travel. Some reservation systems are excellent, but businesses avoid them due to their existing system. While these all-in-one systems seem perfect, once implemented, they often fall short. A modular, integrated setup lets each part of the business perform at its best, avoiding compromises. Linking systems with APIs is quicker and cheaper than ever, reducing errors, saving time, and boosting sales.

I hope this guide inspires you to build a modular tech setup and push your business forward.



**Andy Headington**

CEO

ADIDO

Most travel companies aren't built like large corporations, and that's their greatest strength. They're founded by passionate explorers, storytellers, and experience curators who know how to craft unforgettable journeys. While technology may not have been the first thing on your mind when you launched, it's becoming one of the most powerful tools to elevate how you serve your clients.

As tech evolves at lightning speed, now is the perfect moment to reassess your setup and make sure it supports your vision. This guide is designed to help you navigate that journey and introduce a smarter, more flexible way to build your tech stack. By embracing an API-first approach, you can select the best-in-class tools for each part of your business: CRM, reservations, payments, and your travel app - and connect them seamlessly.

It's not about becoming a tech expert. It's about making technology work for you, so you can focus on what you do best: delivering exceptional travel experiences.



**Indre Nagyte**

Chief Revenue Officer

 VAMOOS



# What is the API-first approach to travel tech?

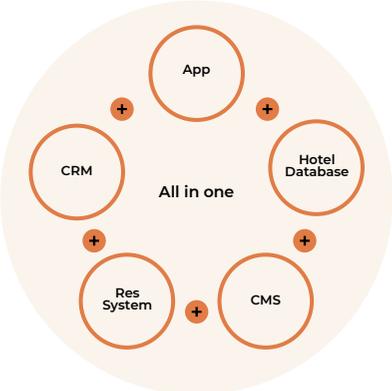
Travel companies depend on technology to deliver outstanding experiences, yet traditional systems can sometimes slow them down.

Many businesses find themselves tied to legacy platforms that weren't designed for today's fast-moving industry. But modern travel tech has evolved. Instead of relying on rigid, all-in-one solutions, a modular, API-first approach allows you to choose the best tools for each part of your business - giving you flexibility, efficiency, and control.

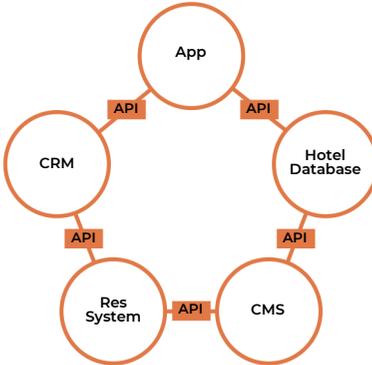
**Here's what we'll cover:**

- What a typical travel tech setup looks like
- Why modular, API-first systems are the future
- The importance of a single source of truth
- How connecting external data providers enhances customer experience
- Common implementation hurdles (and how to overcome them)

**Traditional Technology Stack**



**Adaptive Technology Stack**



# The traditional travel tech setup: a tangled web

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Most travel companies rely on multiple systems - reservation systems, CRMs, accounting software, and marketing tools. But when these systems don't integrate properly, businesses run into problems:

- 🚩 **Silos between departments**, making it harder to track data and increasing staff costs
- 🚩 **A mix of connected and unconnected tools** making it harder to track data and increasing staff costs
- 🚩 **Systems that don't communicate**, making processes slower and more error-prone

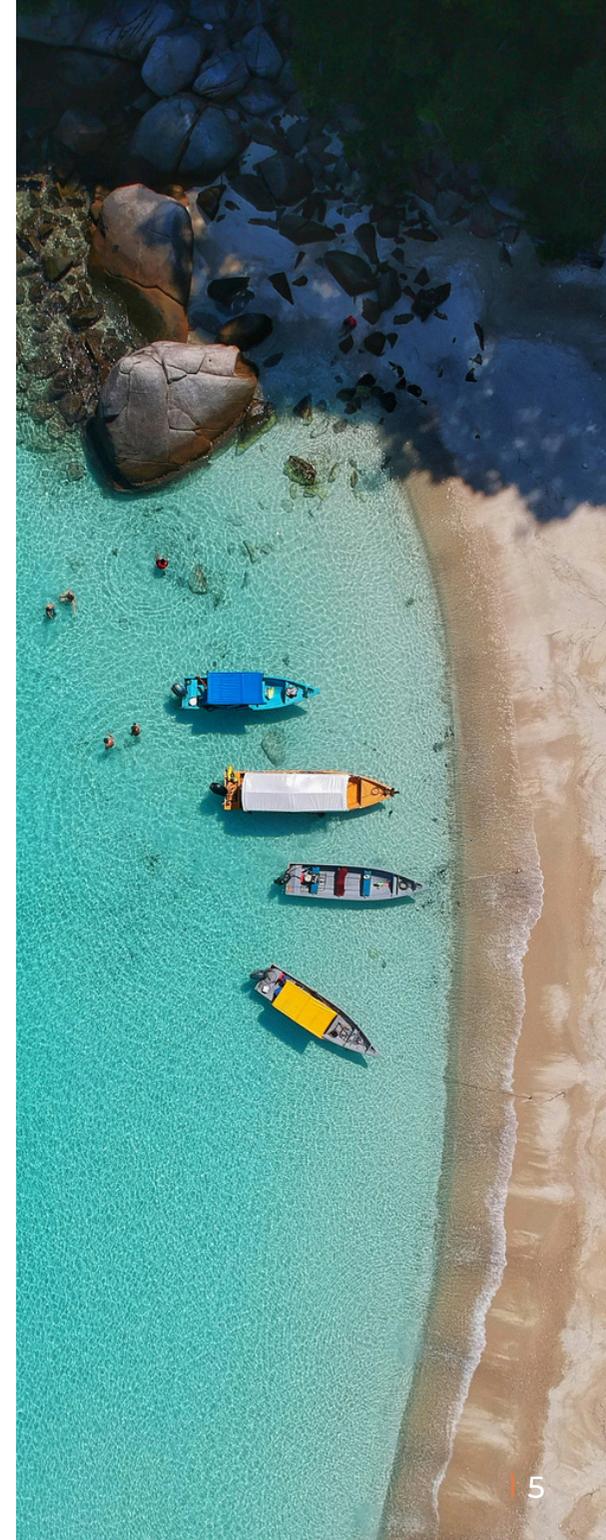
Some companies try to solve this with an all-in-one platform, but these often lack depth and flexibility. Meanwhile, businesses with completely separate systems struggle with data fragmentation, where critical information is spread across multiple platforms - none of which provide a complete picture of what's happening.

## The real issue isn't the number of systems - it's the lack of integration

A business doesn't need to choose between one system that does everything poorly and multiple systems that don't talk to each other. The solution is a modular setup, where best-in-class tools are linked together through APIs to create a seamless, connected ecosystem.

For example, a modular system can:

- ✔ **Sync booking details with CRM and email marketing**, ensuring smooth client communications
- ✔ **Connect payment systems with finance software**, eliminating manual reconciliation
- ✔ **Link trip data to a travel app**, so customers always have up-to-date information





# What is an API?

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APIs are the building blocks of travel tech, making different systems work together seamlessly. Acronyms like this might sound 'techy', but there's no need to be intimidated or confused - especially with user-friendly tools like Vamoos, which allow non-techy people to connect systems with simple drag-and-drop actions.

## So, what does an API actually do?

Think of an API as a **digital bridge** between two systems, enabling secure data sharing. With tools like Vamoos, you can set up filters and triggers to control exactly how and when data moves between platforms.

- Want booking details to automatically update your CRM? ✓
- Need new customer data to trigger a welcome email? ✓
- Want to link three or four tools together for a seamless workflow? ✓

And the best part? **You don't need to be a developer to make it happen.**

Of course, having someone with experience in data, processes, and systems can help optimise everything - but these days, you need far less technical expertise to create efficient, automated workflows.

All it takes is a willingness to experiment and a vision for improving efficiency. As travel tech veteran Brent Hoberman puts it: Put your best people on the most boring, repetitive tasks - because those are the ones that benefit most from automation.

One thing is clear: modular systems, powered by APIs, deliver far greater flexibility and efficiency than outdated, all-in-one technologies. The future of travel tech is connected.

# What are the benefits of an API-first approach?

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Switching to a modular, API-first tech setup isn't just about making life easier - it's about building a smarter, more flexible business. Here's why it works:



## Better efficiency

With data stored once and shared across multiple systems, there's no need for duplicate entries. Staff spend less time managing systems and more time delivering great travel experiences.



## Better customer experience

When everything is connected, clients get a seamless experience. Imagine an app that holds all their trip details - from flights and accommodation to itinerary highlights and inspiration. No more sifting through emails, texts, and PDFs - just one place for everything they need. Simple, stress-free travel.



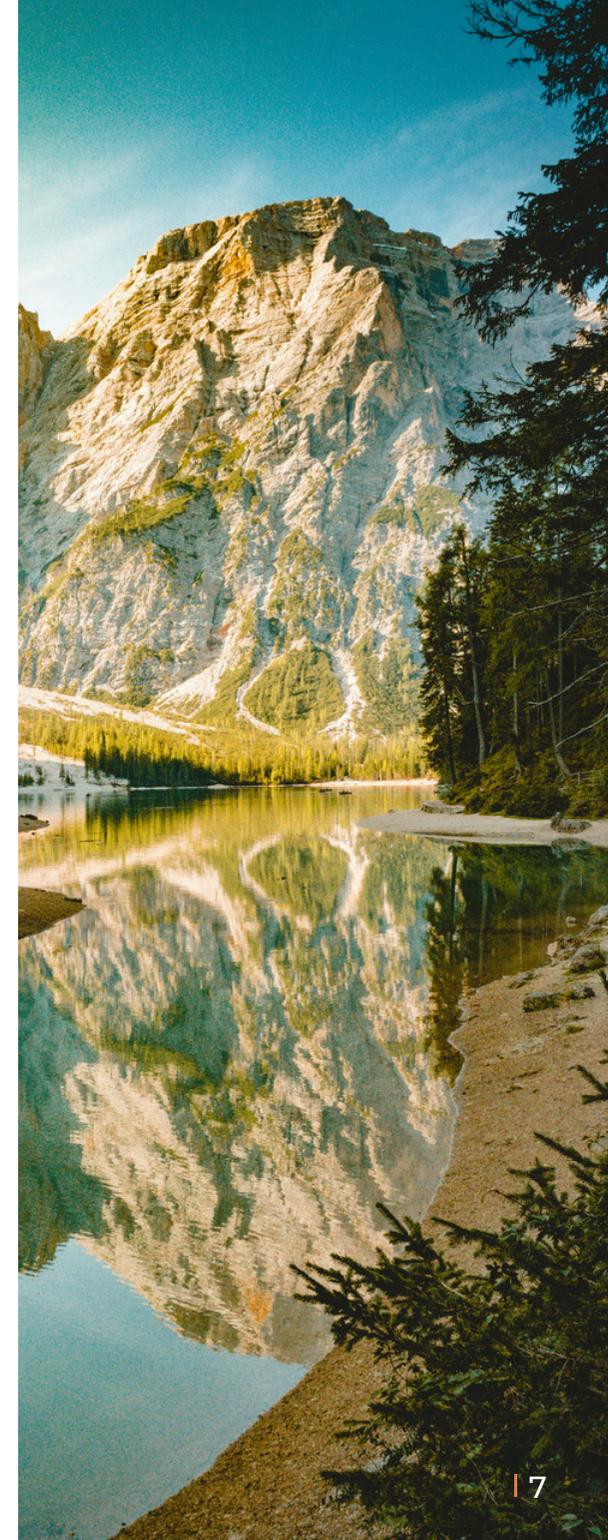
## Better scalability

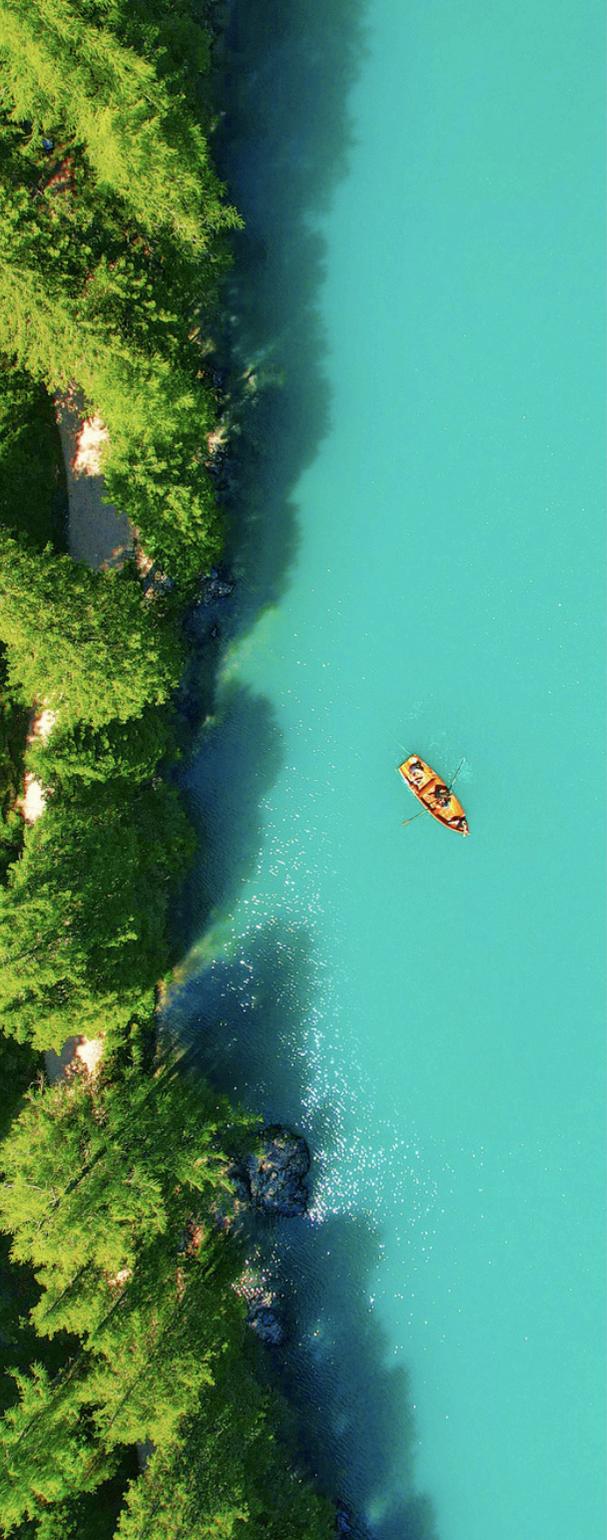
A modular setup means your business isn't tied down by a single system. As you grow - whether it's adding new destinations, expanding into new markets, or increasing capacity - you can swap out and upgrade tools without overhauling everything.



## Better profitability

A smoother, more personalised experience leads to happier clients - and happy clients mean more repeat bookings and referrals. Nearly half of all travel recommendations still happen via word of mouth - at kitchen tables, in pub gardens, and at the school gates. The easier and more enjoyable you make the travel experience, the more people will talk about it.





# You MUST have a single source of truth

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No matter how your systems are set up, your business needs one reliable source of truth - where all traveller and revenue data is accurate, up-to-date, and accessible.

This means you can confidently say:

*"Yes, Ms. Rose & family went on a 10-day adventure with us and spent £16,783."*

If two systems show different figures, you've got a problem. Conflicting data leads to inefficiencies, confusion, and costly mistakes - especially when different teams are working from different numbers.

## **So, what should be your go-to system?**

For most travel businesses, it's the reservation system - because if that's wrong, nothing else matters. It holds:

- ✓ Traveller details
- ✓ Bookings made
- ✓ Revenue figures
- ✓ Key analytics for business growth

Some businesses prefer their CRM as the single source of truth, linking it to the reservation system for operational data while using the CRM for sales and marketing insights. Either way, seamless integration is key.

## How to link your data

Your reservation system or CRM should act as the hub, with other systems connected via a unique identifier - like an ID, email, or surname. To ensure accuracy, cross-check at least two out of three (surname, email, postcode).

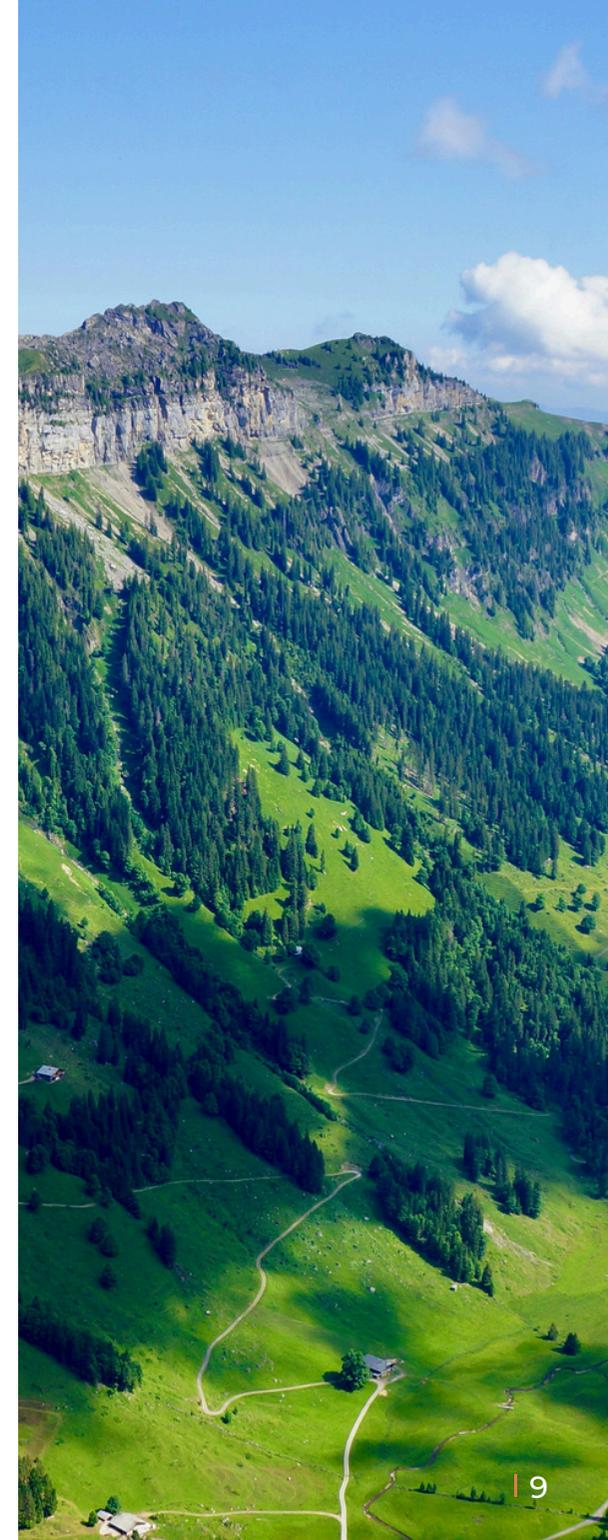
With properly connected data, you can:

- ✓ Identify your best customers
- ✓ Spot your most profitable routes
- ✓ Find opportunities to upsell and expand

Many travel businesses use Looker Studio, PowerBI, or Tableau to visualise data from multiple sources. At the very least, ensure your systems allow data exports—because relying on manual spreadsheets is far from ideal.

## The bottom line?

Without a single source of truth, you'll always be chasing numbers. Whether it's your reservation system, CRM, or a combination of both, having one accurate, accessible hub is non-negotiable. And with a modular, API-connected setup, your data flows smoothly - empowering your team to make smarter decisions and grow your business.





# A real-world example

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## The challenge

Imagine you're a tour operator offering fantastic cultural tours across Europe, guiding guests through hidden gems in capital cities. Your trips range from 3 to 14 days, covering multiple hotels, points of interest, and dining spots.

You have a website, brochure, reservation system, email marketing, and maybe even an app - at least five touchpoints, if not more. Setting up each tour takes a LOT of work, but it's manageable.

Then, later this year, hotel prices rise, forcing you to drop some of your usual partners. You now have to update dozens of itineraries, swapping out hotels, uploading new images, and tweaking content across multiple platforms. On top of that, some hotels have upgraded their facilities, and you want to showcase these updates to potential guests.

Manually updating everything is a nightmare. It's time-consuming, repetitive, and prone to errors. Worse still, it diverts your team's attention from client service, leading to frustrated staff, unhappy customers, and lost revenue.

If your tech setup relies on disconnected systems, you're stuck. And the reality is, many travel companies still operate like this - costing them time and money.

## The solution

A modular approach with connected systems can eliminate this headache and give you a competitive edge.

Take the itinerary update issue. In a modular setup, you could use a hotel database, which offers thousands of regularly updated hotel listings. When a hotel updates things like images or facilities, the changes automatically flow into all your systems. Want to swap one hotel for another? Click a button, and it's done.

By linking your reservation system, website, and itinerary/email system to a hotel database, any hotel updates instantly appear across all client touchpoints.

Another example? Integrating your reservation system with your website and email marketing. Instead of manually copying booking details into your client portal and email confirmations, your system should do it for you - instantly and automatically. It sounds simple, but many travel businesses still rely on manual processes that drain time and increase errors.

By rethinking your tech setup, focusing on specialised, connected systems, and using modern integrations, you can streamline operations, improve efficiency, and gain a serious competitive advantage.





# So, how can you embrace modular tech?

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Making the switch to a modular approach isn't always easy. Here's how to tackle the biggest challenges,

- ✓ **Skills gaps** – If your team lacks the expertise to implement new systems, bring in specialists to avoid costly mistakes and delays.
- ✓ **Leadership buy-in** – If decision-makers are hesitant, start small. Automate a manual task or integrate key systems, then use the results to gain momentum for bigger changes.
- ✓ **Technology roadblocks** – Some legacy platforms don't integrate easily. Instead of waiting for a full system overhaul, layer in flexible tools that work alongside your existing setup.

## Where to start



**Tackle quick wins** – Overhauling your entire tech stack at once isn't realistic. Start small by automating repetitive tasks or connecting key systems to improve efficiency.



**Prove the value** – Demonstrate ROI to your stakeholders to show that even a small tech upgrade can save time and boost revenue.



**Adapt as you go** – If your existing system doesn't integrate well, start with modular tools that integrate now and replace outdated systems over time.



**Get expert help** – Bringing in an experienced consultant or agency can save you a lot of time, frustration and money.

# The time to upgrade your travel tech setup is now

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The travel industry is evolving - fast. Sticking with outdated, rigid systems isn't just inefficient; it's holding you back.

Modular, API-driven tech isn't the future - it's already here. The travel businesses thriving today are the ones embracing flexibility, automation, and seamless integration. Those clinging to clunky, all-in-one systems? They're playing catch-up.

Upgrading doesn't mean ripping everything out overnight. Start with one smart change, whether it's automating manual tasks, improving data flow, or linking key systems. The sooner you take that step, the sooner you'll see the impact.

So, will you lead the way or get left behind?



# How Vamoos solves the duplication problem..



Duplication is one of the biggest inefficiencies in the travel industry. Most tour operators manage the same product databases separately - whether it's hotel descriptions, images, or trip details - storing the same information in multiple places for itinerary creation, websites, and marketing. It's a huge waste of time, and you're all dealing with the same problem!

## **Seamless integration with an open API**

With everything going digital, travellers now expect convenience, connectivity, and access to their trip details at their fingertips. That's why it's crucial to set yourself up with an app solution that has an open API, so it can seamlessly integrate with your existing systems.

The Vamoos Travel App is built with an open API, meaning it can be connected to a wide range of reservation systems and partners. While trips can be added manually through the Vamoos portal, connecting your reservation system via the API eliminates duplicate work - ensuring everything is updated automatically.

## **One central hub with Connect**

The Vamoos Travel App now offers a hotel database service called Connect, which is a centralised database for hotel descriptions, locations, imagery, and more.

Instead of juggling multiple sources of information, you can connect this single database to your website, reservation system, app and more - updating everything instantly, from one place.

No more copying and pasting. No more manual updates across multiple platforms. Just one system, one update, everywhere.

## **Smarter image management with *Imsert***

And the modular magic doesn't stop there. *Imsert*, Vamoos' AI image tool, lets you instantly search your entire image library - on your website, the back end of your app, or reservation system. It even learns from your past usage, remembering how you've used images before so you can quickly find the right one, right when you need it. No more digging through endless folders - just one smart search, and it's ready to go.

That's the power of modular tech: smarter tools, seamless connections, and serious time saved. So what's holding you back?

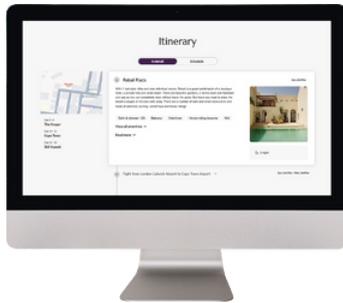


**CONNECT**  
HOTEL CATALOGUE

**1. WEBSITE**



**2. RESERVATION SYSTEM**



**3. APP**



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## Ready to streamline your travel tech?

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Get in touch to see how Vamoos can help you cut out duplication, connect your systems, and deliver a seamless experience for your clients.

[BOOK A TECH CONSULTATION](#)

