

Calendar Integration across multiple accommodation marketplaces

With many accommodation market places available online, synchronizing calendars is essential to providing advertisers and website visitors with the level of service they expect. Having over 20 years of experience in the ski industry, ChaletFinder realized the need to integrate this functionality to assist them in recovery following the impact of Covid-19 on the travel industry.

The Challenge

With the marketplace becoming saturated with competitors over the last 10 years, and the devastating impact of Covid-19 on the travel industry, ChaletFinder identified the need to enable calendar integration to ensure users had access to real-time availability.

As many accommodation owners and managers advertise across multiple platforms, one centralised calendar simplifies booking management. Owners require one calendar to drive availability across a number of platforms, including ChaletFinder.

 Calendar integration is integral to ChaletFinder being able to offer the best service to both our advertisers and our site users. Smarter Integration keeps our site constantly updated with no effort, ensuring the best user experience for all our clients. As no coding changes were needed, everything was up and running, fully tested in a matter of days! It was so simple, it's almost unbelievable! The impact is already visible in our increased revenue. 

Alec Guthrie, Managing Director, ChaletFinder

The Solution

Smarter Integration is a fully-managed low code Integration Service Platform. A cloud-based solution that is flexible and scalable that can be defined by non-technical users, ideal for SMEs.

With no upfront infrastructure and software costs, Smarter Integration is able to implement multiple calendar integrations within days. There were no code changes required for the ChaletFinder IT teams and all synchronised calendars are now updated live, every 5 minutes.

As ChaletFinder grows, Smarter Integration can easily and quickly support growth by adding new services.

The Results

The improved integrated offering from ChaletFinder increased its appeal to larger scale advertisers and increased revenue by 12% in the first 3 months. Due to the increased choice available, enquiries increased 133% in the first 3 months.



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