fastly

Fastly for Travel & Hospitality
Deliver accurate, personalized experiences across borders

Overview

Today's travelers demand fast, secure interactions with your website and continuous access to the most up-to-date inventory. Savvy users have the same high expectations regardless of device type, and a growing number are now booking travel on their mobile devices. There's also a greater appetite for more personalized content, which can place a heavy burden on your website. If these expectations aren't met, it's easy for a potential customer to leave your site for another service. A modern Content Delivery Network (CDN) can help travel and hospitality companies address these challenges. By offloading content delivery and logic to the edge of the network, a CDN can ensure your site loads quickly across devices and is customizable for each visitor.

Why Fastly

Fastly's modern network design allows us to serve more content from cache, even API content, dramatically improving web and mobile performance. We empower you to make instant content updates so your visitors always see the most accurate inventory. You can leverage our flexible platform to offload personalization logic to the edge of our network, allowing you to tailor experiences across devices and concurrently reduce page load times. With Fastly, your users get a consistently fast, personalized experience regardless of location or device.
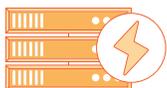
Instant, worldwide updates

Fastly's modern network design allows us to accelerate delivery of all content, even unpredictably changing content that others consider "uncacheable" like pricing and inventory. We call this event-driven content, and because we can invalidate it instantly, we can cache and serve it from the edge so your site loads faster.

Instant purge clears the cached version of your site worldwide within 150ms. This helps guarantee that events like flash sales display accurate inventory and start and stop on time. You can deploy and activate purges yourself via our user interface or API call. Update your content on your terms and timeline.

Surrogate keys let you tag and group content to facilitate targeted purges. For example, you can purge all junior suites at a specific hotel without manually purging objects or invalidating your whole site. Only update stale content to eliminate unnecessary origin traffic.

For travel and hospitality organizations, **personalization** can **improve conversion rates by 10-20%,** increase **revenue by more than 5%** per week, and bring in **3-7x more revenue per visit from repeat visitors.**

(The Future of Personalized Marketing in Travel, Skift and Boxever, 2014)

KAYAK

"With Fastly we can implement ideas quickly, going from concept to reality within a couple of days, which took weeks with prior vendors. This industry is all about speed and agility, and Fastly really enhances that."

Tom Parker,
VP of Information Technology

---

sales@fastly.com | fastly.com/travel-hospitality

API caching enhances your user's mobile experience. With Instant Purge, Fastly can cache and serve frequently changing API calls like flight searches from the edge. So, whether your customers book travel on your website or mobile app, they get a truly omni-channel experience.

Personalize user experiences

Fastly enables on the fly personalization to improve engagement and customer satisfaction. By exposing user attributes and offloading logic to the edge of our network, Fastly lets you deliver the most relevant content while decreasing origin traffic.

Geo-IP detection identifies the origin of a request so you can serve personalized content, languages, or currency based on geographic variables like country or city. You can even geo-fence users and consolidate requests from a region together to reduce origin load.

Mobile device detection adjusts content based on device type. For example, higher resolution images are served for retina display enabled devices. Enhance your mobile experience so you can monetize this growing user segment.

Visitor prioritization lets you give priority access to VIPs or active buyers while directing casual shoppers to a virtual waiting room. Maximize your conversions by catering to those who have the highest likelihood of buying.

A/B testing at the edge allows you to experiment with different variations of your site. By offloading this logic from your origin to our network, we help you optimize your site for different audiences and save on infrastructure costs.

Secure interactions

Protecting your site's availability and your users' confidential information is key to building trust. Fastly provides a comprehensive approach to security so you and your customers have peace of mind.

Fastly is a certified Level 1 **Payment Card Industry Data Security Standard (PCI DSS) Service Provider**. Our platform lets us cache sensitive content while maintaining compliance to accelerate the delivery of personally identifiable information (PII).

Fastly's **DDoS Mitigation** service uses our multi-terabit per second, globally distributed network to absorb even the largest DDoS attacks. Ensure your site continues generating revenue even if targeted by malicious attackers.

Transport Layer Security (TLS) encryption secures connections between Fastly and your origin and we terminate those connections at the edge. This speeds up secure transactions for visitors and reduces load on your origin servers.

Hotel Tonight

"We'd toyed with the idea of geo-fencing requests for some time. As with all new features on the platform we A/B tested it and the performance increase was astonishing. Historically the hotel list has been the most expensive to serve; now (once the cache is warm) we can return results in under 50ms. It's awesome!"

Harlow Ward,
Rails Engineering Lead

lonely planet

"We have different versions of our pages cached for different countries and different currencies, so we can actually serve those pages directly from our CDN cache. Our cache hit ratio improved from about 20% to 70% - a 350% decrease in origin load. That massive change has reduced the customer page load times for personalized data quite a bit."

Mark Jennings
Director of Technical Operations

sales@fastly.com | fastly.com/travel-hospitality