Deliver fast, secure & highly personalized travel experiences

Today’s travelers demand flawless online experiences, regardless of device or location. They expect to access your site at their convenience, or they get frustrated and move on — eroding trust and impacting revenue. A growing appetite for personalized content is also driving the need for more tailored customer experiences, while the explosive growth of travel and hospitality apps is providing an attractive target for cyber criminals.

Fastly helps the most innovative travel and hospitality companies — like Airbnb, Tripadvisor and JetBlue — exceed customer expectations by delivering highly personalized, secure online experiences. We move data and applications closer to our customers’ end users — at the edge of the network — to help their websites and apps perform faster, safer and at global scale.
Improve web & app performance

Rapidly changing content, such as travel pricing and inventory, accounts for a significant portion of web and mobile traffic for travel and hospitality companies. However, this content is highly dynamic and cannot be cached by most legacy CDNs due to their inability to instantly invalidate outdated content. Fastly’s platform allows you to programatically purge invalid content in 150 milliseconds on average*, allowing you to cache dynamic content including API responses.

Caching API responses at the edge means fewer trips to your origin and reduced page load times, resulting in faster performance and more cost savings. Fastly optimizes your API performance to ensure the best possible user experience making you less dependent on costly API gateways. And we speed up the delivery of sensitive personally identifiable information (PII) that cannot be cached, like travelers’ passport, redress, and frequent flyer numbers.

Learn more about caching API responses →

Deliver personalized experiences at scale

Fastly makes it easy to provide fast, personalized digital experiences at scale by moving logic to the network edge. Using geolocation, you can rapidly adjust content and quickly deliver tailored results based on factors such as customer location, buying history, browser or device type — resulting in a more personalized, low latency experience. With visitor prioritization, you can even maximize conversions, giving priority access to active buyers while directing casual shoppers to a virtual waiting room.

Simplify image delivery workflows

High-quality images increase customer engagement and ultimately drive higher conversion rates. Yet, delivering the right image at the right time can be complex and costly. Fastly Image Optimizer transforms images at the edge, eliminating latency and slashing image storage and egress costs. When an image is requested, we resize it, adjust quality, crop/trip, change orientations,

*As of 12/31/2019

“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.”

Jake Lumetta
Director of Technical Operations

“The flexibility that Fastly gives us at the edge means we can generate user IDs and device IDs for a person when they come in, so we can understand their behaviors and really tie users to conversions.”

David Annez
Head of Engineering
convert formats, and more on demand — creating a fast and engaging experience and simplifying your image delivery workflows.

Learn more about image optimization →

**Protect against network and application attacks, including bots**

While web and mobile apps have transformed how travel and hospitality companies do business and engage with their customers, they are quickly becoming the new attack frontier. Our award-winning next-gen Web Application Firewall (WAF) **protects your apps from multiple threats**. Easy to install, it detects and blocks malicious traffic without extensive rule tuning. It also protects against malicious bots that power account takeover (ATO), credential stuffing, and other advanced web attacks.

DDoS attacks are another common method for cyber criminals to disrupt this industry. Abusive network traffic can make your sites unreachable, impacting your operations at significant cost. Fastly’s high-bandwidth, globally distributed network is built to absorb DDoS attacks, allowing you to respond in real time and filter malicious requests at the network edge before they get near your origin. We allow you to stay ahead of attacks with the ability to update security policies and push changes around the globe within seconds.

Learn more about security capabilities →

**Instantly scale to support traffic**

Your customers expect a consistent experience regardless of traffic spikes and fluctuations. Our network gives you the power to instantly scale to support traffic surges associated with flash sales or peak holiday travel season. You can avoid capacity constraints or bottlenecks with built-in routing and load balancing. We even automatically detect and route around origin and edge connection issues in real time to noticeably reduce errors and improve end user experiences. This helps you confidently deliver consistent user experiences worldwide, even in markets where internet access is less reliable.

Learn more about load balancing at scale →
Enhance speed of innovation

In a highly competitive industry like travel and hospitality, the ability to rapidly innovate is critical. With Fastly, your agile development efforts won’t get stuck in release queues. We empower you to adjust your own configuration settings via our API so you can quickly roll out or pull back changes as needed. Our real-time logs are streamed from the edge, giving you near-instant visibility into traffic trends, performance and potential problems. And we integrate into your existing workflows, so you can deploy new software or feature enhancements weekly, daily, or even multiple times a day.

Learn more about real-time logs for complete visibility →

“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

*As of 12/31/2019
Getting started

Find out why customers like Airbnb, Tripadvisor and JetBlue choose Fastly. To learn more, please contact us at sales@fastly.com, and visit our Software-as-a-Service webpage.

Enjoy world class support

With a customer satisfaction rating (CSAT) of over 95% for the past three years running, we pride ourselves on our customer relationships. Fastly’s world-class support includes help from engineers through chat, in-depth technical documentation, solutions packages, and more. With choices ranging from white-glove to self-service, we offer everything to fit your support needs.

Learn more about Fastly support →

---

1: as of Mar. 31, 2021  
2: as of Dec. 30, 2020  
3: as of Jun. 30, 2021  
4: as of Dec. 31, 2020  
5: as of Jun. 30, 2020