
SPECIAL REPORT

TRAVEL TECHNOLOGY 200

WE KNOW YOU LIKE A LIST, SO WE'VE COMPILED ONE FOR YOU. OVER THE NEXT 44 PAGES YOU'LL FIND SPECIALISTS IN DIGITAL MARKETING, WEB DESIGN, SOFTWARE, SOCIAL MEDIA, MOBILE, HOSTING, CONTENT, RECRUITMENT AND WEB OPTIMISATION. WHILE THIS LIST OF 200 TRAVEL TECHNOLOGY FIRMS IS BY NO MEANS DEFINITIVE, WE THINK IT IS A PRETTY COMPREHENSIVE GUIDE FOR TRAVEL SUPPLIERS OR INTERMEDIARIES OPERATING ONLINE IN THE UK TRAVEL INDUSTRY →

41. CWT DIGITAL

⚙️ SOFTWARE DEVELOPER

📱 DIGITAL MARKETING

🌐 WEB DESIGN

ABOUT: CWT Digital provides travel business solutions, especially in the area of revenue generation. Converting high-quality traffic into sales is the focus of its web front-end specialism. CWT Digital also offers services in online marketing, offering clients the ability to have the whole digital process controlled under one roof.

PRODUCT 1: Click2Cruise 3.0: A cruise booking engine used by the UK's leading travel agents, Click2Cruise 3.0 offers a fully automated system allowing agents to buy and sell cruise products online. Click2Cruise 3.0 enables agents to package cruise with flights, hotels and additional travel products in addition to using the integrated distribution tool to generate leads and bookings.

PRODUCT 2: ClickPro: A dynamic packaging system for flights, hotels, cruises and ancillaries, ClickPro offers template and bespoke design options.

🌐 cwt.digital.com

📘 CWT Digital

🐦 @cwt.digital

🌐 company/100441

42. DATALEX

⚙️ SOFTWARE DEVELOPER

⚡ WEBSITE PERFORMANCE

ABOUT: Dublin-based Datalex is a global leader in software and solutions, providing the latest travel retailing capabilities for major airline suppliers and travel distributors worldwide.

PRODUCT 1: Datalex Travel

Distribution Platform: A multi-CRS/GDS portfolio that enables advanced air and ancillary pricing, shopping, merchandising, loyalty and personalisation across multiple sales channels. It enables the retailer to inspire, personalise and optimise

37. DATAART

⚙️ SOFTWARE PROVIDER

📱 MOBILE APPS/ WEBSITES

ABOUT: DataArt's Travel and Hospitality Practice delivers customised technology solutions to the leisure and business travel markets. It says its teams understand the intricate domain systems and terminology throughout the industry, be it GDS, CRS, PMS, CMS or POS. It serves intermediaries, travel technology providers and suppliers. It claims to offer excellence of delivery coupled with thought leadership powered by domain expertise. Clients include Booker.com, Miki Travel and Collette Vacations.

PRODUCT 1: Core system development and system integrations

PRODUCT 2: Application development: Enterprise, web or mobile.

PRODUCT 3: Full QA services

🌐 dataart.com

📘 Data Art

🐦 @DataArt

🌐 company/dataart



content, value and choice to customers.

🌐 datalex.com

📘 Datalex

🐦 @Datelex

🌐 company/datalex

43. DC STORM

⚙️ SOFTWARE DEVELOPER

📱 DIGITAL MARKETING

⚡ WEBSITE OPTIMISATION

ABOUT: Founded in 2004, DC Storm delivers cutting-edge marketing

performance measurement solutions for leading online retailers.

PRODUCT 1: Measured Success: An optimum business performance measurement that reflects an increasingly multi-channel world.

Measured Success delivers reporting, insight and actionable analysis derived from consolidated tracking, media and cost data. It arms businesses with the best information for budgeting, marketing optimisation and planning.

PRODUCT 2: Storm Attribution:

Storm provides a framework for creating bespoke attribution models to share the value of conversion across multiple touchpoints. DC Storm's experts in attribution modelling help to analyse trends within the path to conversion and work with marketers to create, implement and monitor the right model for their business.

PRODUCT 3: Storm Multi-Channel

Tracking and Reporting: Storm tracks all website, mobile website, mobile app and online display touchpoints. This can be integrated with data from any third-party or offline source in the Storm Measurement hub to deliver a single view of customer data. Storm Reporting translates this data into actionable insights, according to the business's unique requirements.

🌐 dc-storm.com

🐦 @dcstorm_uk

🌐 company/dc-storm

44. DESIGNATE

📱 DIGITAL MARKETING

🗨️ SOCIAL MEDIA

📱 MOBILE APPS/WEBSITES

🌐 WEB DESIGN

ABOUT: Designate is an integrated advertising, marketing and communications agency. It engages audiences and brings brands and consumers together. It works across the board – on and offline, social media, mobile TV, press, radio and