

CRANE OTA

Crane Online Travel Agency

is Hitit's next-generation, multi-lingual and multi-currency online travel platform designed to unlock new revenue streams across the travel ecosystem. Crane OTA empowers not only OTAs, but also Tour Operators, Consolidators, DMCs, Airline Holiday Companies, TMCs, Corporates, Airports, Call Centers, Retailers, Media companies, GSM operators, Credit Card and Loyalty Programs, Insurance providers and more.

Turn Travel Content into Sustainable Revenue.

With its scalable architecture, extensive content ecosystem, and high level of automation, Crane OTA transforms online travel sales into a powerful growth engine. It gives you full control over products, channels, pricing, and customer journeys – all while accelerating revenue, efficiency, and loyalty in a highly competitive digital landscape.

Expand Travel Sales Across Every Channel



Why Crane OTA?

Enlarge Your Business

Travel is a powerful engine for incremental revenue and digital growth. Crane OTA gives you instant access to hundreds of thousands of ready-to-sell products including flights, hotels, car rentals, transfers, activities, travel insurance, and dynamic packages regardless of whether you operate inside or outside the travel industry.

Automate Your Workflow

As your business grows, manual processes slow down decisions and reduce visibility. Crane OTA delivers an automation rate of over 90 percent, enabling real-time control, faster execution and higher customer satisfaction even across large product portfolios.

Increase Customer Loyalty

Passengers expect a complete travel experience, not a single booking. By enabling you to manage the entire travel journey, Crane OTA helps you to both grow your loyalty base and build long-term customer relationships.

Maximize Your Revenue

With dozens of pre-integrated travel vendors, Crane OTA allows you to sell products – standalone or dynamically bundled. Advanced analytics and flexible markup tools help you optimize pricing, act quickly and maximize revenue across all channels.

Key Features

- Over 250,000 ready-to-sell hotels, car rentals, transfers and attractions
- Inventory, pricing, offer and order management
- Travel content set-up via direct contracting, XML API and NDC integration
- Flexible mark-up, commission and on-the-go service fee management
- Beach and city locations to match with airline destinations
- Dynamic packaging by easy-to-use rules set
- Multi-market compatible
- Desktop agency booking tool
- Full mobile responsive design
- Customer contact support features
- Reward points redemption

