



Travel, Tourism and Hospitality

Why buy our APIs?

DataWharf can revolutionise how your business accesses and utilises transport data. By building relationships between its unique datasets, we can provide your business with comprehensive, journey insights that enhance user experiences and the efficiency of your business. Partnering with DataWharf can offer.

Comprehensive and Integrated Data

Challenge: Your company requires data from multiple, disparate sources to offer seamless and personalised travel experiences. Integrating these diverse datasets can be complex.

Solution: DataWharf builds relationships between all its datasets, providing integrated data solutions that cover various aspects of the travel ecosystem, from station facilities to on-board experience.

Benefit: This integration will enable you to offer comprehensive services without the hassle of sourcing and managing multiple data sources, resulting in enhanced user experiences, a lower cost consumer offer and the associated business efficiencies.

Focus on Innovation

Challenge: To maintain leadership, mobility providers must continuously innovate their service offer, which requires a focus on new service development rather than on supporting and maintaining an underlying data infrastructure.

Solution: By using DataWharf's APIs, you can offload the complexity of data management and concentrate on developing innovative services and enhancing your customers' experience.

Benefit: This strategic focus on innovation will help your business stay competitive and responsive to market trends and customer needs.

Speed to the Market

Challenge: Developing robust datasets in-house can delay the launch of new features and services, which can put you at a competitive disadvantage.

Solution: DataWharf's APIs are ready-to-use, allowing you to quickly integrate advanced data features into your existing systems.

Benefit: By adopting our APIs, you can rapidly deploy new services, stay ahead of the competition, and meet customer demands more effectively.

Access to Specialised Mobility Data Expertise

Challenge: Developing transport datasets is challenging because much of the information about mobility operations and the journey is either unpublished or requires substantial intuitive knowledge about the industry to compile and curate.

Solution: DataWharf specialises in blending acquired knowledge with published transport data, offering APIs that have been meticulously developed and optimised for specific use cases, such as carbon calculations, detailed station information, and accessibility features.

Benefit: By purchasing APIs from DataWharf, your business can leverage advanced, ready-made solutions without the need for extensive internal development, allowing you to focus on their core services. You can also use these API's to develop your own machine learning capabilities or feed directly into your AI platform.

Case Study: Empowering eco-friendly travel with DataWharf's APIs



Companies in the travel, tourism and hospitality sectors all aim to offer seamless and enriching experiences to their customers. By partnering with DataWharf, these businesses can access a wealth of transportation data that enhances their service offerings and improves overall customer satisfaction.

The Challenge

Many travellers seek to minimise their carbon footprint. DataWharf's suite of APIs offers comprehensive data solutions that enable users to make informed, eco-friendly travel decisions. Meet Taylor – a young professional who is deeply committed to environmental sustainability. They prefer using public transport over driving to reduce carbon emissions and are always looking for ways to minimise their environmental impact. Taylor finds it challenging to assess the environmental impact of their travel choices. They want detailed information about the carbon footprint of different travel options and ways to offset their emissions.

The Solution: DataWharf's API

GB Rail Carbon Calculator

Provides detailed calculations of the carbon emissions generated by rail journeys as well as a monetary offset value. Taylor uses a travel app that integrates this API to calculate the carbon footprint of their trips in real time..

GB Rail Stations Full Details

Offers comprehensive information about station facilities, including bike parking and connections to other sustainable transport modes. Taylor uses this API to plan their journey, ensuring they can easily access bike parking and other amenities that support their eco-friendly preferences.

Taylor's Journey

Using their eco-friendly travel app, Taylor plans a trip from London to Birmingham. They enter the journey details and select the rail travel option. The app leverages the **GB Rail Carbon Calculator API** to show Taylor the routes and prices available as well as the estimated carbon emissions for the journey. It also provides suggestions for offsetting the emissions through verified carbon offset programs. Taylor can make an informed decision to avoid travel on a cheaper service as they use a route that does not use electric trains.

With the **GB Rail Stations Full Details API**, Taylor checks the availability of bike parking at the departure station. They find that the departure station, London Euston, has ample bike parking, meaning Taylor can cycle to the station. Taylor can also see that there is a light rail connection at the arrival station, Birmingham New Street, enabling her to continue her journey on an electric-based transport route.

The Impact

Informed Decisions

Taylor makes informed choices about their travel, knowing the carbon footprint of the rail journey and having an option to offset it.

Enhanced Convenience

The seamless integration of detailed station information ensures Taylor can plan the travel efficiently, supporting their eco-friendly habits.

Positive Environmental Impact

Taylor consistently chooses travel options with lower carbon emissions, contributing to their overall goal of reducing their environmental footprint.

Customer Satisfaction

Taylor's satisfaction with their travel experience increases, knowing they have reliable data to support their environmental values, something that they plan to share with friends and on social media.