

HOTELTONIGHT SCALES TO MILLIONS OF USERS WITH ELASTICSEARCH AS A SERVICE

Using Elastic's Cloud product, HotelTonight personalizes the mobile search experience

HotelTonight is disrupting the travel industry with a new way for anyone to find a room at a great value from seven days in advance up to the last minute. Launched in 2011 as a mobile-only travel application for iPhone, iPad, Android and Windows devices, HotelTonight has been downloaded by nearly 14 million users across North America, Latin America, Europe, and Asia and has amassed a network of more than 15,000 hotels across 1,900 cities.

More than

1

Million

Documents

Nearly

14

Million

Users

More than

15

Thousand

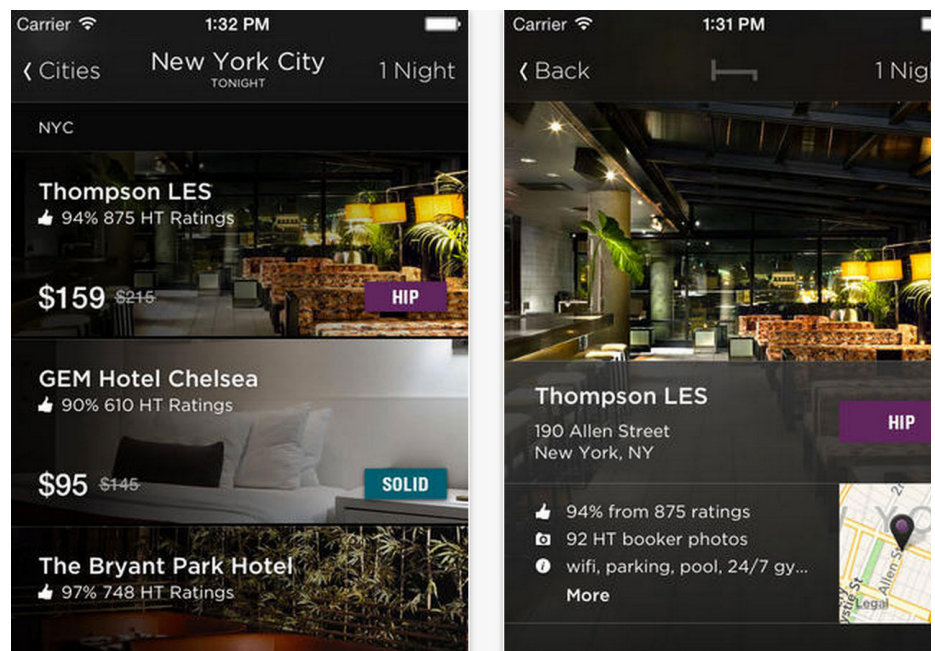
Hotels

The way HotelTonight works is that a user in San Francisco traveling to New York will use HotelTonight's mobile application to search for hotels based on availability. Using HotelTonight's sophisticated algorithms, hotels, including type and rates, are beautifully presented to the traveler. Critical for this search experience is the ability to mine and analyze lots of diverse data in milliseconds from hotel inventory systems and data about a user's desired trip such as date, duration, location, price, brand, ratings, etc.



With Elastic Cloud, HotelTonight is able to personalize and scale out a real-time search experience without expensive operations infrastructure.

- Sam "Mac" MacDonnell, CTO of HotelTonight



To handle exponential data growth, the need for 24x7 availability, and requirements to serve up real-time results for its round-the-clock user base, HotelTonight's engineering and platform team was faced with the challenge of architecting their systems for high performance and scale, while focusing on their core competency: building an intelligent mobile travel application. With a MySQL backend, HotelTonight looked to Elasticsearch for handling its search functionality based on Elasticsearch's Lucene background and its proven, developer-friendly APIs. This was important as every search query must compare millions of documents containing diverse data elements to display real-time results for end users to select their hotel stays. Elastic Cloud is the only hosted Elasticsearch service built, maintained, and supported by the creators of Elasticsearch, following a rigorous testing process which resulted in the service performing at 20-30 millisecond query response times.

Using Elastic Cloud, HotelTonight is able to focus on its core business and better allocate internal development and operations resources to drive user growth and revenue. Additional benefits include:

- Ease of integration to pipe data out of MySQL and other data sources
- Predictable performance (20 ms) across millions of search queries a day
- Ability to create ranking algorithms using Elasticsearch data
- Flexibility to scale Elasticsearch clusters up or down
- Premium support offered by the creators of Elasticsearch
- Better allocation of HotelTonight internal dev and ops resources

"With Elastic Cloud, HotelTonight is able to personalize and scale out a real-time search experience without expensive operations infrastructure," said Sam "Mac" MacDonnell, CTO of HotelTonight. "Elastic Cloud enables us to focus on building intelligent services for millions of users."

To learn more about Elastic, contact sales@elastic.co