

Agents turn to caching to boost speed

Agents with an online offering will increasingly use caching to improve website performance, according to a major bed bank supplier.

Caching – when booking information such as prices and availability is stored on a local server – avoids having to continually access live information, which slows down the process.

Holiday Brokers sales director Brian Young told delegates there would be greater pressure to improve search speeds. “Agents can store data locally, which cuts live search times by 90% and massively increases response times.”

The downside of caching, however, is that price and availability is not always up to date, which is a headache for online retailers. “It’s hard for agents because they are producing one price and then having to get a live price. One in 20 agents finds the price has changed when they book,” he said.

Young said the bed bank’s most searched-for destination was Majorca, and claimed to return searches in less than eight seconds.