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PRESS RELEASE

Ceetiz connected with Ventrata using OCTO open standards

Ceetiz, a key player in the booking of tourist experiences, is excited to announce its strategic connectivity partnership with Ventrata, a leading all-in-one ticketing solution for high-volume tour operators and attractions.

Thanks to the new direct API connection with Ventrata, Ceetiz strengthens its offering by providing a seamless and instant integration of Ventrata's products. Leveraging innovative [OCTO APIs](#) open standards, this connection allows Ceetiz supply partners using Ventrata to automatically synchronize real-time availability and pricing, automate the management of bookings, updates, and cancellations, and instantly issue vouchers and tickets for Ceetiz customers, ensuring a faster and more efficient experience.

Ventrata's enterprise-level ticketing technology powers some of the world's most renowned travel experience brands, including the Empire State Building, Big Bus Tours, Paris Montparnasse, TV Tower Berlin, 360 Chicago, Golden Tours, Historic Tours of America, and Tootbus. This API connection significantly enhances Ceetiz's ability to offer an extensive range of high-demand experiences, strengthening its global reach and delivering an even more seamless service to both travelers and supply partners.

Oliver Morgan, CEO of Ventrata, shared his excitement about the partnership, stating:

"We're excited to partner with Ceetiz to help our clients collaborate more effectively with this leading travel company through high-quality API connectivity powered by OCTO open standards. This partnership strengthens Ceetiz's leadership in French-speaking markets and its growing presence in Japan while driving incremental booking growth for our clients and giving travelers seamless access to top attractions and experiences using Ventrata's technology."

This advancement aligns with Ceetiz's commitment to optimizing its services and offering travelers an even broader selection of activities worldwide.



About Ceetiz

Ceetiz is an online travel agency specializing in booking tourist experiences worldwide. A subsidiary of Miki Travel since 2021, it is part of the HIS Group, which operates in over 70 countries.

Ceetiz offers a wide range of activities in 500+ destinations, including tickets for museums, landmarks, theme parks, multi-activity passes, guided tours, and excursions. Under the Ceetiz Exclusives® label, it also develops unique experiences in collaboration with Miki Travel and HIS's DMC offices.

Its services are available to individual travelers via www.ceetiz.com and to B2B partners through advanced technological solutions, including a distribution API and a platform for travel agents.

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About Ventrata

Ventrata is an all-in-one ticketing platform designed for high-volume attractions, tours, and activity operators. With a single cloud-based dashboard, white-label web checkout, extensive hardware support, and robust API capabilities, it empowers businesses to manage and scale all sales channels efficiently.

As a founding member of [OCTO](#), an open-source API connectivity standard for the tours and activities industry, Ventrata enables seamless direct connectivity between suppliers and resellers, reducing latency and middleware limitations while driving greater flexibility and growth.

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