

**HARVEST**

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MULESOFT

WHITEPAPER · 2026



WHITEPAPER · INTEGRATION IN TRAVEL & HOSPITALITY

The guest sees one hotel. The stack sees **fifteen systems.**

PMS, CRM, booking engine, OTAs, GDS, payment, loyalty, revenue management. The journey is one promise. Behind the scenes it's a patchwork. How to build an integration foundation that keeps the guest experience seamless, without reinventing every connection.

EDITION

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READING TIME

16 MINUTES**FIX. SCALE. WIN.**

IN THIS WHITEPAPER

Six chapters. One clear journey.

A reading guide to what structurally breaks the guest experience in travel & hospitality. And how to build an integration foundation — including MCP, Agent Fabric and Agentforce 3 — that connects hotels, airlines, OTAs and tour operators without every new partner or AI agent becoming a new project.

01	The journey is seamless. The stack isn't.	P. 04
	Why the expectations of the modern traveler and the systems landscape have drifted apart.	
02	What an integration foundation does differently	P. 06
	From point connections between PMS, CRM and GDS to layered, reusable APIs.	
03	Four patterns that carry the guest experience	P. 08
	Booking, guest 360, property management and supplier connectivity. Each anchored in a measurable result.	
04	The ROI of a reusable foundation	P. 10
	Why the tenth supplier connection costs less than the first, and why every peak season needs less manual work.	
05	AI agents, MCP and the new guest experience	P. 12
	How MCP support and MuleSoft Agent Fabric make every existing API ready for Agentforce and third-party agents.	
06	How Harvest helps	P. 13
	An approach for hotels, chains, OTAs and tour operators. How to start today.	

01 · THE JOURNEY IS SEAMLESS. THE STACK ISN'T.

One guest. Fifteen systems.

The traveler books on a phone, checks in on a tablet, asks for room service via WhatsApp and expects the loyalty points to add up. Behind the scenes, PMS, CRM, OTA, GDS, payment and loyalty fight over the same customer. And the guest feels every crack.

01 · THE JOURNEY IS SEAMLESS. THE STACK ISN'T.

The guest expects one hotel. Your backend delivers five departments.

A guest books three rooms through an OTA, adds a late breakfast in the app, requests a transfer over WhatsApp and expects their loyalty status to be recognized at check-in. Four channels, four touchpoints. In your stack that's **PMS, CRM, booking engine, OTA connector and payment gateway**, each with its own view of the customer.

That separation grew organically over the past twenty years. Property management grew out of operations. Reservations out of sales. Loyalty out of marketing. Each system won its argument. Together they lost the guest.

The result: data silos, duplicate customer records, inventory that doesn't match across channels, a loyalty app that doesn't yet know this morning's upgrade eligibility. The guest sees one hotel. You hear four departments.

The reflex is understandable: build a new connection for every new partner. A Booking.com integration here. An Expedia feed there. A new payment provider next to it. A separate connection per OTA.

Two years later you have twelve parallel feeds, each with its own format, its own rate-update cadence, its own failure modes. A revenue manager spends half the day explaining why Channel A shows a price that Channel B doesn't know yet.

- Onboarding a new OTA takes three months instead of three weeks.
- Rate and availability updates run out of sync across channels.
- Guest data from mobile, OTA and walk-in never come together.

„The first OTA connection takes a quarter. So does the fifth. Not because nothing was learned, but because each time starts from scratch.”

INDUSTRY PATTERN · CHANNEL ONBOARDING

THE SCALE OF THE PROBLEM

Three numbers every IT director in hospitality recognizes.

76%

of travelers expect personalization

Three in four travelers expect their preferences, history and status to be recognized across every channel. Without integrated data, that's impossible to deliver.

SOURCE · INDUSTRY RESEARCH

1000+

applications in use

Nearly half of large organizations run more than a thousand applications. In chains with multiple properties, brands and OTA partners, that number is often even higher.

SOURCE · MULESOFT CONNECTIVITY BENCHMARK 2026

27%

of apps actually connected

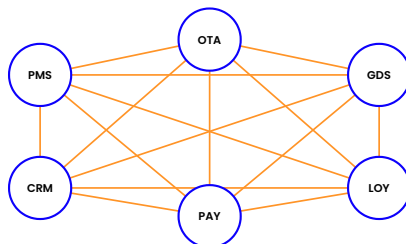
According to the 2026 Connectivity Benchmark Report, on average just 27% of enterprise applications are connected to each other. 73% of your guest data sits in silos, invisible to the AI tools that now need it.

SOURCE · MULESOFT CONNECTIVITY BENCHMARK 2026

DIAGRAM · POINT-TO-POINT VERSUS API-LED IN TRAVEL & HOSPITALITY

A · Spaghetti

Point-to-point



B · API-led

Layered & reusable

EXPERIENCE

APP

WEB

DESK

PROCESS

GUEST 360

BOOK · STAY

SYSTEM

PMS

CRM

OTA

PAY

02 · WHAT AN INTEGRATION FOUNDATION DOES DIFFERENTLY

Don't connect harder. Connect differently.

API-led connectivity isn't a technical preference. In hospitality it's a guest-experience choice. Each layer gets its own responsibility: channels talk to channels, processes to processes, source systems to source systems. Built well once, reused endlessly.

THE THREE LAYERS · ONE ARCHITECTURE, THREE RESPONSIBILITIES

01

Experience

THE OUTSIDE

Specific to each channel. The guest app, the front-desk tablet, the OTA feed and the partner API for tour operators all look different, but tap into the same process underneath. A new brand or a new distribution partner is a policy choice, not a rebuild.

02

Process

THE BUSINESS LOGIC

This is where the processes every guest journey knows live. Making a booking, offering an upgrade, handling a check-in, crediting a loyalty action, initiating a refund. Built well once and reused everywhere, by every channel and every partner.

03

System

THE SOURCE SYSTEMS

Connected to PMS, CRM, booking engine, GDS, OTAs, payment gateways, revenue management and the data warehouse. Abstracts the complexity of every source system into reusable building blocks. A PMS migration or a new OTA stays local.

The power is in the separation. When marketing introduces a new loyalty tier, only the Experience layer is touched. When revenue management rolls out a new pricing strategy, the Process layer stays put. When operations replaces the PMS, the guest experience is unchanged. Three teams, three speeds, one architecture, one view of the guest.

WHAT ACTUALLY CHANGES

Same landscape. Different behavior.

BEFORE · SPAGHETTI

- Onboarding a new OTA takes a quarter and a separate feed.
- Rates and availability run out of sync across channels.
- The customer view in CRM is wrong; no one knows which system leads.
- Loyalty status is recognized on the website, not at check-in.
- A refund means manually checking three systems.
- AI and chatbot pilots stall on data access and partner access.

AFTER · API-LED

- New OTA: one Experience API on top of existing booking logic.
- Rate and availability updates from one source, live across all channels.
- Guest 360 live: one source, one truth, every channel sees the same.
- Loyalty status visible in app, web, OTA and front desk, all at once.
- Refund flow as one Process API, one call, audit trail per step.
- AI agents tap directly into existing, secured guest APIs.

Reuse

System APIs become building blocks for every new channel and every new partner.

Governance

One standard for security, monitoring, versioning and guest-data protection.

Speed

Teams and partners work in parallel without waiting on each other.

Certainty

A PMS migration doesn't touch the guest experience. A new OTA doesn't touch the PMS.

Integration stops being a task bolted onto every project. It becomes a product line that grows with your hotel, chain or platform. That's not jargon. It's exactly what separates an organization that responds to trends faster every season from one that works on the same connection again every quarter.

Four patterns. Four results.

BOOKING · GDS · OTA

Booking and availability live, across every channel.

One Process API for availability, pricing and booking confirmation. Hotel, OTA, GDS and direct site all work on the same source. Overbooking and rate-parity issues stop at the root.

-65%

CHANNEL ONBOARDING

CRM · LOYALTY · PMS

Guest 360. Every department knows the same guest.

Profile, preferences, history and loyalty status from one API. Front desk, app, email and partners see the same, and can act on it the same way.

+28%

REPEAT BOOKINGS

PMS · REVENUE · HOUSEKEEPING

Property management that moves in real time.

Room status, housekeeping schedules, revenue management and rate pushing in one integrated flow. Late check-outs and walk-ins are settled instantly in both inventory and price.

+12%

REVPAR UPLIFT

SUPPLIERS · PAYMENT · ITINERARY

Supplier content and payments, one blueprint.

Airlines, car-rental companies, tour operators and payment gateways under the same integration patterns. A new package or a new supplier becomes a config, not a project.

3×

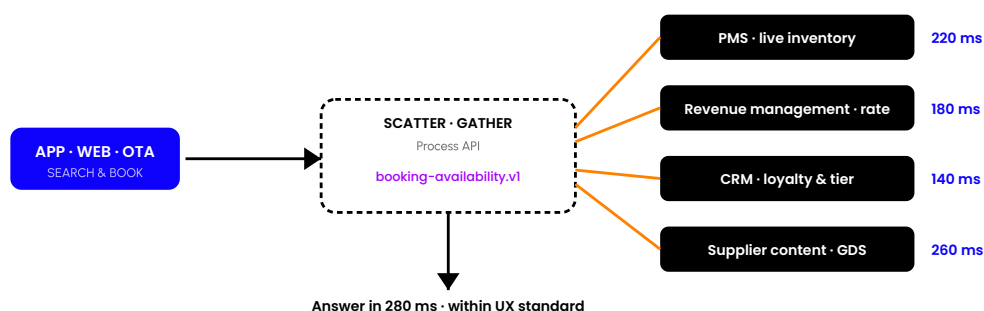
FASTER SUPPLIER ONBOARDING

IN PRACTICE · BOOKING & AVAILABILITY API

One search, four sources, under 800 milliseconds.

A traveler searches the site for a room for two nights in Amsterdam, dynamic packaging on, loyalty tier Gold. Behind that single query, four parallel calls run: live availability from the PMS, rate pushing from revenue management, content from suppliers, status from CRM. One consistent answer, one audit trail.

PATTERN · SCATTER-GATHER FOR REAL-TIME BOOKING & AVAILABILITY



WHAT THIS PROVES

What used to require four different front-end implementations now runs on one Process API. The website, mobile app, OTA feed and GDS call all use the same booking availability: same source, same rate, same loyalty context. Rate parity becomes a property, not a patch.

WHAT THIS DELIVERS

- No overbookings from asynchronous inventory feeds.
- Loyalty context in the search results, not just at the cart.
- Dynamic packaging is possible because suppliers sit in the same flow.
- One blueprint for every new brand, property or distribution channel.

04 · THE ROI OF A REUSABLE FOUNDATION

The curve flips. And then it keeps falling.

The business case is simple. It's the cumulative value of reuse. And in hospitality there's a second curve: every peak season, every new property and every new distribution partner costs less than the last once the foundation is in place.

57%

Faster delivery

Anypoint users report on average 57% faster development of new integrations. With MCP support (2025), every existing API becomes automatically available to AI agents — no rebuild needed.

SOURCE · OMDIA ·
MULESOFT ANYPOINT
2025

74%

Less maintenance

Reduction in maintenance costs through reusable APIs. Capacity back to guest experience and new propositions — which AI agents can now drive themselves.

SOURCE · OMDIA

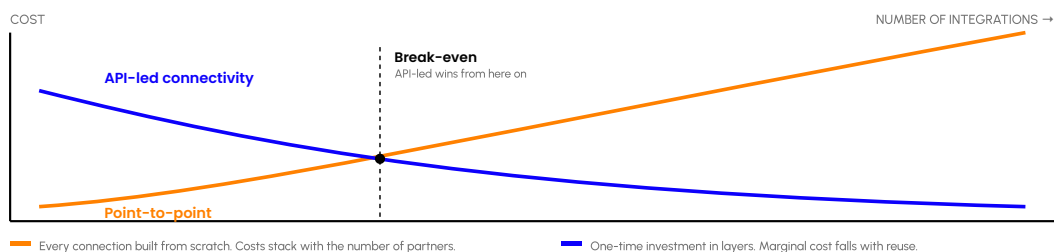
445%

ROI in 3 years

Forrester Total Economic Impact study of MuleSoft Anypoint Platform: an average 445% ROI over three years, paid back in under six months.

SOURCE · FORRESTER TEI
· 2024

COST CURVE · MARGINAL COST PER NEW CONNECTION



„This is the moment integration stops being a cost center and becomes a competitive advantage.”

CONCLUSION · HARVEST × MULESOFT

THE MOMENT INTEGRATION STARTS BUILDING WITH YOU

The tenth OTA costs less than the first.

With point-to-point integrations, costs rise with every new connection. With API-led connectivity, the marginal cost per new integration falls as the foundation grows. The reason is simple. The System layer already exists, the Process layer already exists. What's left is the Experience layer for the new channel or the new partner.

For travel & hospitality that means: onboarding a new OTA partner becomes a sprint. Adding a new brand or property to the chain becomes a config. A new payment system or a new loyalty tier is no longer an architecture debate. It's a change to one layer.

THREE EFFECTS

- **Time to launch.** New partners or brands live in weeks, not quarters.
- **Peak leverage.** Seasonal peaks become a capacity question, not a project question.
- **Team leverage.** One integration team delivers to ops, marketing and distribution in parallel.

3×

Faster onboarding of a new partner or property

From months to weeks. The Experience layer is the only thing that differs per channel.

-50%

Cost per new distribution or supplier deal

Data is already right, processes already exist. What's left is the mapping per partner, no groundwork.

+2×

Capacity without extra FTE

The existing team delivers more projects because they don't start over each time.

Personalization isn't a feature. It's an integration question.

AI assistants that adjust bookings, IoT rooms that recognize preferences, agents that rewrite itineraries over WhatsApp after a flight cancellation. **All depending on one thing: live, reliable access to the data and processes behind the guest experience.**

MuleSoft has made big strides here over the past 18 months. Since 2025, every Anypoint API automatically speaks the **Model Context Protocol (MCP)** — the open standard that lets models from OpenAI, Anthropic and Agentforce talk to your existing APIs directly, without a rebuild.

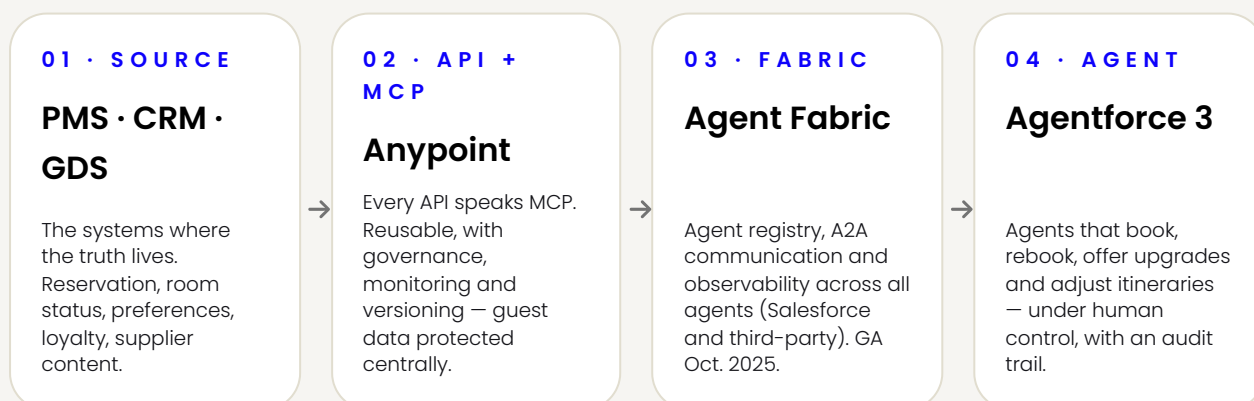
On top of that sits **MuleSoft Agent Fabric** (GA Oct. 2025): a layer for agent registration, agent-to-agent communication (A2A) and observability across all agents — Salesforce and third-party.

„The integrations you build now are tomorrow both your AI's ability to act and the proof behind the guest promise.“

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The question isn't whether the AI is smart. The question is whether the AI is allowed to act. And whether you can trace that action back to a source. With Anypoint, MCP and Agent Fabric, that governance is already there for every API: the same security policies, the same monitoring and the same guest-data protection your organization already accepts.

FROM SOURCE TO AGENT · THE MODERN MULESOFT AI STACK (2025-2026)



What this means for your roadmap. Every booking, guest or payment API you build today is automatically an MCP tool for every agent tomorrow — Salesforce's, OpenAI's, Anthropic's or your own team's. No second architecture beside your core. One connected foundation, ready for the agentic guest experience.

No-nonsense. Iterative. With operations at the table.

Harvest is a MuleSoft implementation partner and Salesforce Summit Partner. We work with hotels, chains, OTAs and tour operators that don't want pilots but pragmatic, scalable implementations, delivered in sprints, with operations, distribution and marketing at the table from day one.

01

Assessment

Which connections exist, what does a new partner or property cost today, where does the guest lose time or trust?

02

Architecture

API-led architecture that fits your PMS, CRM, distribution landscape and growth roadmap. Operations involved from sprint 0.

03

Iterative build

First the System Layer for critical sources (PMS, CRM, payment). Then Process, then Experience. Value every sprint, visible in every channel.

04

Deliver and embed

Working integrations, documented in Anypoint Exchange, with monitoring and the skill set in your own team to keep building on them.

Ready to define your integration strategy?

In a half-day working session we map together where your guest experience and distribution lose the most to integration today. Afterward you'll know where to start, what it delivers and which channels or properties you bring under control.

[Book a working session →](#)

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ABOUT HARVEST

Let's make technology work.

Harvest is a strategic-technical growth partner built on Salesforce, strengthened with AI and accelerated with our own industry tools. As a Summit Partner and MuleSoft implementation partner, we help hotels, chains, OTAs and tour operators turn the guest experience into technology that works. No loose ends. No excuses. Only technology that delivers.

FIX. SCALE. WIN.

CONTENT

Why the guest experience in travel & hospitality stands or falls with an integration foundation. And how to build that foundation without replacing your PMS, CRM or distribution landscape.

YEAR

2026

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