

APPLE WORLD, the Hotel Booking Site for Travel Agencies, Relaunches — Hotel Searches Now Take as Little as One-Seventh the Time

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Hotel searches now return pricing in as little as five seconds — up to roughly seven times faster than before — and a new booking cart lets agents arrange multiple rooms and airport transfers in a single pass

The screenshot shows the Apple World website interface for travel agencies. At the top, there's a navigation bar with the Apple World logo, a link to the travel agency site, and a link for individual customers. Below this is a secondary navigation bar with tabs for '海外・国内ホテル予約' (Overseas/Domestic Hotel Reservation), '空港・ホテル送迎' (Airport/Hotel Transfer), '旅行会社様向けガイド' (Travel Agency Guide), and '管理画面' (Management Screen). The main content area is divided into two columns. The left column features a large search box with the heading '世界中のホテルをお探しいたします。' (We will find hotels for you all over the world.) and a sub-heading '国内ホテルをお探しですか？' (Are you looking for domestic hotels?). Below this is a search form with fields for '目的地' (Destination), 'チェックイン' (Check-in), 'チェックアウト' (Check-out), '泊数' (Number of nights), and '部屋数・人数' (Number of rooms/people). A large yellow button at the bottom of the search form says '料金・空室を確認する' (Check rates and availability). The right column contains a '旅行会社様ログイン' (Travel Agency Login) section with fields for 'AGTコード' (AGT Code) and 'パスワード' (Password), and a 'ログイン' (Login) button. Below the login section are links for 'AGTコード・パスワードをお忘れの場合' (If you forget your AGT code/password) and '初めてご利用の場合（新規代理店登録）' (First time using the service (New agency registration)). At the bottom of the page, there are three promotional banners: 'AI自動見積もり' (AI Automatic Estimation) with a '0円' (0 Yen) tag, '丸投げ見積もり' (Round-throw Estimation) with a 'まるっとおまかせOK!' (Fully entrust OK!) tag, and 'アップルポイント' (Apple Points) with a 'いつものご予約で貯めて交換！' (Exchange with your usual reservations!) tag.

We have completely rebuilt APPLE WORLD, our hotel reservation site for travel agencies.

The relaunch was driven by a single goal: easing the booking workload at travel agencies that are struggling to fill positions. Working from what agents told us on the ground, we overhauled both the search infrastructure and the UI/UX. Hotel searches now return pricing in as little as five seconds — up to roughly seven times faster than before (*1) — and a new booking cart lets agents arrange multiple rooms and airport transfers in a single pass. Guided by the idea of making hotel arrangements smarter, we aim to help travel agencies work more efficiently and get more done.

*1 Based on internal measurement. Actual times vary depending on search conditions.

APPLE WORLD began in 1992 as an overseas hotel reservation service for Japanese travel agencies. Today it is one of Japan's largest hotel booking platforms for the trade, offering a curated selection of 300,000 hotels across 20,600 cities worldwide, international air tickets from 125 airlines, and airport transfer services in approximately 700 cities. From quotations

and bookings through to preparing proposals for travelers, APPLE WORLD provides attentive, end-to-end support in one place. As the technology company powering travel distribution, we use technology to make travel agencies more efficient — working toward our mission of empowering travelers and those who support them to step confidently into the future.

Background: travel demand rebounds, and agencies feel the strain

Travel demand continues its steady recovery. Japan welcomed a record 42.68 million international visitors in 2025 (*2), while 14.73 million Japanese traveled abroad, up 13.3% year on year (*3). The volume of arrangements handled by travel agencies has risen accordingly.

At the same time, labor shortages remain widespread across Japanese industry, and the travel sector is no exception (*4). Meeting a growing workload while maintaining service quality — with no increase in headcount — has become a serious challenge, leaving individual staff carrying heavier loads and working longer hours.

Quoting and booking flights, hotels and transfers is among the most demanding parts of the job. Building a single itinerary means moving between several reservation sites, waiting for results to load, then adjusting the criteria and searching again. Those minutes add up, and they come straight out of the time agents could otherwise spend advising travelers — the part of the work that creates the most value.

*2 Japan National Tourism Organization (JNTO), "Foreign Visitors to Japan" *3 Immigration Services Agency of Japan, "Statistics on Immigration Control" *4 Teikoku Databank, "Survey on Corporate Trends Regarding Labor Shortages" (April 2026)

A ground-up rebuild, shaped by the people who use it

Through day-to-day sales activity and customer support, we gathered the frustrations that booking staff at client agencies raised in their own words:

"We handle dozens of arrangements a day, so every second spent waiting for a search piles up and eats into our work." (Travel Agency A)

"Cancellation policy is the first thing customers ask about, but it doesn't show up in the initial search — so we end up doing the work twice." (Travel Agency B)

"For group bookings, adding rooms one at a time takes forever." (Travel Agency C)

Rather than patch the existing site, we rebuilt everything from the search engine to the administration screens. The result is a platform built around three things: speed, ease of finding what you need, and the ability to arrange it all at once.

What's new: seven key improvements

- 1. Dramatically faster hotel search (pricing in as little as five seconds)** For identical search conditions, initial pricing now appears in about five seconds rather than the previous 20–30, and full pricing from all vendors completes in 10–20 seconds instead of roughly 70 (*1).
- 2. Refundable plans filterable from the first search** Agents can now specify refundable rates in the initial search, removing the extra step of sifting for eligible plans.
- 3. A more intuitive map interface** Selected areas and landmark radiuses now display by default, making it easy to see at a glance where each hotel sits in relation to the others.
- 4. Booking carts for multiple rooms in one go** Configurations such as three single rooms can now be booked together in a single action. Because they share one reference, partial cancellations remain possible after the booking is confirmed.
- 5. Adding segments to existing bookings** Agents can now add and consolidate additional segments into an itinerary even after the booking has been completed.
- 6. Hotels and airport transfers booked together** The cart function allows hotels and airport transfers to be arranged and confirmed within the same flow.
- 7. A fully redesigned admin screen (My Page)** Expanded sorting options for the booking list and prominent display of recent bookings make day-to-day management easier. Integration with the search screen also removes the need to log in again.

Looking ahead

We will continue developing services that make travel agency operations more efficient and more productive — and that ultimately leave travelers more satisfied. Now that the new site is live, we will keep listening to the agencies that use it and feed what we hear back into the product. As the technology company powering travel distribution, we intend to support the industry through technology, working toward our mission of empowering travelers and those who support them to step confidently into the future.

Getting started with the new APPLE WORLD

The redesigned APPLE WORLD went live on August 3, 2026. Use requires registration with APPLE WORLD and issuance of an AGT code.

Learn more: <https://v3.appleworld.com/agt/news/features/202608>

Get in touch: <https://appleworld.co.jp/en/contact>