

Hitit ADS

Hitit Agency Distribution System

is an omni-channel distribution platform that not only digitizes the commercial relationship between airlines and agencies but also transforms it in line with modern airline retailing principles.

Hitit ADS is more than a booking tool for travel businesses; it serves as a strategic growth partner. The platform optimizes distribution costs, enables and increases ancillary service sales, and facilitates the effective management of sub-agency networks.

Next-Generation Agency Distribution and Management Ecosystem



Why Hitit ADS?

a. End-to-End Travel Technologies and Corporate Solutions

Hitit ADS consolidates the full technological infrastructure required by agencies and airlines for their digital transformation journey into a single, modular ecosystem.

Corporate Travel Portal

A B2B travel portal fully aligned with corporate travel policies, integrated approval workflows, and advanced reporting capabilities.

Travel Marketplace – B2B & B2C

A dynamic platform that enables the seamless sale of non-air products alongside airline content, all through a single interface.

Virtual Agency and Accommodation Solutions

An integrated solution that provides access to global hotel inventories and virtual POS infrastructure, supporting seamless booking and payment processes.



A Strategic Growth Partner for Managing Sub-Agency Networks

b. Value-Added Agency Services

Hitit ADS goes beyond software provision by supporting and managing key business processes.

Content Aggregation

Aggregates flight and travel content, including ancillary services, from multiple sources into a single pool.

Fulfillment Services

Automates complex back-office processes, including ticketing, refunds, reissues, and involuntary transactions.

Sub-Agency Network

Enables consolidators to establish and manage their own sub-agency networks (B2B2B), oversee commission structures, and expand distribution channels to increase market share.