

Decode Travel hackathon on Camino Network: Leading travel brands build travel tech solutions in 2 days

SAN TSG & Paximum hosted the third Chain4Travel hackathon

Antalya, 20 November 2024 - The Decode Travel Hackathon organized by Chain4Travel made its debut in Turkey, bringing together over 30 travel and tech specialists from Turkey, Germany, Macedonia, Italy, Spain, and Georgia in the headquarters of SAN TSG & Paximum. From seasoned travel tech developers to blockchain enthusiasts and students, industry leaders like **SAN TSG/Paximum, SunExpress, A3M Global Monitoring, Technoly/Petour (AERTiCKET Group), Juice, TripX, and TraSo** participated in tackling real-world challenges in travel tech.

Chain4Travel, the organizer of the Decode Travel hackathon, is the driving force behind Camino Network, the blockchain designed and built specifically for the travel industry. Combining expertise from both travel tech and web3, the Chain4Travel team bridges blockchain with the travel industry for automated operations, faster settlements, cheaper payments, and new levels of security and interoperability for travel companies within an open-source digital framework.

Teams and challenges

In a two-day innovation sprint, seven teams worked on solving pressing industry pain points—from fragmented systems of various industry players and inefficient payment methods to creating transparency, security, and personalization in global travel. Camino Network is the infrastructure designed to solve these challenges. Following the showcase of [Lufthansa's blockchain integration](#), many Decode Travel teams also used the Camino Messenger for global travel product sourcing and distribution. The highlights:

Two teams addressed the challenge of inefficient and complex **micropayments** in the travel industry. Both teams presented solutions with efficient, transparent, and reliable micropayment distribution by incorporating smart contracts for automated conditional payment, multi-party disbursement, seamless settlement, and dispute resolution.

One team redefined the **upselling process** in travel bookings, by creating a blockchain-based protocol on Camino Network for personal data sharing and selective disclosure among travel businesses, such as OTAs and car rental companies.

Another team working on the privacy vs. **personalization** challenge addressed data privacy and GDPR compliance with a platform using Self-Sovereign Identity (SSI) principles. Their blockchain solution gives travelers control over their digital identities and employs smart contracts for efficient and transparent bookings, enhancing data security and process efficiency.

SunExpress & Paximum (SAN TSG) also participated with teams addressing their core business challenges, streamlining distribution, and automating B2B payment processes.

The winning team from TripX Travel innovated travel packaging with an AI-driven solution integrated with Camino Messenger for personalized booking experiences. Camino's blockchain technology enabled real-time, secure data flows, and the conception of a next-gen product combination prototype facilitating faster, more engaging, and highly personalized responses for travelers.

Erol Türk, CEO of SAN TSG, said, "We aim to support the digital transformation in the sector by combining technology and tourism. Hosting Turkey's first Web3 travel hackathon in partnership with Chain4Travel at our headquarters marks a significant milestone in shaping the future of travel technology."

Commenting on the solutions developed, he stated, "We believe that this platform we offered to the participants will generate new ideas that will play a role in the digitalization of the tourism industry. Such events are a great source of excitement for us to contribute to the industry and support projects that will shape the future".

Onboarding Made Easy

Chain4Travel invites travel businesses worldwide to co-host hackathon initiatives in their region and drive innovation in travel tech.

Pablo Castillo, CEO of Chain4Travel: "We started this hackathon series for travel companies to explore blockchain's transformative potential, gain hands-on experience, and bring sharp minds from many backgrounds and companies together. The solutions created during Decode in Turkey are proof that innovation on Camino Network can be realized in a matter of days."



The jury (from left to right): Mustafa Türk (General Manager, Paximum), Erol Türk (CEO, SAN TSG), Alper Çetinkaya (Senior Technical Product Owner, SunExpress), Michael Hasler (CEO, Juice), Michele Ruberl (VP Product, Chain4Travel)



The winning team: Developer team sent by TripX Travel from Macedonia won the prize of 10,000 CAM (Camino token)





Participants of the hackathon in front of the headquarters of SAN TSG and Paximum in Antalya

About Chain4Travel

Travel tech startup Chain4Travel is driving innovation in the travel industry with Web3 technologies. The company has initiated a Web3 travel ecosystem called Camino Network, a shared, decentralized infrastructure for the global travel industry, and continues to develop the network and strengthen the rapidly growing community.

The consortium blockchain, [Camino Network](#), is designed to be operated and managed by travel industry partners using a decentralized approach. A triple-digit number of global partners are already supporting the project. The entire travel industry is invited to develop new services for travelers based on this agnostic technology and shared network.

The Host: Paximum (SAN TSG)

Paximum, a subsidiary of SAN Tourism Software Group, is a global marketplace connecting B2B travel suppliers and buyers with a wide range of products that streamline distribution and drive digital transformation in the travel industry. Backed by SAN TSG's 32 years of expertise in innovative tourism software, the Group empowers travel agencies, hotels, and technology partners across 80+ countries.

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