

Luxota Introduces ShareHub Central: A Unified Approach to Simplifying Travel Agency Collaboration

Luxota launches ShareHub Central, simplifying agency collaboration with single deposits, API integration, and broader partner access, fostering seamless connections and operational efficiency.



A Unified Approach to Simplifying Travel Agency Collaboration

Luxota Introduces ShareHub Central

Dubai, United Arab Emirates Jan 11, 2026 (Issuewire.com) - Luxota, a leader in travel technology solutions, is pleased to announce the launch of **ShareHub Central**, a new feature within its collaborative ShareHub network. This addition aims to make inter-agency connections and service

exchanges more seamless and efficient, addressing common challenges faced by travel agencies.

From ShareHub to ShareHub Central: A Streamlined Solution

Following the success of **ShareHub**, launched in 2023, Luxota recorded an impressive **\$35 million in B2B sales during July, August, and September of 2024**. ShareHub has proven to be a valuable platform for **over 170 travel agencies**, enabling them to connect and collaborate on travel services efficiently through point-to-point interactions.

While ShareHub has enabled agencies to directly negotiate and partner, managing multiple deposits and connections with different agencies posed challenges for some. **ShareHub Central** was introduced to provide a more streamlined approach to these operations.

What is ShareHub Central?

ShareHub Central serves as a central hub within the ShareHub community, offering agencies a single point of connection to access services from multiple partners. It addresses two significant issues:

- **Simplified Deposits:** Agencies only need to manage one deposit with ShareHub Central, rather than maintaining separate arrangements with multiple partners.
- **Broader Access:** Partnering with ShareHub Central provides agencies access to services from all connected members, fostering more extensive collaboration opportunities.

Through **API IN and API OUT** integration, ShareHub Central allows agencies to connect their systems seamlessly, making the exchange of services even more convenient.

A Practical Solution for Travel Agencies

“Our goal with ShareHub Central is to enhance the efficiency of the ShareHub network,” said Dr. Hadi, CEO of Luxota. “By addressing common operational challenges, we enable agencies to focus more on delivering quality services to their clients and less on managing logistics.”

This practical addition strengthens the ShareHub community, creating an ecosystem that supports collaboration, growth, and streamlined operations for travel agencies of all sizes.

As a trusted partner in travel technology, Luxota remains committed to building a global ecosystem where agencies of all sizes can thrive. ShareHub Central marks another milestone in achieving this vision.

Looking Ahead

Luxota remains committed to empowering the travel agencies through innovative solutions. The launch of ShareHub Central represents another step forward in building a global ecosystem where agencies can easily access and provide travel services.

For more information about ShareHub Central and Luxota's offerings, visit <https://sharehub.luxotatraveltech.com> or contact +971501386024 (WhatsApp + Call)

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