

The Future of Travel Distribution

DATE:

**Tuesday
25 September
2007**

VENUE:

**The Institution
of Engineering
and Technology**

**Savoy Place
London
WC2R 0BL**

**Nearest
Undergrounds:
Embankment or
Charing Cross**

In the days before the Internet, travel distribution was easily understood. The GDSs dominated the distribution of flights, major hotel chain bedstock and car rental. Their use was exclusive to the travel trade with the general public having no access to these systems.

In the UK, leisure travel distribution was dominated by viewdata, a system that despite its origins in 1970's technology, is still in use today.

With the arrival of the Internet, all this changed. The no-frills airlines spear-headed the revolution with their rejection of the travel trade in favour of distributing online direct to the consumer. This only being possible because of the cost effectiveness of the web as a booking channel.

Travel distribution is now a dynamic, ever-changing subject. The GDSs have been re-inventing themselves. Search now plays a major role in every travel company's distribution strategy. Viewdata is finally fading away in favour of the Web.

Travel distribution has never been more complex. Where is it heading? Which channels will win out in the future? Will suppliers continue to seek to sell direct or will intermediaries re-establish themselves? How will distribution vary by sector: cruise, accommodation, holidays? Will travel agents have any role to play at all?

Attend Travel Technology Initiative's Autumn conference and find out for yourself about the future of travel distribution.

THE SPEAKERS

Stephane Durand
Managing Director
Amadeus UK & Ireland

Daniele Mancini
e-Business Director
Costa Cruises

Hugo Burge
Vice Chairman, Head of International
Cheapflights Limited

John McQuillan
Chief Executive Officer
OpenJaw Technologies

John Donnelly
Travel Entrepreneur
former Managing Director Harvey World
Travel and former Managing Director First
Choice Retail

Madeleine Wood
Business Development Manager
Spannerworks

Murad Hajeebhoy
Vice President
Lodging and Destination Services, EMEA
Expedia

THE SPONSORS

TTI wishes to extend its warm thanks to Spannerworks and OpenJaw Technologies for kindly sponsoring this event.

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09:30 Registration and Coffee**10:00 Welcome from the Chairman & TTI Update**

Tony Allen, Chairman, TTI

**10:10 Keynote:
Search - The ultimate travel distribution channel**

The largest travel companies spend millions of pounds on search marketing and even their smaller competitors are deploying budgets in the tens of thousands. Yet, search is a channel that was beyond anyone's imagination prior to the development of the web. In the fast changing online world, how will it develop in the future? Is search's business model set to evolve further? Will search continue to be the ultimate travel distribution channel?

*Madeleine Wood, Business Development Manager
Spannerworks*

11:00 Coffee**11:30 Communities doing it for themselves**

Hugo Burge, Vice Chairman of Cheapflights has recently launched a personal venture, hereorhere.com. It joins TripAdvisor and Where Are You Now (WAYN) as a community web site targeting travel. Is this new wave of travel distribution set to become a major channel or is it just a sideshow? Is the travel industry losing control of its products as consumers band together in communities to have their say about what is good and what is not?

*Hugo Burge, Vice Chairman, Head of International
Cheapflights Limited*

12:15 Accommodation Distribution

The early days of the Internet saw hotel chains adopting online distribution strategies to sell direct. Yet many soon realised that they could not go it alone and adopted multiple distribution channels that resulted in consumer confusion at the plethora of room rates on the market. This led to chains offering best rate guarantees, thwarting merchants such as Expedia who wished to negotiate net rates and then choosing how much margin to add. Has accommodation distribution now stabilised? What part will major aggregators such as Expedia play in the future?

*Murad Hajeebhoy, Vice President Lodging and
Destination Services, EMEA, Expedia*

13:00 Buffet Lunch**14:00 Keynote:
Future Developments in Distribution Technology**

The pace of technological change is ever-increasing and nowhere is this more apparent than in travel distribution. Some travel organisations are so I.T. driven that perhaps they should be classed as technology companies. No travel organisation can survive without a clear understanding of distribution technology and the opportunities it brings. Hear from a company that is in the forefront of travel distribution technology about its vision for the future.

*John Mc Quillan, Chief Executive Officer,
OpenJaw Technologies*

14:40 The Future of Cruise Distribution

Cruise has been the saviour of the travel agent with cruise lines still happy to pay decent commissions to agents who sell their products. However, like all sectors of the market, cruise distribution is evolving. Will cruise go the way of mainstream travel products or is it sufficiently different that it will maintain its own distribution strategies?

*Daniele Mancini, e-Business Director
Costa Cruises*

15:15 Coffee**15:45 GDSs Shaping the Future of Travel Distribution**

For many decades, the Global Distribution Systems were at the centre of the travel industry. With the advent of the Internet many expected the GDSs to be sidelined, observers describing them as dinosaurs, under attack by Web based distribution and the entrance into the market of the supposedly fleet of foot Global New Entrants. However, the GDSs have not sat back. They have been reinventing themselves for 21st Century travel distribution. Hear how Amadeus has taken on the challenge.

*Stephane Durand, Managing Director
Amadeus UK & Ireland*

16:20 The future of the high street travel agent

Many predict that with the growth of online travel, the high street travel agent is a dying species and that retail networks will shrink so much as to be virtually non-existent. Others are not so pessimistic and believe travel agents can survive but must evolve. What role will high street travel agents have? Can they indeed survive and remain part of the future of travel distribution?

*John Donnelly, Travel Entrepreneur, former Managing
Director Harvey World Travel, former Managing
Director First Choice Retail*

**16:55 Chairman's Summary
Tony Allen, Chairman, TTI****17:00 Close**

Moderator: Paul Richer, Genesys

(It may be necessary, for reasons beyond our control, to alter the content or timing of the programme.)

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- Others £295 + VAT (£346.63). *Conference fees paid by non-TTI members will be credited against annual membership if joining.*