

Online meets Traditional

TTI Spring Conference 2003

Date:

Tuesday
8 April
2003

Venue:

Institution of
Electrical
Engineers
Savoy Place
London
WC2R 0BL

Nearest
Underground:
Embankment or
Charing Cross

- How do the distribution strategies of the online travel companies differ from the traditional players?

- Are online and traditional companies competing for the same customers or are they addressing disparate market segments?

- Will the new online players go head to head with the old establishment?

Find out if the new kids on the block are set to become the top travel brands of the 21st Century by attending TTI's 2003 Spring conference.

The Speakers

Mark Bradbury
Director & Principal Consultant

RWA Ltd

RWA provides travel technology solutions and software development services to a wide range of UK & European companies. Clients include many of the best known names in travel including Cosmos, MyTravel and Telewest. RWA's Sell-It Suite is a family of solutions for selling and distributing a wide variety of holiday products online.

Mark Jones
Chief Executive Officer

Online Travel Corporation

Founded in January 1998, OTC became publicly listed on AIM in May 2000. Its distribution strategy is to form partnerships with other leading websites acting as a travel provider on their behalf. OTC has formed over 40 such partnerships and now has access to over 7 million online users.

John McEwan
Retail Director

TUI UK

TUI UK is part of TUI Northern Europe, employing 17,500 people in the UK, Ireland, Sweden, Norway, Denmark and Finland. Its UK brands include Thomson Holidays and the Lunn Poly travel agency retail chain. Lunn Poly operates over 750 branches. The chain is currently rolling out its new Genie browser-based selling system.

David Burdon
Sales & Marketing Director

Cosmosair plc

Cosmos is one of the best known brands in travel. Its flight inclusive tour operation was established in the 1960s and has consistently been amongst the top five UK tour operators. Cosmosair is part of the Cosmos Globus Group with worldwide interests including, in the UK, Avro, Cosmos Coach Tours and Monarch Airlines.

Andrew Windsor
Global Head of Sales and Marketing

lastminute.com

Based on the idea of matching supply and demand, lastminute.com was rated by Net Value (Dec. 2002) as the no.1 independent European travel site across six countries. The company has over 6.8 million subscribers to its weekly newsletter and has established approximately 14,700 supplier relationships. Last year the company made several high profile acquisitions including Globepost and The Destination Holdings Group.

John Riley
General Manager — Unijet and Group Long Haul

First Choice Holidays

First Choice is one of the UK's top three vertically integrated travel groups. It employs over 14,000 people, operating from 13 countries worldwide. Last year over 5 million holidaymakers chose to travel with a First Choice Group company. The Group acquired Unijet in 1998, itself a major travel industry brand offering a wide range of package holidays and flights, both chartered and scheduled.

David Scowsill
Chief Executive Officer

Opodo

Opodo is a Pan-European online travel company created by nine of Europe's leading airlines - Aer Lingus, Air France, Alitalia, Austrian Airlines, British Airways, Finnair, Iberia, KLM and Lufthansa. It claims to offer a Pan-European travel service with access to over 400 airlines, 30,000 hotel properties and a fleet of over 750,000 hire cars worldwide. Backing up its technology, is a customer service team offering 24 hours a day, 7 days a week customer service.

The Sponsor

TTI wishes to extend its warm thanks to RWA Ltd who has kindly sponsored this event.



The power to sell holidays online



Online meets Traditional

The Theme

In the early days of dotcom travel, traditional tour operators were approached by many budding online start-ups wanting to sign distribution deals. Each of these new online players thought that they would be the one to make it big, not realising that their plans were little differentiated from everyone else's. Tour operators, on the receiving end of so many approaches, became understandably wary of signing distribution deals with online travel companies that might be here today and gone tomorrow. This created some initial friction between the two sectors with the start-ups frustrated by being denied product and the tour operators annoyed that their time was being wasted when the online world was selling hardly any package holidays.

Has the dotcom shake-out several years ago, when venture capitalists got real and start-up funding disappeared, resulted in the tension subsiding? Are the online and traditional players now co-existing in relative harmony or is there an

underlying agenda that might suggest otherwise? Certainly, the online players are starting to move into the established travel companies' territories. Several of them have made acquisitions that see them slowly but surely buying up the offline world. Some of the early-in online travel companies have even established a high street presence.

Meanwhile, the traditional, long established travel companies have not been sitting idle. From a slow start, they have been investing in technology, moving their businesses online and creating their own dotcom brands.

Who will win out? The fleet of foot online players or the established travel companies with their long held brand power? For this conference, TTI brings together a group of speakers who can deliver the answers. Attend and find out for yourself who is set to rule the industry, online or traditional?

The Programme

- 09:30 Registration and Coffee**
- 10:00 Welcome from the Chairman & TTI Update**
Tony Allen, Chairman TTI
- 10:10 Keynote Speech**
Mark Bradbury
Director & Principal Consultant, RWA Ltd
- 10:30 Cosmosair**
David Burdon, Sales & Marketing Director
- 11:05 Coffee**
- 11:35 lastminute.com**
Andrew Windsor, Global Head of Sales & Marketing
- 12:10 First Choice Holidays**
John Riley
General Manager – Unijet and Group Long Haul
- 12:45 Buffet Lunch**

- 13:45 Opodo**
David Scowsill, Chief Executive Officer
- 14:20 TUI UK**
John McEwan, Retail Director
- 14:55 Coffee**
- 15:25 Online Travel Corporation**
Mark Jones, Chief Executive Officer
- 16:00 Speaker Panel Session**
- 16:40 Chairman's Summary**
Tony Allen, Chairman, TTI
- 16:50 Close**

Moderator: Paul Richer
Genesys - The Travel Technology Consultancy

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

Registration

To register, please return the coupon below (*by 1 April, please*) with your cheque (if non-TTI member) to:
Travel Technology Initiative, c/o Rowden Farm, Brentor, Tavistock, PL19 0NG, United Kingdom

Telephone enquiries and fax: 0870 904 1521

email bookings: admin@tti.org



I would like delegate(s) to attend and enclose a cheque made payable to Travel Technology Initiative.

- TTI members - 2 free delegates per executive member, 1 free delegate per associate/academic member/trade body
- Additional TTI member delegates and Unicorn licence holders £50 + VAT (£58.75)
- ABTA/AITO/CIMTIG/ETOA/IFITT/OTA/TUA members £75 + VAT (£88.13). Indicate organisation & membership no.
- Others £195 + VAT (£229.13). (Conference fees paid by Non-TTI members will be credited against annual membership.)

Name Position

Company Telephone

Email Fax

Address

Names of other delegates