

# Travel Futures

## DATE:

**Tuesday**  
**23 September**  
**2008**

**09:30 - 17:00**

## VENUE:

**The Institution of Engineering and Technology**

**Savoy Place**  
**London**  
**WC2R 0BL**

**Nearest Undergrounds: Embankment or Charing Cross**

Feedback from TTI's Spring Conference indicated that the most pressing concern amongst delegates was to learn about where the travel industry might be heading over the next few years.

With such a fast-moving climate of change, it has never been more difficult to plan for the future. Latest developments in technology can allow new entrants to quickly move into travel and gain a significant share of the market. The changing economic environment can render traditionally stable and successful businesses no longer viable. Yet adopting new business models and attempting to cash-in on the latest technological fads can be fraught with risk as some have found to their cost.

However, any business that stands still will, whether it likes it or not, find itself moving backwards. The only approach is to embrace new ideas and adopt new technology. Understanding which business models and

technology are best to adopt is critically important. Just as crucial is to get the timing right. Adopt technology or adapt your business model too early and you risk sitting on the 'bleeding edge.' React too slowly and the market will leave you behind. Such judgements are vital, but are not easy. Keeping up to speed with the latest thinking is essential

For this Conference, TTI has assembled a team of speakers who can speak with authority on where the travel industry is heading, which technologies are ripe for adoption and which business models are going to be the success stories of the future.

Does retail have a future? How is dynamic packaging evolving? Is the future of travel totally online? Will mobile develop as a significant channel? These are just a few of the questions that will be answered at TTI's Travel Futures Autumn conference.

## THE SPEAKERS

**John McEwan**  
Chief Executive  
**Advantage Travel Centres**

**Tom Griffiths**  
Founder & Director  
**gapyear.com**

**Gerry Samuels**  
Founder & Executive Director  
**Mobile Travel Technologies**

**Chris Bruce**  
General Manager  
**BT Openzone**

**Jamie Cole**  
Vice President Distribution Services  
**Hilton Hotels**

**Peter Healey**  
Chief Executive Officer  
**Vertical Group**

**Steve Endacott**  
Chief Executive  
**On Holiday Group**

**Glenn Fogel**  
Managing Director,  
Corporate Development and International  
**priceline.com**

**Rod Cuthbert**  
Chief Executive Officer  
**Viator**

**Graham Pickett**  
Head of Aviation  
**Deloitte**

## THE SPONSOR

TTI wishes to extend its warm thanks to Vertical Group for kindly sponsoring this event.

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

Tony Allen, Chairman, TTI

**10:05 Consumer Access Technology**

A revolution is taking place with consumers becoming accustomed to Internet access anytime, anywhere. At the outset, the internet was only accessible via PCs at home or in the office. However, in recent years both wireless and mobile technology have been developing so that consumers and travellers can access the web in just about any location, using highly portable access devices such as mobile phones and laptops. This session will address questions such as: How is this technology going to develop over the coming years? What are the ramifications for the travel industry?

**Gerry Samuels**

*Founder & Executive Director,  
Mobile Travel Technologies*

**Chris Bruce**

*General Manager, BT Openzone*

**11:00 Coffee****11:30 The Travel Trade Revolution**

No industry has been more affected by developments in the online world than travel. What was once a stable business model has been turned on its head. Suppliers, tour operators, travel agents are all able to fight for each others' customers. Yet out of this chaos, a new order is emerging where go-ahead agency groupings and tour operators are able to harness new technology to still add value to the consumer. Dynamic packaging is now commonplace with operators allowing agents to assemble their own packages. Meanwhile travel technology suppliers have been busy developing and equipping the travel trade with technological tools they need to compete and larger agency groupings have been building their own technology infrastructures. How is this going to affect the structure of the travel trade? Will the industry continue to change or has it now stabilised? Can smaller agents and operators survive or do they need to be part of a larger organisation in order to afford the technology required to compete? What other technological developments are around the corner?

**John McEwan**

*Chief Executive, Advantage Travel Centres*

**Steve Endacott**

*Chief Executive, On Holiday Group*

**Peter Healey**

*Chief Executive Officer, Vertical Group*

**12:50 Buffet Lunch****13:55 Future Outlook for Suppliers**

Perhaps the biggest beneficiaries of the internet revolution have been product suppliers. The web has brought them a viable, cost effective distribution channel that has enabled them to reach out direct to their customers. Airlines have aggressive online distribution strategies. Hotel chains have introduced best-rate guarantees which have forbidden online agents from under-cutting the hotel chains' own rates. Tourism products such as attractions and sight-seeing trips have found a major distribution channel via aggregator web sites. How are the different product sectors re-shaping themselves? Is the internet the driver of change or are social and economic influences such as concern for the environment and rising fuel prices having the more profound effect on the future shape of the various product sectors?

**Graham Pickett**

*Head of Aviation, Deloitte*

**Jamie Cole**

*Vice President Distribution Services, Hilton Hotels*

**Rod Cuthbert**

*Chief Executive Officer, Viator*

**15:20 Coffee****15:50 The Online Opportunity**

Online technology has provided a world of new opportunity. Consumers have taken to communicating with each other in new ways that simply would not have been possible prior to the internet, with social media now accepted as the preferred method of staying in touch with friends and acquaintances. Travel product aggregators have harnessed technology to create global businesses that thrive on high efficiency, wide market penetration and high speed to market with the latest deals and offers. What does the future hold for the online world? How will social media continue to develop? Has online travel now reached its zenith? Are there still unexploited opportunities for the future?

**Glenn Fogel**

*Managing Director  
Corporate Development & International  
priceline.com*

**Tom Griffiths**

*Founder & Director, gapyear.com*

**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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- AAC/ABTA/AITO/ETOA/IFITT/OTA/TUA/UKinbound members £125 + VAT (£146.88).
- Others £295 + VAT (£346.63). *Conference fees paid by non-TTI members will be credited against annual membership if joining.*