TRAVEL TECHNOLOGY *initiative*

20 years 1989 - 2009

Connecting to Content

DATE:

**Tuesday
22 Sept 2009
09:30 - 17:00**

VENUE:

**Strand Palace
Hotel**

**372 Strand
London
WC2R 0JJ**

**Nearest
Undergrounds:
Covent Garden
Charing Cross**

Never has the travel industry been more inter-connected than it is today. No longer do travel companies just rely on selling their own content. The technology is in now in place to allow the industry to widely, electronically distribute products to everyone's commercial benefit.

There are two main types of content to which one can connect, both critical to the success of travel companies.

Firstly, availability and pricing - many tour operators and dynamic packagers are no longer satisfied with just contracting and selling their own limited range of products. They can supplement this by connecting to travel principals such as airlines and hotel chains or to aggregators such as bedbanks who can provide a single feed to multiple principals. Further along the value chain, those same operators and dynamic packagers are providing their content to aggregators who are feeding this to agents.

Secondly, rich content - consumers, connected to

high-speed broadband, are expecting detailed and comprehensive multi-media content to help them choose the products they wish to book. Video is becoming the norm, mapping is now commonplace, customer reviews are prevalent. Many travel companies cannot afford to assemble this rich content and so are looking to specialist providers to supply this.

The opportunities to connect to content are numerous but there are issues to be tackled. Which content is right for your business? How do you cope with duplication from multiple connections? What are the technological implications of implementing these real-time connections? What are the commercial concerns?

At this event, these issues and more will be tackled head-on. The various types of content and their complexities will be examined. Your questions will be answered. Attend TTI's Autumn Conference and learn for yourself about Connecting to Content.

THE SPEAKERS

Steve Endacott
Chief Executive Officer
On Holiday Group

Paul Speakman
IT Director
Travel Counsellors

Dave Howard
Managing Director
Trailstream

Humphrey Sheil
Chief Technology Officer
Comtec Group

Tim Russell
Managing Director
Amadeus UK and Ireland

Jesper With-Fogstrup
Senior Director - Global Hotel Strategy & Operations
GTA by Travelport

Idit Gazit-Berger
Solution Specialist
Bing Maps for Enterprise

Colin McKee
Sales Director
TravelTainment UK

John McQuillan
Chief Executive Officer
OpenJaw Technologies

John Wales
Managing Director
Encore Tickets

THE SPONSORS

TTI wishes to extend its warm thanks to the following companies for kindly sponsoring this event.

COMTEC THE TRAVEL TECHNOLOGY COMPANY

traveltainment The Amadeus Leisure Group

openjaw

09:30   **Registration and Coffee**

10:00   **Welcome from the Chairman & TTI Update**
Tony Allen, Chairman, TTI

10:10   **Keynote: Connectivity Re-Shaping the Industry**

The technology of connectivity has completely re-shaped the travel industry in recent times. It has opened up opportunities for fleet of foot travel companies who can connect to a wide range of inventory to purchase flights and bedstock at the last minute. No longer is there a need to take a risk on contracting months and months prior to holidays being put on sale. The new discipline of dynamic packaging backed by XML connectivity is now commonplace. Hear how connecting to content is re-shaping the travel industry.

Steve Endacott, *Chief Executive, On Holiday Group*

10:40   **Developing Distribution**

Go-ahead travel principals have been developing direct connectivity to allow their inventory to be booked electronically by agents and other intermediaries. This new form of distribution is highly efficient. Principals simply see bookings arriving in their back office systems with no human intervention. Intermediaries, accessing inventory electronically, are able to sell it in anyway they wish, as standalone product, dynamically packaged or as ancillary product with real-time booking and confirmation. Such technological sophistication is not easily achieved. Two travel principals provide case studies of how they have developed their electronic distribution, from strategy to reality.

John Wales, *Managing Director, Encore Tickets*

Jesper With-Fogstrup, *Senior Director - Global Hotel Strategy & Operations, GTA by Travelport*

11:30   **Coffee**

12:00   **Compelling Content**

Content is about inspiring customers to book with your travel company. Just about every household that might buy a holiday will own a computer connected to the Internet. Travellers will happily spend many hours researching their next trip. With advances in the power of personal computers, browser technology and broadband connectivity, the technology is in place to deliver rich content to consumers. Hear from two specialists who are at the forefront of delivering compelling, rich content to consumers.

Dave Howard, *Managing Director, Trailstream*

Idit Gazit-Berger, *Solutions Specialist Bing Maps for Enterprise*

13:05   **Buffet Lunch**

14:05   **The Aggregators**

A new breed of travel technology company has come to the fore in recent times - the Aggregator. Aggregators provide access to the widest range of inventory and content. Through a single connection, they allow travel companies to search and book across many travel principals. Some aggregators even provide a feed of rich content relating to their bookable products. No two aggregators are the same. Each has its own unique combination of differentiated products and technology. Four leading aggregators explain what products and content they provide access to and what is special about their particular technology.

Humphrey Sheil, *Chief Technology Officer Comtec Group*

Colin McKee, *Sales Director, TravelTainment UK*

John McQuillan, *Chief Executive Officer OpenJaw Technologies*

15:25   **Coffee**

15:55   **A Travel Agent's Tale**

Travel agents can take advantage of Aggregator connectivity to offer a wide variety of product to their customers. Travel Counsellors is at the forefront of technological developments, pushing out products to its homeworkers across its intranet and Phenix system. Hear how Travel Counsellors has developed its own technology infrastructure to make the most of connecting to content.

Paul Speakman, *IT Director, Travel Counsellors*

16:20   **Connecting with the Future**

The Global Distribution Systems were the original aggregators. As long ago as the 1960's they were providing aggregated access to flights provided by hundreds of airlines. Amadeus is the newest of the GDSs and has prided itself on its advanced technology, continually keeping pace with technological trends in travel. In this session, you will learn about where this GDS has come from, the current state of play of its technology and its plans for the future provision of connectivity for the travel industry.

Tim Russell, *Managing Director Amadeus UK and Ireland*

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

17:00   **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.)

Register online at www.tti.org/conference

- 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 (£57.50)
- AAC/ABTA/AITO/ETOA/IFITT/OpenTravel/UKinbound members £195 + VAT (£224.25).
- Others £295 + VAT (£339.25). *Conference fees paid by non-TTI members will be credited against annual membership if joining.*

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