

The Future of Travel Distribution

DATE:

Wednesday
12 September 2012
09:30 - 17:00

VENUE:

**Strand Palace
Hotel**

**372 Strand
London
WC2R 0JJ**

**Nearest
Underground:
Charing Cross or
Covent Garden**

Leisure travel distribution is a fast moving discipline. Across the recent decades it has changed out of all recognition. From the early days of the Global Distribution Systems or airline CRSs as they were once called, through viewdata and other leisure travel distribution systems, to the modern era of XML connectivity; effective distribution has become comprehensive and complex. In the world of accommodation, the complexities of channel management and the plethora of electronic distribution options could not have even been dreamt of just a few decades ago, giving rise to TTI's own unique accommodation identifiers: TTIcodes.

At the start of the Internet era, it was thought that the Web would render the role of the travel agent and other intermediaries redundant as suppliers now had the means to reach out directly to their customers. The thinking was that this would simplify distribution, for example, allowing hotels to sell direct to the consumer via their websites.

It turns out that travel agents are still very much in the game and online travel agents have become a significant distribution channel. In fact, a new generation of distributors such as bedbanks and online aggregators have come into existence. Hotels now face incredibly complex distribution choices requiring a new genre of channel management organisations to assist them.

Meanwhile, with easy to implement XML connectivity, airlines find themselves in the position that they can also be tour operators, selling accommodation alongside their flights whilst tour operators compete with their own customers who now find that they can easily make their own independent holiday arrangements and self-package.

The telephone, which used to be the primary means of electronic communication for decades, routing voice calls between buyers and sellers, has also changed dramatically. Latest telephony techniques include IP intelligent routing and web integration & tracking. Of course, travel companies now need to be considering their mobile distribution strategies. Mobile has brought travel distribution right to consumers, so that they can make a purchase wherever and whenever they want. This immediacy is a revolution for last-minute sales. Mobile apps now have to be seriously considered by all travel companies.

How are established players, online travel agents and new start-ups responding to new distribution opportunities? What is happening on the web? What are the possibilities for mobile distribution? Find out by attending TTI's Autumn Conference, The Future of Travel Distribution..

THE SPEAKERS

Chris Roche
Commercial Director
Travel Republic

Seamus MacCormaic
Senior Director Market Management, Northern Europe
Expedia & Hotels.com

Simon Beeching
Director
Syntec Telecom

Alfredo Ouro
Founder & CEO
Hall St

Carsten Kraus
Chief Executive Officer
FACT-Finder Travel

Laurie Diffey
Group Technology Director
The Monarch Group

John McQuillan
President
OpenJaw Technologies

Sergio Falletti
Director
Future Platforms

Peter Matthews
CEO
Nucleus Ltd

Nick Stafford
General Manager, Escapes Europe
Living Social

THE SPONSOR

TTI wishes to extend its warm thanks to the following for sponsoring this event:



09:30 Registration and Coffee

10:00 Welcome & TTI Update

Hear about TTI's latest projects and the organisation's participation in the OpenTravel Alliance.

Telephony - Voice & Apps

10:20 Innovation in Telecommunication

Technology such as cloud-based call centres and linking customer calls with web sessions is ensuring that telephony will continue to play a major role in travel distribution. In this session, you will hear about the latest telephony developments.

Simon Beeching, *Director, Syntec Telecom*

10:40 Apps and Travel

Data has now overtaken voice traffic on mobile networks as apps continue their penetration of everyday smartphone life. But how easy is it to develop and launch an app and what does it take to make your app commercially successful?

Sergio Falletti, *Director, Future Platforms*

11:00 Telephony Panel Session

11:15 Coffee

New Distribution

11:45 Hotel Rooms Trading

Imagine you have booked and paid for a hotel stay but cannot now travel? Imagine you have got a great deal at a hotel, so wish to book an extra week and sell this on? Hall St. is the first online business to facilitate peer to peer hotel rooms trading. Learn how the business was conceived and is building new custom.

Alfredo Ouro, *Founder & CEO, Hall St*

12:05 Online Retail Gets Smart

In the early days of online travel, many websites were either 'me too's' undifferentiated from competitors' sites or lacked inspirational content, with customer searches for product returning no compelling results. The technology has moved on and now provides the opportunity to have access to both unique product and a wide breadth of 3rd party products on the travel brand's own site. This can be coupled with personalised offers of product tailored to a customer's profile to create a winning travel sales experience. Hear how these examples of distribution technology and more are helping online travel retailing to get smart.

John McQuillan, *President, OpenJaw Technologies*

12:25 New Distribution Panel Session

12:45 Buffet Lunch

The Web

13:50 A Short History of the Web - What Next?

In a few short years we have lived through a revolution in the way in which travel conducts its business. The Web, with its

extended reach, has taken travel way beyond traditional distribution channels. But what next? Are we heading to a new era beyond the Web? If so, what will take place?

Peter Matthews, *CEO, Nucleus Ltd*

14:10 Big Deal!

Deal websites are still relatively new and, perhaps understandably, the travel industry has been wary of them. However, they can be a great distribution channel for both moving distressed stock and gaining new customers. Hear from an expert about the pros and cons of deal websites.

Nick Stafford, *General Manager, Escapes Europe, Living Social*

14:30 Semantic Search

One of the challenges facing consumers is the usability of complex online travel search dialogues. However, a new generation of natural language search is promising to radically simplify this process, so increasing website usability and improving look to book ratios.

Carsten Kraus, *CEO, FACT-Finder Travel*

14:50 The Web Panel Session

15:05 Coffee

Leisure Travel

15:35 The Complexities of Hotel Distribution

Hotel distribution has become incredibly complex. There are so many different routes to market for hotels that it is very difficult for hotel management to successfully manage yield. In this presentation you will hear from an expert on how hotel distribution is developing and the key success factors for hotels.

Seamus MacCormaic, *Senior Director Market Management, Northern Europe, Expedia & Hotels.com*

15:55 Managing the Mix

The Monarch Group encompasses a range of businesses including an airline, tour operations, seat only operator and accommodation operator. Hear Group Technology Director, Laurie Diffey's thoughts on leisure travel distribution and managing this within in a diverse group such as Monarch.

Laurie Diffey, *Group Technology Director, The Monarch Group*

16:15 The Future of Leisure Travel Distribution

Travel Republic is one of the largest and best established online travel agents taking bookings from over 1 million passengers a year. Hear from the organisation's Commercial Director where he believes leisure travel distribution should be heading in the coming years.

Chris Roche, *Commercial Director, Travel Republic*

16:35 Leisure Travel Panel Session

16:50 Chairman's Summary, Peter Dennis, 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.)

REGISTRATION

Register online at www.tti.org/conference

- TTI members - 2 free delegates
- Additional TTI member delegates and Unicorn licence holders £50 + VAT
- AAC / ABTA / ABTOF / AITO / BETA / ETOA / GTMC / IFITT/ OpenTravel / UKinbound members £195 + VAT
- Others £295 + VAT.

To contact TTI, email admin@tti.org or call 0871 244 0747