

b2b or not2b

TTI Autumn Conference 2002

Date:

Tuesday
15 October
2002

Venue:

Institution of
Electrical
Engineers
Savoy Place
London
WC2R OBL

Nearest
Underground:
Embankment or
Charing Cross

The world of travel distribution is changing fast. TUI UK's new Genie b2b travel agency booking system might finally catalyse the demise of viewdata. Advanced electronic distribution systems are being launched that will offer greater channel control and open up new opportunities for trading travel. The prospect is for faster, more efficient commerce and for trading in a manner that, until now, was simply not possible.

What are the latest developments? What opportunities do they present? Will they live up to their b2b promise or are they simply not2b? Find out for yourself by attending TTI's 2002 Autumn conference.

The Speakers

Jim Mann, Chief Information Officer

TUI Northern Europe

Part of TUI AG, the largest tourism and services group in the world, employing 80,000 people in 500 companies. TUI Northern Europe employs 17,500 people in the UK, Ireland, Sweden, Norway, Denmark and Finland.

John Mc Quillan, Chief Executive Officer

OpenJaw Technologies

A privately held software product and consultancy services company based in Dublin. The company has developed and launched an innovative systems solution for the rules-based aggregation and dynamic distribution of travel products, revolutionising the way travel products can be sold.

Roberto da Re, President

Dolphin Dynamics

Founded in 1994 with headquarters in London, Dolphin develops and markets integrated office management and point of sale systems tailored to the travel agency industry. Dolphin's customer base comprises over 350 travel agencies with more than 3500 users throughout Europe, USA and the rest of the world.

Hamish Broom, Manager, Business Development

Sabre

Sabre employs 7,000 people located in 45 countries. The GDS connects more than 60,000 travel agency locations worldwide, providing content from approx. 400 airlines, 55,000 hotels, 52 car rental companies, 9 cruise lines, 33 railways and 229 tour operators.

Chris Fraser, Managing Director

HotelConnect

Established in 1993, HotelConnect is a leading European hotel booking agency. Its online booking service enables customers to make a reservation in real-time in one of the 600 hotels. As a wholesaler,

HotelConnect offers XML links to other travel companies to integrate instant online bookability within their Web sites.

Heath Kane, Chief Executive

Total Distribution System Limited

The TDS system links tour operator and wholesaler systems with hotel distribution systems and CRSs. Early in 2002, the TDS product & IPR were purchased by TDS Ltd, formed by key members from the original development teams at Mirror Image Communications Ltd & Sema Group UK Ltd.

Louise Corfield, Travel & Health Sales Manager
and Karen Charles, Travel Channel Manager

Freeserve

Freeserve was launched by the Dixons Group in Sept 1998 as the first ISP to offer a mass market, subscription-free Internet access service for the cost of a local phone call. Freeserve's consumer portal currently attracts over 5 million unique users per month.

Darryl Bowman, Head of Strategic Partnerships

Travelselect

Travelselect.com is an award-winning online travel service, designed for both independent travellers and package holidaymakers alike. The company evolved from Globepost Ltd, an organisation that has specialised in providing travel services - particularly flights - to businesses and travel agents, as well as direct to the public, for over 19 years.

Stephanie Gay, Online Marketing Manager

lastminute.com

Based on the idea of matching supply and demand, lastminute.com was rated by Net Value (June 2002) as the no.1 independent European travel site across six countries. The company has over 5.6 million subscribers to its weekly newsletter and has established approximately 15,300 supplier relationships.

The Sponsors

TTI wishes to extend its warm thanks to the following companies who have kindly sponsored this event:



- 09:30 Registration and Coffee**
- 10:00 Welcome from the Chairman & TTI Update**
Tony Allen, Chairman TTI
- 10:15 KEYNOTE: Beyond Viewdata**
Jim Mann, TUI Northern Europe

How does electronic trading in travel compare with other industries? Will the launch of Genie, TUI UK's new travel agency system finally render viewdata obsolete? These are just two of the questions that will be addressed in this keynote presentation.
- 10:35 Intelligent Dynamic Distribution**
John Mc Quillan, OpenJaw Technologies

IDD is the new rules based technology for aggregating supplier content and controlling channel distribution. Find out how it works and what it will mean to the industry.
- 11:10 Coffee**
- 11:50 Distributing the Undistributed**
Roberto da Re, Dolphin Dynamics

Dolphin's FlightScanner (www.flightscanner.biz) for agents provides no-frills airline search and comparison from one easy to use Web site. Is there even greater potential for this technology that distributes the undistributed?
- 12:25 The GDS in a Non-Air World**
Hamish Broom, Sabre

The first global distribution system was set-up over 40 years ago to enable agents to book scheduled flights. This is still their primary role today, but now the GDSs are intent on extending beyond their traditional niche. How are they extending into non-air travel distribution?
- 13:00 Buffet Lunch**

- 14:00 KEYNOTE: Invisible Connections**
Chris Fraser, HotelConnect

HotelConnect has developed an XML booking facility that allows its trading partners such as ebookers to sell bedstock in real-time, as if it was their own. How was this achieved & what are the benefits?
 - 14:20 A Bed Too Far?**
Heath Kane, Total Distribution System Limited

Tour operators no longer have to rely on just selling bed stock held within their own reservation system. TDS provides connectivity between tour operators and hotel CRSs, a Total Distribution System.
 - 14:55 Coffee**
 - 15:35 Portals Need Products**
Louise Corfield and Karen Charles, Freeserve

How do portals such as Freeserve select travel suppliers to be represented on their sites. What deals are they doing? What booking functionality do they require?
 - 16:10 Affiliation—That's the Name of the Game**
Darryl Bowman, Travelexport and Stephanie Gay, lastminute.com

Travelexport and lastminute.com both offer affiliate programmes. Can these really bring in incremental business? What are the challenges that have to be faced when setting up an affiliate programme?
 - 16:45 Chairman's Summary**
Tony Allen, Chairman, TTI
 - 16:55 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 8 October, 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: 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/IFITT/OTA/TUA members £75 + VAT (£88.13). Indicate organisation & membership no.
- others £175 + VAT (£205.63). (Conference fees paid by Non-TTI members will be refunded against annual membership.)

Name Position

Company Telephone

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Names of other delegates