

# Search - The New Travel Distribution Channel?

## DATE:

**Monday**  
**26 September**  
**2005**

## VENUE:

**Institution of**  
**Electrical**  
**Engineers**

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

**Nearest**  
**Undergrounds:**  
**Embankment or**  
**Charing Cross**

Just how important for the travel industry is search? Many are hailing it as the new golden distribution channel. Get your search engine strategy right and then sit back and watch the customers roll in.

Certainly, successful use of search is a vital ingredient of any online distribution strategy, but is it the vital channel to market that makes the difference between success and failure or can one continue to rely on one's traditional distribution channels? Many questions come to mind.

Will pay per click advertising on the major engines continue to represent good value for money? Advertisers appear to be bidding keyword pricing higher. What happens as more and more travel companies are priced out of this form of promotion? Are there alternative channels to the online market that represent better value? The new travel meta-search engines, for example. What are the strategies of these new players? Should traditional travel companies cooperate or compete with them?

Are these new entrants destined to rise in importance? What about the better established travel middle-men, have they got a continued roll to play?

If the cost of pay per click marketing is set to rise, the key to maintaining return on investment to this type of marketing is undoubtedly maintaining excellent look-to-book ratios. How can this be achieved? What techniques are involved?

Does this focus on pay per click and distribution via meta-search engines mean that organic search (free listings) should be forgotten? Is there still a role to play for Web site optimisation that tries to position your site ahead of competitors'?

Undoubtedly, search is a vital area of distribution. Yet it is fraught with danger. Get it right and prosperity beckons. Get it wrong and watch your funds drain away.

Find out how to make search a success by attending TTI's Autumn 2005 conference.

## THE SPEAKERS

**Ed Spiers**, Director  
**Anite Travel Systems**

**Heather Hopkins**, Director of Research  
**Hitwise UK**

**Daniel Robb**, Head of Travel  
**Google UK**

**Len Wright**, Managing Director  
**Open Roads**

**Nishma Patel**, Managing Director  
**Teletext Holidays**

**Chris Loughlin**, Managing Director  
**Travelzoo UK**

**Malcolm Duckett**, Marketing Director  
**speed-trap**

**Tim Frankcom**, General Manager  
**Yahoo! Travel Europe**

**Peter Gould**, Chief Executive Officer  
**Great Hotels Organisation**

**Chris Nixon**, Director  
**travelsupermarket.com**

**Liz Faherty**,  
Director of Business Development  
**Cheapflights Ltd**

TTI wishes to extend its warm thanks to Anite Travel Systems and speed-trap for kindly sponsoring this event.

**Anite**



## THE SPONSORS

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

*Tony Allen, Chairman, TTI*

**10:10 Keynote:  
Search - The New Travel Distribution Channel?**

Can search really be compared to the travel industry's other distribution channels or is it just another form of marketing? In this keynote speech, Ed Spiers, Director of the UK's largest travel system supplier, will look back at how travel distribution has developed and the role that search is playing in catalysing online travel sales.

*Ed Spiers, Director, Anite Travel Systems*

**10:30 How Important is Search to Travel**

Each day Hitwise reports on how 25 Million Internet users interact with over 500,000 websites across 160+ industries, providing users with insights into the performance of their online presence within their industry. Hear from the experts about the degree of impact search is having on travel.

*Heather Hopkins, Director of Research, Hitwise UK*

**10:50 Travel on the Search Engines**

Google and Yahoo! are the Internet's two largest search engines, driving tens of millions of visitors to travel Web sites. What advertising services can they offer travel companies? How can these provide a positive return on investment? Presentations from these two search engines will give you the lowdown on what to consider when advertising online.

*Daniel Robb, Head of Travel, Google UK  
Tim Frankcom, Gen. Manager, Yahoo! Travel Europe*

**11:20 Coffee****11:50 Case studies - Organic versus pay per click**

The search engines will encourage you to commit funds to the pay per click services, but is this the best approach? Hear from two travel companies that take online search seriously. Find out whether they prefer pay per click or whether they find Web site optimisation for top organic (free) listings more cost effective.

*Len Wright, Managing Director, Open Roads  
Peter Gould, CEO, Great Hotels Organisation*

**12:20 Panel Session: Cost Effective Search Strategies**

The panel will debate which are the most cost effective search engine promotion strategies. Hear the search engines give persuasive arguments for increased pay per click expenditure or whether online travel companies prefer less costly approaches to maximising their search engine presence.

*Len Wright, Managing Director, Open Roads  
Peter Gould, CEO, Great Hotels Organisation  
Daniel Robb, Head of Travel, Google UK  
Tim Frankcom, Gen. Manager, Yahoo! Travel Europe*

**13:00 Buffet Lunch****14:00 Converting Lookers to Bookers**

There is little point in having a winning search engine strategy if visitors to your Web site are not converted into paying customers. speed-trap has built an enviable reputation in its understanding of how to make Web sites really earn their living. In this presentation, learn about the techniques required to convert lookers to bookers.

*Malcolm Duckett, Marketing Director, speed-trap*

**14:30 Search Engine Alternatives - Established Players**

Presentations from two of the best established online travel promotion businesses who have built consistent track records of helping travel companies sell their products online. Have they established winning formulae or can they be challenged by the new meta-search engine entrants?

*Nishma Patel, Managing Director, Teletext Holidays  
Liz Faherty, Director of Business Development,  
Cheapflights Ltd*

**15:10 Coffee****15:40 Search Engine Alternatives - New Entrants**

What are the strategies of the new entrants? What can they offer that the established players cannot? Is meta-search the way forward or is an advertising model the best approach?

*Chris Loughlin, Managing Director, Travelzoo UK  
Chris Nixon, Director, travelsupermarket.com*

**16:20 Panel Session: Search Engine Alternatives**

The panel will debate the pros and cons of the different business models they offer to travel companies wishing to promote their products online.

*Chris Loughlin, Managing Director, Travelzoo UK Ltd  
Chris Nixon, Director, travelsupermarket.com  
Nishma Patel, Managing Director, Teletext Holidays  
Liz Faherty, Director of Business Development,  
Cheapflights Ltd*

**16:50 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.)*

## REGISTRATION

**Register online at [www.tti.org/conference](http://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 (£58.75)
- ABTA/AITO/CIMTIG/ETOA/IFITT/OTA/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.*

To contact TTI, email [admin@tti.org](mailto:admin@tti.org) or call 0870 904 1521