

OTA Ideas Market

April 26, 2006

Lisa Fues

Marriott International

OTA
The OpenTravel™ Alliance

**2006
ADVISORY
FORUM**



THE NEXT STEPS —
Orchestrating
THE
Total Travel Solution



What is an Ideas Market?

- All Audience Participation, All the Time...
- There are four Idea Stations, each with a Conversation Leader and a Facilitator, to lead a discussion and a flipchart to use as visuals.
- The Conversation Leaders facilitate a discussion around a chosen topic.
 - Questions and issues to explore are posted on the flipchart.
 - The Facilitators record ideas that come up.
 - As pages fill up, the Facilitators tape them on the wall nearby so attendees can see the points covered.

OTA
The OpenTravel™ Alliance

**2006
ADVISORY
FORUM**



THE NEXT STEPS —
Orchestrating
THE
Total Travel Solution



What is an Ideas Market?

- Attendees are free to roam around the room, shopping for ideas until you find a topic or discussion of interest.
 - You can listen, voice your opinions, offer your experience, and get involved in the discussion.
 - You are welcome to stay at one Idea Station during the session or move around as you like.
- At the end of the session the Conversation Leaders will report out briefly on their group's two top discussion points.
- Flipchart pages will be transcribed and made available after the conference.

OTA
The OpenTravel™ Alliance

**2006
ADVISORY
FORUM**



THE NEXT STEPS —
Orchestrating
THE
Total Travel Solution



'05 Topic & Results: What could OTA be doing better or differently?

International participation

- UN WTO strategic partnership announced should drive global adoption
- Research conferences in Europe/Asia - talk about what OTA is doing
- John Turato (Board Chair) spoke at Travdex@ITB.
- Melissa Montana (Board member), Jennifer Ginty (IO Chair), Brian Bowerfind (Adoption Co-Chair) and Valyn Perini (Executive Director) will attend HEDNA in Frankfurt in May

Board member dedicated to membership

- Alan Young (Board member) accepted the role and set aggressive membership goals

Need to learn from past experiences

- Need people to submit comments based on their experiences

Need usage profile

- Working with HTNG to create basic usage profiles for some hotel messages

OTA
The OpenTravel™ Alliance

**2006
ADVISORY
FORUM**



THE NEXT STEPS —
Orchestrating
THE
Total Travel Solution



'05 Topic & Results: What could OTA be doing better or differently?

Need Implementation Guides

- Coming later this year!

Need a blurb on the OTA web site that points people more quickly to the MUG and instance doc examples. It is hard for some people to find.

- Public web site relaunch planned by year end

Need additional fields in messages

- Please submit comments defining additional requirements

Develop a list of people who have implemented (besides those on the registration site) specific messages that would be willing to give advice/guidance

- OTA Developer's Forum on Google Groups provides a new way to solicit advice and guidance
- Continuing to enhance Registration program

OTA
The OpenTravel™ Alliance

**2006
ADVISORY
FORUM**



THE NEXT STEPS —
Orchestrating
THE
Total Travel Solution



'05 Topic & Results: Where is the customer benefit?

Lower cost of implementation enables more complete solution deployment

- More services/better experience or lower end user cost

What about a trademarked “Powered by OTA” to help build consumer confidence?

- OTA provides message specifications but doesn't power sites per se. It is an enabler to assist companies in doing business together seamlessly - “OTA Inside” may be more appropriate

Is OTA dumbing everything down to the lowest common denominator?

- OTA provides a framework which enables communication between trading partners. We chose XML because it's easily extensible and companies can build upon the framework to differentiate, innovate & deliver what's required to support your business in a customized manner.

OTA
The OpenTravel™ Alliance

**2006
ADVISORY
FORUM**



THE NEXT STEPS —
Orchestrating
THE
Total Travel Solution



'05 Topic & Results: The spec is huge...

How do I persuade my company to use OTA XML?

- The Adoption Subcommittee is developing case studies to illustrate the benefits of using OTA messages

How can we ensure that vendors are really OTA compliant?

- For a variety of reasons, including some legal concerns, OTA isn't in the business of auditing or evaluating specific implementations to ensure compliance.
- It's incumbent upon trading partners to ensure they are using the OTA spec as devised & intended to be able to reap the benefits

OTA
The OpenTravel™ Alliance

**2006
ADVISORY
FORUM**



THE NEXT STEPS —
Orchestrating
THE
Total Travel Solution



'05 Topic & Results: Best practices for implementation

Advocacy – get stories out – spread the word on successes

- The Adoption Subcommittee is working on Case Studies to share success stories

Create email list for Marketing and Best Practices communication to get out to a larger audience

- Editors of trade press
 - We are continually updating/enhancing OTA press list
- Get stories published
 - Case Studies will provide content for publication

Better documentation as guidance

- Explanation of attributes and elements
 - Will be covered in Implementation Guide

OTA
The OpenTravel™ Alliance

**2006
ADVISORY
FORUM**



THE NEXT STEPS —
Orchestrating
THE
Total Travel Solution



'05 Topic & Results: Best practices for implementation

Create usage profiles and instance documents

- Message User Guide (MUG) continues to be enhanced with more instance documents at each release

Create an Implementation Guide

- Coming!

New implementers –

- Things are not going to be identical between trading partners
- Capture and document issues

Create flow diagrams to show how messages are used

- An intern created some diagrams that need Work Group review before being incorporated into the MUG

OTA
The OpenTravel™ Alliance

**2006
ADVISORY
FORUM**



THE NEXT STEPS —
Orchestrating
THE
Total Travel Solution



'05 Topic & Results: Business & IT Communication

Who drives OTA participation and usage? -- This topic will be explored further during "The OTA Board Question" at 3:15 today

- Business evangelist
- Did we lose business people?
- Has OTA gotten too complex?
- What will move OTA forward?
- Business – educate on standardization benefits
- Build trust between business and IT

OTA
The OpenTravel™ Alliance

**2006
ADVISORY
FORUM**



THE NEXT STEPS —
Orchestrating
THE
Total Travel Solution



'05 Topic & Results: Business & IT Communication

How does the business side of a company become more involved with IT to understand the benefits of OTA?

- OTA viewed as strictly 3rd party communication – but is really linked to key strategy for reducing distribution costs
- IT wants Quick and Dirty because Business wants things now
- OTA for “Dummies” – in business language (using terms like ROI, case studies, strategy, analogy, story telling, Net Present Value, costs, revenue)
- Justification - process, procedures
- If business really understood – we couldn't stop OTA!
- Standardization => impacts NPV, revenue, costs
- Need OTA fact sheet for IT and business
- Need OTA fact sheet for suppliers and vendors
- Risks and gains of not adopting?
- Lack of trust
- Repair bridges

OTA
The OpenTravel™ Alliance

**2006
ADVISORY
FORUM**



THE NEXT STEPS —
Orchestrating
THE
Total Travel Solution



Topic 1: What can OTA offer to members and non-members to make them more successful?

Facilitated by Alan & Paula

- Why do you participate?
- What makes you successful as you participate in OTA workgroups and committees?
- How can OTA help justify participation in OTA in your workplace?
- What kind of recognition can OTA provide?
- How can OTA increase participants' expertise?
- Should OTA provide more networking opportunities?
- Would the offerings differ by travel segment?
- Would the offerings differ by region of the world?

OTA
The OpenTravel™ Alliance

**2006
ADVISORY
FORUM**



THE NEXT STEPS —
Orchestrating
THE
Total Travel Solution



Topic 2: What should OTA be looking at to make its message structure more valuable to support your company's objectives?

Facilitated by Clay & Christy

- Message architecture and emerging technologies
- Documentation options
- Implementation tools
- Other forms of communication like forums, blogs or chat rooms
- New messages

OTA
The OpenTravel™ Alliance

**2006
ADVISORY
FORUM**



THE NEXT STEPS —
Orchestrating
THE
Total Travel Solution



Topic 3: Should OTA facilitate message exchange across suppliers?

Facilitated by Alain & Sandy

- Is GDS bypass feasible? In what situations?
- Is the super-PNR achievable?
 - Who would own it and who could access it?
 - How would OTA support it?
- How can customer service be enhanced?
 - Who would pay for it?
 - What would the ROI be?
- Is a la carte packaging really what the traveler wants?
 - Who would 'own' the customer?
 - How would suppliers communicate?
- What privacy concerns should be considered?

OTA
The OpenTravel™ Alliance

**2006
ADVISORY
FORUM**



THE NEXT STEPS —
Orchestrating
THE
Total Travel Solution



Topic 4: How can OTA provide value to companies in the travel industry?

Facilitated by Corey & Brian

- How can the OTA be more effective at getting visibility with the decision makers within an organization?
- What is the value proposition to companies for participating in the OTA and adopting the specification?
- Does that value change between industry verticals?
- How can the OTA assist in better communicating and adopting the specification within organizations?

OTA
The OpenTravel™ Alliance

**2006
ADVISORY
FORUM**



THE NEXT STEPS —
Orchestrating
THE
Total Travel Solution

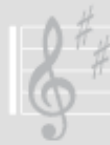


Time for You to Find an Idea...

- We'll take the next hour to collectively brainstorm the topics outlined. Feel free to add items to discuss to the starter lists
- At the end of the session the Conversation Leaders will report out briefly on their group's two top discussion points.
- Flipchart pages will be transcribed and made available after the conference.

OTA
The OpenTravel™ Alliance

**2006
ADVISORY
FORUM**



THE NEXT STEPS —
Orchestrating
THE
Total Travel Solution

