

Standards as Solutions for Electronic Distribution in the Travel Industry

Valyn Perini
Executive Director
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OTA
The OpenTravel™ Alliance

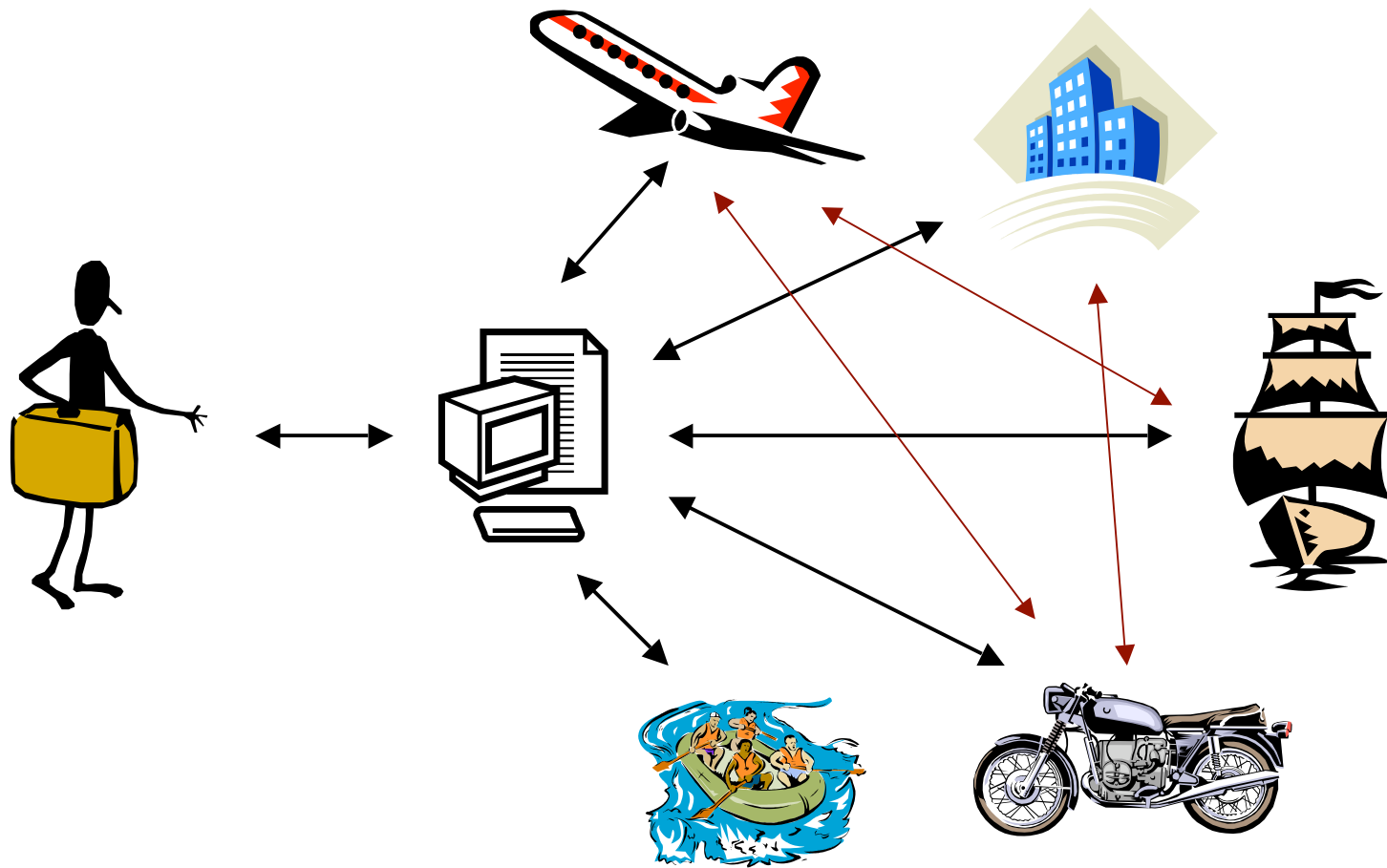


 **opentravel**
setting the standard

What is OpenTravel?

- Self-funded, non-profit organization
- Founded in 1998 by the major airlines, hotels, car rental companies, distributors and technology companies
- Members include cruise lines, travel agencies, tour operators, GDS', switches, technology and solutions providers
- Creates open messaging specifications in XML for every vertical in the travel industry
- Promotes the use of those messages
- Provides implementation guidance

We Deliver Traveler Information



Why Use Standards, Continued...

- Reusability from partner to partner
- Less implementation time
- Lower IT costs
- More agile and responsive business
- Credibility in the marketplace - I Use Opentravel

Why Open Standards?

Sleeping rooms aren't widgets...

- Specifications are given away
- Zero-cost model spurs adoption
- Widespread adoption generates wider implementation and further interest in specification
- Interest generates memberships which provides ongoing operational capital

Standard Interoperability since 2001

- 240 message sets
- 30,000 individuals have downloaded spec
- 500+ message registrations
- Tens of thousands of messages in use
- Tens of millions of messages exchanged daily between trading partners using our schemas
- De facto standard

Current Projects

- Hotel rate plan schema
- Enhanced hotel content distribution messages
- GDS back office feed to travel agencies
- Tour schema
- Fare families/attribute selling for airlines
- Car rental rate and rule schema
- Security recommendations
- Session management recommendations
- WSDL implementation guideline

Upcoming Work

- Mobile distribution
- Dynamic packaging
- Payment (air and hotel)
- Time share

Resources

- Public Site <http://www.opentravel.org>
 - Published specifications
 - Other governance documentation
- Implementers Forum (Google)
 - <http://groups.google.com/group/OTA-Impl-Forum/>
- Members Site <http://forum.opentravel.org>
 - Posted meeting minutes
 - OpenTravel event calendar
 - Documentation (in-progress and continual)
- Wiki <http://wiki.opentravel.org>
 - Work group and project team documentation
 - Test suite and forums

Thank You

Valyn Perini

valyn.perini@opentravel.org

+1 978 266 0032