

OpenTravel Alliance Update

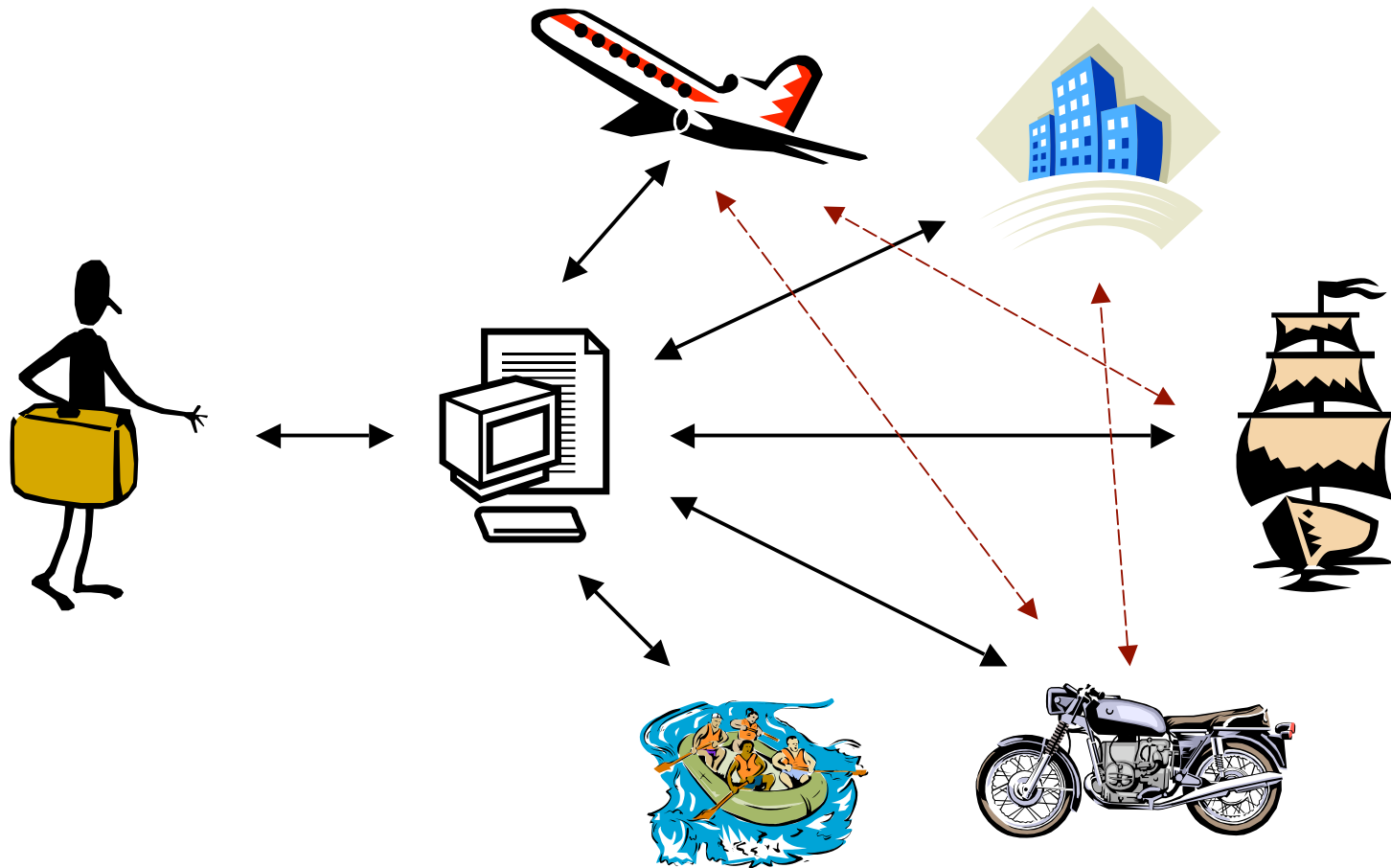
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CASMA Conference
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OpenTravel Alliance (OpenTravel)

- What is OpenTravel?
- Who is OpenTravel?
- How is OpenTravel structured?
- What is OpenTravel's objective?

To engineer specifications that allow data to flow smoothly throughout travel, tourism and hospitality.

We Deliver Traveler Information



```

<OTA_AirCheckInRQ xmlns="http://www.opentravel.org/OTA/2003/05"
xmlns:xsi="http://www.w3.org/2001/XMLSchemainstance"
xsi:schemaLocation="http://www.opentravel.org/OTA/2003/05 OTA_AirCheckInRQ.xsd" TimeStamp="20060918T09:
30:47.0Z" Version="1.0" Target="Production" PrimaryLangID="enus">
<POS>
<Source AirportCode="LAX" ERSP_UserID="U123456" TerminalID="B2C103" ISOCountry="US"
FirstDepartPoint="LAX" AgentDutyCode="CS" AirlineVendorID="UA"/>
</POS>
<MessageFunction Function="SelectCheckInSegments"/>
<MessageFunction Function="SelectPassengersToCheckIn"/>
<MessageFunction Function="IssueBoardingPass"/>
<MessageFunction Function="AssignSeat"/>
<MessageFunction Function="VolunteerForDeniedBoarding"/>
<FlightInfo RPH="1">
<CarrierInfo Code="UA" FlightNumber="105"/>
<DepartureInformation LocationCode="LAX" JulianDateOfDeparture="001" DateOfDeparture="20060101"/>
<ArrivalInformation LocationCode="ORD"/>
</FlightInfo>
<PassengerInfo RPH="1">
<PassengerName>
<NamePrefix>Mr</NamePrefix>
<GivenName>Joe</GivenName>
<Surname>Traveler</Surname>
</PassengerName>
</PassengerInfo>
<PassengerFlightInfo FlightRPH="1" PassengerRPH="1" DeniedBoardingVolunteerInd="true"

```

Solutions for the Air Industry

- Schedule
- Availability
- Flight details
- Price
- Low fare search
- Rules
- Book
- Seat map
- Modify
- Check-in
- Demand ticket
- Display queue
- Display fare
- Flifo

Recent Air Projects

- Credit authorization message used by trading partners to book tickets directly
- Check-in, baggage tags, and additional passenger data messages for self-service channels
- Request message for electronic ticket or MCO to the ticket fulfillment company

Air Industry Members

- Continental
- Delta
- United
- American
- US Airways
- British Airways
- AirTran
- ARC
- ATPCO
- All four GDS'
- ARINC
- SITA
- ITA Software
- EDS
- Expedia
- Datalex
- IBM
- Travelocity
- Sidestep

Air Industry Adopters

- Lufthansa
- SWISS
- Air Canada
- Air France
- Midwest Airlines
- Alaska Airlines
- KLM
- Aloha Airlines
- Virgin Atlantic
- EZRez
- Navitaire
- TRX
- Travelsky
- Agentware
- Innovata

Why Join?

- Shape the messages to meet your business needs
- Stay current on electronic distribution trends and best practices
- Take advantage of peer input and review
- Take a leadership role in the industry
- Support the role of standards in the industry

Why Open Standards?

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

Why Open Standards?

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

Solutions for Other Verticals

- Cruise - cabin availability, dining availability, shore excursion info and booking
- Golf - course search and tee time availability
- Car - reservation, check-in, check-out, exchange
- Hotels - reservation, info, RFP, groups
- Packages - info, availability, booking
- Rail - info, availability, booking
- Insurance - plans, quoting, booking

Industry Partnerships

- IATA - TypeX project, other XML initiatives
- TIA - TravelCom advisory committee
- DiscoverAmerica.com advisory committee and development partner
- ACRISS - car rental coding standards
- APEX - Extended group RFP
- HTNG - Distribution product
- HEDNA - Unique identifier project, tour operator project, group distribution project

OpenTravel and the UNWTO

- UN World Tourism Organization (UNWTO) will provide a global forum for OpenTravel specifications
- OpenTravel will act as UNWTO's partner in travel technology
- Public/Private partnership
- Create a global forum that drives adoption
- Stewardship of unified global travel standards and specifications

DMT • WTO • BTO

What's Next?

- Vertical-independent functional emphasis
 - Content distribution
 - Mobile distribution
 - Packages (static and dynamic)
 - Search



Setting Universal Standards for Travel Industry Communication

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Join Now!

Become a Member Today

The OpenTravel Alliance is passionate about solving the problems inherent in connecting multiple systems within the complex travel distribution arena.

The mission of OpenTravel is to engineer specifications that make data transmission flow smoothly throughout travel, tourism and hospitality. OpenTravel creates, expands and drives adoption of open universal data specifications, including but not limited to the use of XML, for the electronic exchange of business information among all sectors of the travel industry.

Business Partners

[Call to Action](#)

Lorem ipsum dolor sit amet, a nullam. Quam non nulla non ac nulla suscipit, vel nullam blandit tortor ligula, nibh non pede.

Technical Partners

[Call to Action](#)

Voluptat sollicitudin, nibh dui diam ad vitae leo cum, fermentum mollis, fusce posuere ut posuere. Malesuada sit feugiat rutrum.

“OTA has done a great job organizing leaders from the travel industry to create a practical, flexible standard.”

Joshua Rich
President
Electric Vine Inc.

Announcements

- [Advisory Forum](#)
April 17-18, 2007
Montreal, Quebec
- [Hotel Working Group](#)
May 24, 2007
- [Advisory Forum](#)
September 21-22, 2007
New York City

Current Projects

- [Air Work Group](#)
- [Car Work Group](#)
- [Hotel Work Group](#)
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How Can You Participate?

- Bring your business needs to the table with a trading partner
- Work on an existing project that will meet a current business need
- Attend the Advisory Forum, our annual meeting
- Talk to your trading partners

Summary

- 234 messages, 14 specific to airlines
- 25,000 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 specifications
- De facto standard

Thank You

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