

# Welcome to the 2007 Advisory Forum

John Turato  
Chairman  
OpenTravel Board of Directors



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2007  
ADVISORY  
FORUM

April 17-18  
Montreal  
Quebec

# Code of Conduct

Trade associations are perfectly lawful organizations. However, since a trade association is, by definition, an organization of competitors, Open Travel Alliance (OTA) members must take precautions to ensure that we do not engage in activities which can be interpreted as violating anti-trust or other unfair competition laws. For any activity which is deemed to unreasonably restrain trade, OTA, its members and individual representatives may be subject to severe legal penalties, regardless of our otherwise beneficial objectives. It is important to realize, therefore, that an action that may seem to make "good business sense" can injure competition and therefore be prohibited under the antitrust or unfair competition laws. To ensure that we conduct all meetings and gatherings in strict compliance with any such laws and agreements in any part of the world, the OTA Code of Conduct is to be distributed and/or read aloud at all such gatherings.

**There shall be no discussion of rates, fares, surcharges, conditions, terms or prices of services, allocating or sharing of customers, or refusing to deal with a particular supplier or class of suppliers.** Neither serious nor flippant remarks about such subjects will be permitted. OTA shall not issue recommendations about any of the above subjects or distribute to its members any publication concerning such matters. No discussions that directly or indirectly fix purchase or selling prices may take place. There shall be no discussions of members, marketing, pricing or service plans. All OTA related meetings shall be conducted in accordance with a previously prepared and distributed agenda. If you are uncomfortable about the direction that you believe a discussion is heading, you should say so promptly. Members may have varying views about issues that OTA deals with. They are encouraged to express themselves in OTA activities. However, official OTA communications to the public are the sole responsibility of the OTA Board of Directors. To avoid creating confusion among the public, therefore, the Board must approve press releases and any other forms of official OTA communications to the public before they are released.



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# Solutions since 2001

- 234 messages
- 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

# Re-Branding



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# New Web Site



Setting Universal Standards for Travel Industry Communication

Join Now!

- about us
- resources
- members
- join
- press
- calendar
- faq
- contact



## 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

Volutpat 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

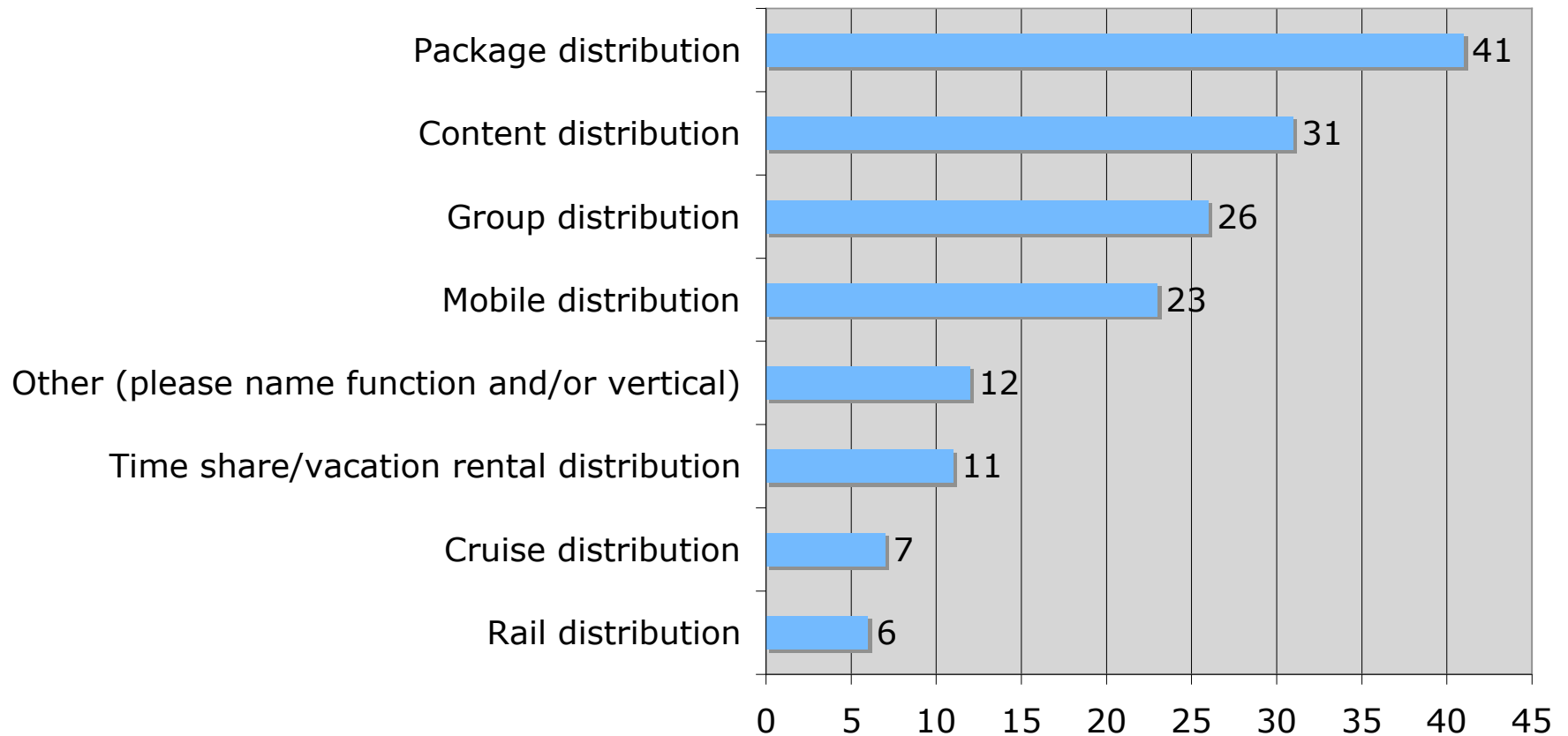
- Air Work Group
- Car Work Group
- Hotel Work Group
- Travel Integration
- Architecture Committee

Download latest specs



# A Focus on Projects

Please indicate your interest in one or more of the following future project topics...



# Organizational Enhancement

- Proposed new board structure
- Proposed new workgroup structure
- Proposed new membership structure
- Project and specification approval processes

# Additional Membership Value

- Certification Program
- Implementation Support Program
- Implementation Guide
- Pilot collaboration site -  
Architecture sub-committee wiki

# 2007 Advisory Forum

- Program Changes...
- Awards Luncheon Today
- Future Projects Session Wednesday Morning
- Opening Reception Tonight

**Ready to hear our new story?**



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