



ETOA in Ecommerce and Distribution

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Who are ETOA?

- Trade Association for European inbound Tour Operators, wholesalers and online intermediaries
- 370 members bring 10 million non-European visitors into Europe every year, who spend approx. €12 billion annually
- Represent their suppliers: Hotels, Technology Providers, Attractions, Tourist Boards, Coach Operators
- Work to solve issues that hinder our members' profitability and to ensure a viable legislative environment for business



Presentation Overview

- ETOA's work in automation
- Internet and Ecommerce Committee
- .travel authentication process

Why are we involved in automation?

- Our members are precisely the people who need to be doing it
- Technology and distribution rated biggest challenge to our membership
- To keep members informed of developments in this area

Automation Partners



Hotels

Encourage collaboration and discussion between Tour operators and hotels



Standards

Ensure everybody is doing it the same way



Distribution

Greater access for our members to wider distribution issues



European Tour Operators Association

lastminute.com

Steve Fielding
Head of Yield – Global Hotels



octopustravel.com
Soren Langelund



Data4Travel
.co.uk
Transforming Data
for the Travel Industry

Laurence Woodhams
Commercial Director



Graham Bray
Regional VP, Enterprise Sales



Paul Richer
Senior Partner



John Seaton
Director of Sales



Walter Lo Faro
Regional Manager, Lodging



Travel your way
John Ryan
Director Accommodation
Product Strategy



Len Wright
Managing Director



Why Website Accessibility Guidelines?

- Clarity on what the law is in Europe
- Cost of retrospective conformity can be high
- Increased accessibility = more sales
- Aid understanding of barriers websites can present to disabled users



Website Accessibility Guidelines

Key points addressed:

- What the law is
- Checklist of minimum legal requirements for compliance
- Additional good practise guidelines above the legal minimum
- Tools for testing your website
- Where to go for further information



Tralliance stated aims of the .travel sTLD:

- “- Improved identity through a name that identifies the registrant’s business
- Inclusion in the first central, global online directory based on unique vocabulary to precisely identify providers of travel products and services to consumers worldwide
- Authentication of registrant’s industry credentials and name eligibility by an independent third party
- Registration of domain names that reflect a registrant’s right to a name that reduces cybersquatting and speculation
- Limitations on the use of generic industry names thereby reinforcing its value”



.travel and ETOA

- 3 links in the chain: Tralliance – AP – Registrar
- 31 APs, only 7 based in Europe
- “Value add” service for our members
- Uptake is about 20% of our membership
- Why? – brand protection and small companies
- First names go live on 3rd October
- Second round opens 1st November



European Tour Operators Association

www.etoa.org

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