

Organizational Interoperability in the Hospitality Industry

Valyn Perini
Executive Director, OpenTravel
5 December 2007

OTA

The OpenTravel™ Alliance

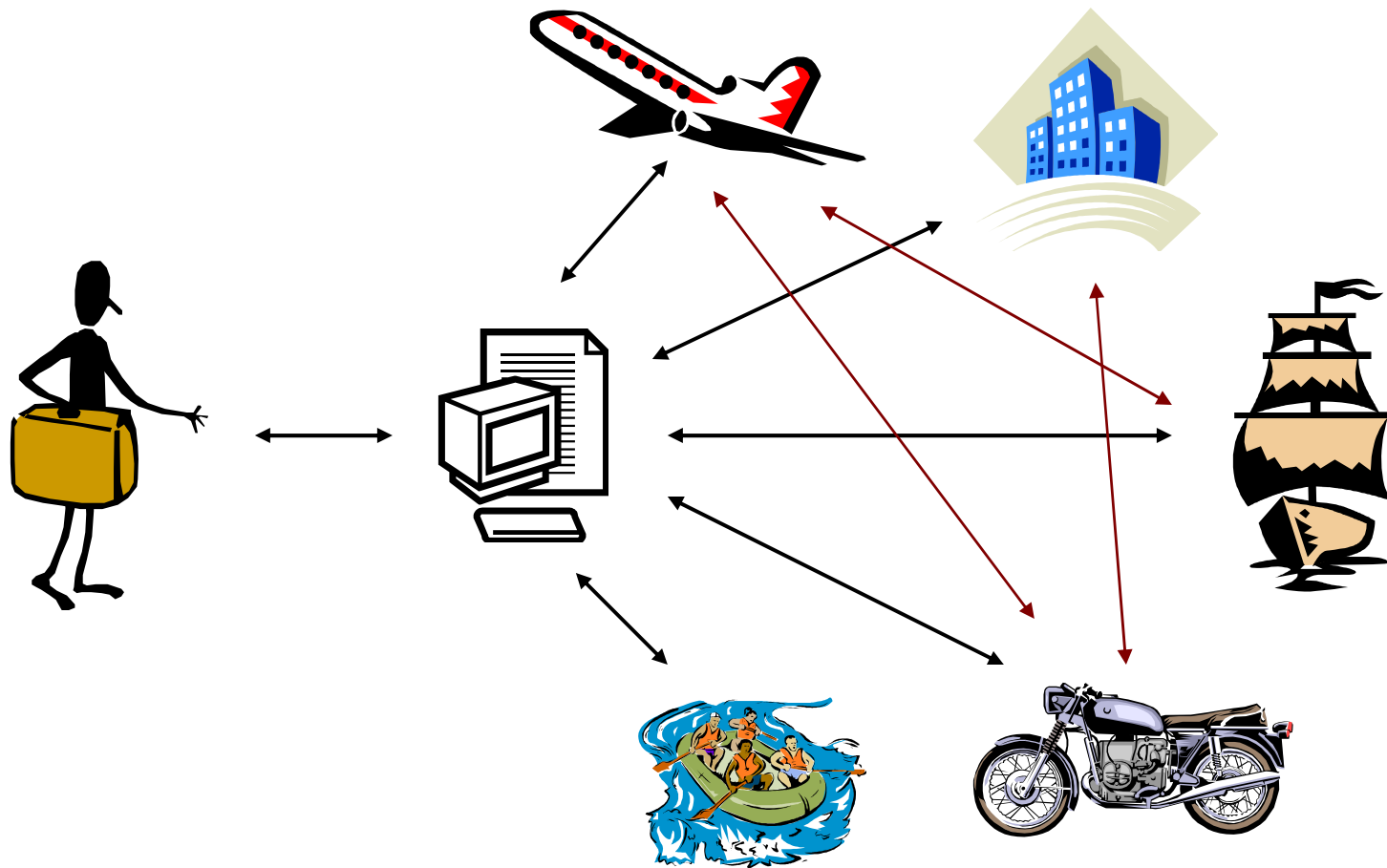


 **opentravel**
setting the standard

What is OpenTravel?

- Not-for-profit trade association
- Founded in 1998
- Members include cruise lines, travel agencies, tour operators, GDS', switches, technology and solutions providers
- Create XML specifications for every vertical in the travel industry
- Provide implementation guidance
- **Focused solely on electronic distribution of travel inventory**

We Deliver Traveler Information



Who Cares About Standards?

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

All travel entities speak the same
distribution language

For the Hotel Industry

- Search
- Availability and Inventory
- Content distribution
- Reservation and modification
- Rates and rules
- Rate plans
- RFP (group and transient)
- Rooming list
- Events
- Meeting profile

For the Travel Industry

- Air
- Rental Car
- Cruise
- Rail
- Destinations
- Insurance
- Packages
- Tours
- Itinerary
- Loyalty

Standard Interoperability since 2001

- 240+ message sets
- 30,000+ individuals have downloaded spec
- Tens of thousands of messages in use
- Tens of millions of messages exchanged daily
- De facto standard in electronic distribution

Industry Partnerships

- HTNG - Property distribution, content distribution
- HEDNA - Unique identifier project, tour operator project, group distribution project
- APEX - Various projects
- HITEC - Advisory Committee
- IATA - Airline operational messages
- CASMA - Technology advisory committee
- UIC - Railway distribution messages
- TIA - TravelCom and DiscoverAmerica.com advisory committees

Current Projects

- Hotel rate plan schema
- Enhanced hotel content distribution messages
- GDS back office feed to travel agencies
- Tour schema for tour operators
- Meetings – Various Projects
- Various architectural/technical initiatives

Thank You

Valyn Perini

valyn.perini@opentravel.org

+1 978 266 0032

What is XML?

```
<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:
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