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Best Western International
Chairman and President OTA



**Moving into the Future with the OTA:
A 5-year View**

- **The OTA has made significant progress in the development and delivery of travel industry XML specifications, which are currently being implemented throughout the industry. But where do we go from here? The Chair of the OTA will focus on the 5-year vision for the OTA specifications, as well as on a future view of travel distribution.**

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<h2>Musashi</h2> <ul style="list-style-type: none">• In Strategy for Leaders; It is vital to take a distant view to close things, and a close view to distant things.		

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<h2>Interoperable Nascent Global Reservation and Itinerary Device</h2> <ul style="list-style-type: none">• I_{nteroperable}• N_{ascent}• G_{lobal}• R_{eservation}• I_{tnerary}• D_{evice}		



Where we came from
What we have done – highlights
Where we are going
tithing
Adoption
Compliance-Certification
Use – commitment
Recognize contributors
Review Agenda
Opportunities
On with it



The Open Travel Alliance

- Founded in 1999
- Open Specification – XML Based
- Intra-Industry Communication



The World We Live In



Gen X



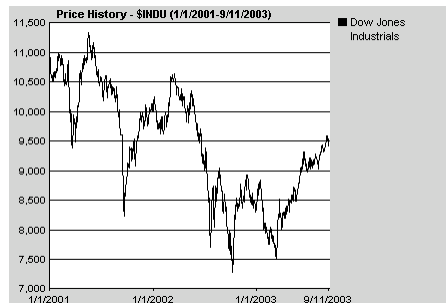


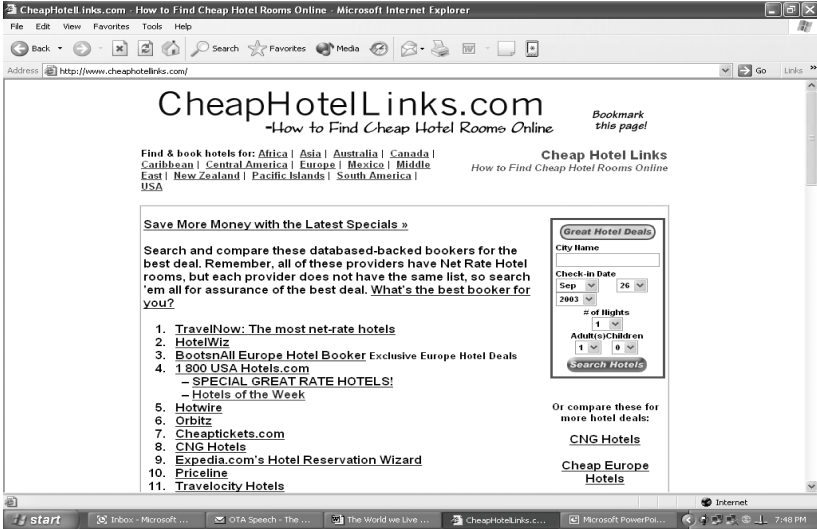
Commodities

- Cattle/Beef_Grains_Organic Products_Cotton
Hides & Skins_Planting Seeds_Dairy
Hogs/Pork_Poultry Meat_Eggs_Horticultural
Products_Sugar_Fishery Products_Lamb &
Mutton_Tallow & Grease_Forest Products
Livestock & Genetics_Tobacco_Goat
Oilseeds_Tropical Products Flights_Hotel
Rooms



The Market





CheapHotelLinks.com - How to Find Cheap Hotel Rooms Online - Microsoft Internet Explorer
 Address: http://www.cheaphotelinks.com/

CheapHotelLinks.com
 -How to Find Cheap Hotel Rooms Online

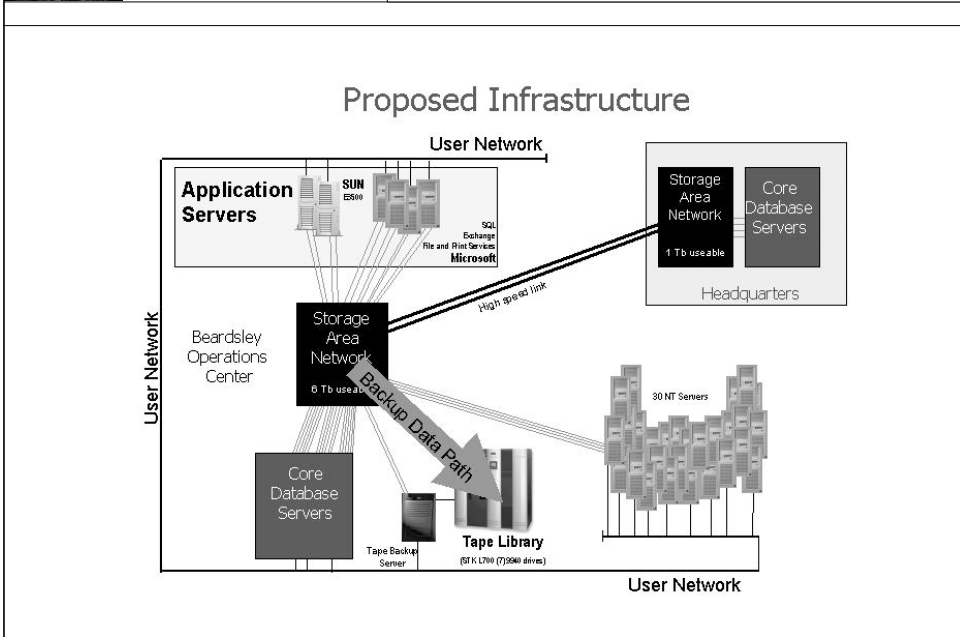
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Save More Money with the Latest Specials »
 Search and compare these database-backed bookers for the best deal. Remember, all of these providers have Net Rate Hotel rooms, but each provider does not have the same list, so search 'em all for assurance of the best deal. What's the best booker for you?

1. [TravelNow: The most net-rate hotels](#)
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3. [BootsAll Europe Hotel Booker](#) Exclusive Europe Hotel Deals
4. [1.800 USA Hotels.com](#)
 - SPECIAL GREAT RATE HOTELS!
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5. [Hotwire](#)
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9. [Expedia.com's Hotel Reservation Wizard](#)
10. [Priceline](#)
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 City Name: _____
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 Adults/Children: 1 / 0
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What Have We Done



Airline

- Search for flight availability and book a reservation, by a low fare search, or by availability for each leg of the journey
- This incorporates airline flight details, pricing and air fare rules
- Obtaining the flight schedules
- Receiving Flight Information (FLIFO) which includes real-time flight departure and arrival information.
- This includes the status of the current flight. If the flight is delayed or cancelled, the reason is provided as well as airport location if a flight is diverted.



Hotel:

- Searching, booking, modifying and canceling a hotel reservation, for individuals, groups or blocks
- Obtaining information on hotel specific and room specific amenities; such as:
- Location of hotel and points of interest near the hotel
- Restaurant options, for example, type of cuisine and hour of operation
- If concierge and recreational services exist
- The size of bed in the room, and if it contains amenities such as, irons, robes, coffee maker, safe, dual phone lines.
- Request for Information to identify if a hotel has the required facilities and availability to accommodate conferences or meetings.
- The ability to submit rooming lists for conferences or meeting



Car:

- Search for a rental location (office) by zip code, phone number or its address.
- Obtain rates, make reservations, and modify or cancel those reservations
- Review the details of an office, such as; hours of operation, directions to it, and any special accommodations that it offers.
- Tour Operator:
- Accounts for the unique requirements of tour operators, for package holiday tours, which involve searching and selling their own inventory encompassing multiple travel verticals.
- This accommodates air, hotels, cars and personal insurance



Rail:

The ability to check schedules, availability, with fares, followed by the booking of a reservation.



Golf:

- The ability to locate a golf course, inquire as to available tee times and book a tee time.



Insurance:

The ability to obtain quotes, book the coverage, and receive a policy number for various types of travel related insurance, such as; trip protection, emergency plans - evacuation plans, flight accident coverage, baggage protection, and international medical coverage.



General (customer profile, loyalty, and travel itinerary)

- Traveler related information such as document identification, traveler preferences, loyalty information, etc.
- Loyalty enrollment, maintenance, earnings, and redemption information
- The OTA Travel Itinerary information contains the following functionalities:
- Personal Traveler Related Information – Name, Address, Phone, etc.
- Booked Travel Segments – Air, Car, Hotel, Tour/Cruise, etc.
- Ticketing, Pricing & Form of Payment Information
- Special Service Requests, such as: meal preferences, hotel room location preferences, request for a crib, and requests for cars with mobile phones or child car seats
- Remark Details

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<h2>Use Cases</h2> <p>Our focus has broadened for use cases, as has the specification, from vertical specific messages to messages that more fully describe the traveler's journey.</p> <div style="text-align: right; margin-top: 100px;"> OTA The OpenTravel™ Alliance </div>		

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<h2>OTA Member Companies</h2>		



Where are We Going

- Architecture
 - Redesign and rewrite of all OTA documentation (in conjunction with the Adoption Subcommittee),
 - Publishing runtime optimized schemas,
 - Publishing the OTA Code Lists in an XML format,
 - Prepare a study on directions the OTA can take on Compliance,
 - Prepare a study on the use of UML at the OTA,
 - Prepare a study on making the schemas directly accessible via a URL.



Where are we Going

- Car
 - The Car Working Group has been working on stabilizing and adding additional details to their messages. As the vendors have implemented the specifications into production systems, the jump from theoretical concepts to actual working programs has provided the group with information, which has been used to further enhance the capabilities and usefulness of the OTA message set.
 - For 2003b the CWG added additional information elements to the Location Detail message.
 - Our next projects may include Vehicle Checkout/ Check in messages.



Where are we Going

- **AIR**
 - The AWG has added essential support for seat maps and itinerary search and retrieve. In addition, enhancements were made to allow more traveler options when searching for low fares.
 - Areas of interest in 2004 include ticketing support, fare search enhancements, seat assignment, check in and loyalty information.
 - A major goal for 2004 is to encourage and support early adopters of air messages



Where are we Going

- **Hotel**
 - The 2003B release includes an updated, robust RFP response message, an RFP acknowledgement message set, and a Reservation Modification Notification message set.
 - The HWG intends to create a transient RFP message set in 2004 as well as prioritize and create other requested messages.
 - It is our intent to continue to create new messages while also documenting and updating annotations of existing messages to help ease implementation.



Where are we Going

- Travel Integration Work Group
 - TIWG represents the following travel and business sectors, as well as supporting the work of the other work groups where their interests overlap:
 - Cruise
 - GDS's;
 - Insurance;
 - Loyalty;
 - Package;
 - Rail;
 - System/software suppliers.
 - The TIWG has developed the following message functions over the course of the various OTA specifications:
 - Insurance: Agent Search, Quote and Book;
 - Loyalty: Account Create, Certificate Create and Certification Redemption;
 - Package: Availability and Book;
 - Rail: Availability, Book and Retrieve;
 - Travel Itinerary: Retrieve;
 - Generic Read, Cancel, Acknowledge, Ping etc.



Where are we Going

- Adoption
 - The Adoption subcommittee was formed to provide a focused effort to increase the number of companies implementing the OTA specification.
 - These efforts have initially been split between technical tasks, such as increasing the specification usability through a set of revamped documentation, and marketing and infrastructure tasks, such as creating better marketing collateral and supporting the registration program.
 - Future work potentially includes the creation of implementation SDK's and toolsets that can assist developers by lowering the barriers to implementing the specification.



Where are we Going

- Compliance/Registration
 - What does OTA compliant mean?



Opportunities

- Technology
- A Spec
- Momentum
- A Mission



Dues



Cost of Operations

	Income	Expense	To Reserve	Reserve
01/02	\$426K	\$369K	\$57K	\$88K
02/03	\$317K	\$373K	\$56K	\$32K
03/04 Budget	\$356K	\$396K	\$40K	-----



Dues Increase

- | <u>Annual Corporate Revenue</u> | <u>New Dues</u> | <u>Old Dues</u> |
|---------------------------------|-----------------|-----------------|
| <\$50 Million | \$1,750.00 | \$1,500.00 |
| \$50 Million < \$500 Million | \$3,500.00 | \$3,000.00 |
| \$500 Million < \$2 Billion | \$6,000.00 | \$5,000.00 |
| \$2 Billion < \$5 Billion | \$7,500.00 | \$5,000.00 |
| > \$5 Billion | \$9,000.00 | \$7,500.00 |
- Invoice all members in the last fiscal month of the year June to be payable by July 31.
 - Members who renew dues from October 1 to June 30 be instructed that they could pay a pro-rated through June 30, 2004 dues amount based on the former dues schedule payable by October 31, 2003.
 - That any member that did not wish to do the above would then pay at the time of their renewal a pro-rated amount through June 30, 2004 at the new dues level amount



Conference Agenda

- TUESDAY, SEPTEMBER 16
- 1:00 PM - 2:00 PM Keynote Speech
- Moving into the Future with the OTA: A 5-year View
- Michael H. Kistner
- 2:00 PM - 3:00 PM General Session
- The OTA and the Impact of XML on the Future of Travel Distribution
- 3:00 PM - 3:15 PM Break
- 3:15 PM - 4:15 PM General Session
- Direction and Issues for Airline Implementation
- Northbrook East Room
- 4:15 PM - 5:15 PM • Business Track
- How the OTA Specification Applies Across Multiple Verticals:
- Perspectives from OTA-enabled Distribution Channels
- Winnetka A Room
- Technical Track
- Integrating Legacy Systems with the OTA Specifications
- Winnetka C Room
- 5:00 PM – 6:30 PM Registration
- Northbrook Foyer
- 5:15 PM - 6:00 PM Press Reception
- 6:00 PM - 7:30 PM Welcoming Reception
- Northbrook West Room
- Program at a Glance



Conference Agenda

WEDNESDAY, SEPTEMBER 17

8:00 AM – 9:00 AM Continental Breakfast

Northbrook Foyer

9:00 AM - 10:00 AM General Session

Overview of 2003B Specification Projects

Northbrook East Room

10:00 AM - 10:15 AM Break

Northbrook Foyer

10:15 AM - 11:45 AM • Business Track

The Business of Implementing the OTA Messages for Hotel

Distribution

Winnetka A Room

• **Technical Track**

The New OTA Registration Program and Future Directions

Winnetka C Room

12:00 PM - 1:30 PM Awards Luncheon

Northbrook West Room

1:45 PM - 2:45 PM • Business Track

How the Car Rental Suppliers View the OTA

Winnetka A Room

• **Technical Track**

Implementation Case Studies

Winnetka B Room

3:00 PM - 4:30 PM OTA Work Group Forums

• **Air Work Group**

Winnetka B Room

• **Car Work Group**

Winnetka A Room

• **Hotel Work Group**

Winnetka C Room

• **Travel Integration Work Group**

Northbrook East Room

4:30 PM - 4:45 PM Break

Northbrook Foyer

4:45 PM - 5:30 PM General Session

The Future of the OTA Specification

Northbrook East Room

5:30 PM - 7:00 PM Closing Reception

Northbrook West Room

~ **End of Program** ~

OpenTravel™ Alliance

2003 Annual Advisory Forum



The Future?

- You will define it.



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**Thank
You!**

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