

# OpenTravel™ Alliance

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*Presented by:*

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**The OpenTravel™ Alliance**

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# What is the OTA?

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## A self-funded, non-profit organization

- major airlines
- hoteliers
- car rental companies
- leisure suppliers
- travel agencies
- GDS

The OTA is working to create and implement industry-wide, open e-business specifications (XML). These specifications form a common e-business language that will encourage development of systems to create new collections of services to better meet the demands and expectations of travelers and the travel industry.

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# Who is the OTA?

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**Globally Aware**

**Working with HTNG, TTI (Travel Technology Initiative), NBTA to establish far reaching specifications**

**Enhanced structure**

Project Teams (Air, Car, Hotel, Architecture)

Teams support the completion of work (2 releases a year is the goal)

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# Who is the OTA?

## Building the Global Travel Marketplace

The specification will facilitate improved connectivity

Facilitate the exchange of trip-centric information

About OTA Specifications Development OpenTravel, the Extensible Markup Language (XML) and the Internet provide an opportunity for the travel industry to communicate across multi-channels using a common language. Although developing a specification may look like a purely technical exercise, its development actually requires the active participation of industry business and technology leaders.

**Embrace the backbone of communication protocols on the Internet and elsewhere**

**Include widely accepted, open-based means of electronic data interchange travel message sets**

**Extend the OTA specification to new uses as needed**

# OTA XML

```
<?xml version="1.0" encoding="UTF-8" ?>
<xs:schema targetNamespace="http://www.opentravel.org/OTA/2003/05"
xmlns="http://www.opentravel.org/OTA/2003/05"
xmlns:xs="http://www.w3.org/2001/XMLSchema" elementFormDefault="qualified"
version="1.002" id="OTA2004A">
  <xs:include schemaLocation="OTA_HotelCommonTypes.xsd" />
  <xs:include schemaLocation="OTA_HotelReservation.xsd" />
  <xs:include schemaLocation="OTA_CommonTypes.xsd" />
  <xs:include schemaLocation="OTA_AirCommonTypes.xsd" />
  <xs:include schemaLocation="OTA_SimpleTypes.xsd" />
  <xs:include schemaLocation="OTA_CommonPrefs.xsd" />
  <xs:include schemaLocation="OTA_HotelPreferences.xsd" />
  <xs:include schemaLocation="OTA_Profile.xsd" />
  <xs:include schemaLocation="OTA_VehicleCommonTypes.xsd" />
  <xs:include schemaLocation="OTA_AirPreferences.xsd" />
  <xs:annotation>
    <xs:documentation xml:lang="en">All Schema files in the OTA specification are made
available according to the terms defined by the OTA License Agreement at
http://www.opentravel.org/ota\_downloads\_form.cfm</xs:documentation>
  </xs:annotation>
  <xs:element name="OTA_HotelResNotifRQ">
    <xs:annotation>
      <xs:documentation xml:lang="en">Hotel Reservation Notif Request supports the
functionality of updating other systems with reservation data. The message assumes a
push model, with the originating system pushing the data to another system. The
originating system would usually be a booking source, such as a Global Distribution
System (GDS), a Central Reservation System (CRS) or some other agent of the
hotel.</xs:documentation>
    </xs:annotation>
  </xs:element>
</xs:schema>
```

# Why OTA?

## Why is the OTA Necessary?

Diversified sectors....airlines, hotels, car rental companies, computer reservation systems, travel agents

OTA provides an essential forum where all sectors of the travel industry work together toward the common goal

## How does the Alliance plan to meet its goals?

Each sector of the industry has its own well established industry accepted terminology. **For example, a "passenger" to an airline, may equal a "guest" to an hotelier, a "customer" to a car rental company, or a "client" to a travel agency or online service provider.** Working together within OTA, each industry sector defines its own host terms, having the XML dictionary interpret and mesh the data into a common language for communication and use.

# Why OTA?

## How will use of "open" specifications change how the travel industry exchanges data?

Today, the vast majority of travel distribution messaging is via two protocols, "ResTeletype" and "UN/EDIFACT".

Both standards serve the industry very well and will continue to do so. Unfortunately, they require near unanimity at the highest industry level in order to create a new message or change a message standard. This leads to a "lowest common denominator" approach to creating standards.

OpenTravel is an open "syntax" specification....

Allows two parties to communicate individual data elements in any order and quantity that they wish.

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# Why OTA?

## Why is NOW the right time for "open" specifications?

Travel suppliers, intermediaries and consumers alike are all embracing the Internet as a new communications and distribution channel. OpenTravel **specifications** take advantage of this nearly ubiquitous infrastructure to communicate at a lower cost and higher value.

As everyone is moving towards the "net" now is the time to establish a new "open" specification for message communication between parties.

# Long Term Effects

## What will be the long-term effect of OpenTravel?

New opportunities for suppliers, intermediaries and consumers alike..

It will create a lower cost and wider spread communication platform to communicate reservation, product and operational information.

Using the OTA specifications, suppliers are working with the industry to encourage the creation of new, innovative products and services at a lower cost, that better display their product information, enhance the reservation process and communicate critical operational data that is necessary to create a seamless travel experience for the consumer.

**This is the work of the OTA!!**

# OTA is in a transition phase!

- OTA is acting like a technology Start-Up!
- Time for widespread adoption of the OTA spec!
- OTA still requires the “geek element” to ensure accuracy but there is a definite transition to adoption and marketing.
- OTA is currently seeking strong business development and marketing individuals to get involved.



# In Their Own Words

“The Sabre Web Services offering provides travel agents easier, faster, and more flexible access to our GDS. Using the OTA standards we were able to streamline the process, doing away with multiple languages and forms of connectivity. It's a win-win for Sabre and our customers.”

---

**Corey Ladd**, Dir. of Product Marketing for Sabre Holdings

“I don't have just one business partner. So if I've implemented the OTA specification and my second business partner comes along, I can use the same specification. I don't want to maintain 15 interfaces to my business partners.”

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**Mike Kistner**, CIO & VP of Best Western International

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# Specification Implementation



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# Company Members

## Worldwide

### Australia

Contal Systems Pty. Ltd.  
Levart Distribution Systems Pty  
Ltd  
Lumina Technologies Pty. Ltd.  
Resonline  
TIAS Technology Pty. Ltd.  
Tourism Technology  
Wotif.Com

### Canada

Accovia Inc.  
BTI Canada  
Global Matrix  
Government of Canada-  
Treasury Board Secretariat  
Tourism British Columbia  
VFM Interactive Inc.

### China

Shanghai DerbySoft

### Finland

Silja Line Oy

### France

Accor  
Amadeus  
Interface Technologies  
KDS  
SNCF

### Germany

Fidelio Cruise Software GmbH  
protel Hotelsoftware GmbH  
SAP AG  
Star Alliance Services GmbH

### Ireland

OpenJaw Technologies  
Traventec, Ltd.

### Italy

GHRS

### Japan

EC Promotion Organization for  
Travel Industry

### New Zealand

Tourism Holdings Limited

### Singapore

Unisys Global Transportation

### Spain

IGM Web, S.L.

### Switzerland

SITA

### United Kingdom

Anite Travel Systems  
Eurostar (UK) Ltd.  
HotSoft International Ltd.  
Le Meridien Hotels & Resorts  
Stena Line Limited  
Strategic Systems Technology  
TelMe Online Limited  
Travel Technology Initiative Ltd.

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# Company Members

## United States

### USA

AgentWare	Expedia	OAG Worldwide
Air Transport Association	Friend Communications	Omni Hotels Management Corporation
Airline Tariff Publishing Company (ATPCO)	Galileo International	Orbitz.com
Airlines Reporting Corporation	Goldenware Travel Technologies, LLC	Outrigger Hotels & Resorts
AirTran Airways	Group Voyagers, Inc.	Pegasus Solutions, Inc.
American Airlines	GTREX	PlanSoft Corporation
American Automobile Association	HCL-Perot Systems	Realtime Enterprises
American Express	HEDNA	Rescon, Inc.
American Hotel & Motel Association	Hertz Corporation	Rezlink International
American Tours International, LLC	Hilton Hotels Corporation	Royal Caribbean Cruises, Ltd.
AMTRAK	Hospitality Solutions International	Sabre Holdings
ATA Airlines	Hotel Concepts, LLC	Sapient, Inc.
Atlas Solutions, Inc.	Hotel Information Systems	Sidestep, Inc.
Auto Europe, LLC	HubX, Inc.	SkyTECH Solutions, LLC
Baymont Inns & Suites	Hyatt Hotels Corporation	SoftBrands Hospitality, Inc.
Best Western International, Inc.	IBM Corporation	Starwood Hotels & Resorts Worldwide, Inc.
Bowstreet, Inc.	IDEas, Inc.	Sun Microsystems, Inc.
Carlson Hospitality	Innovata, LLC	SynXis Corp.
Cendant Car Rental Group	InterContinental Hotels Group	Travel Technology Group, Ltd.
Cendant Corporation	ITA Software, Inc.	TravTech.Com, Inc.
Continental Airlines, Inc.	Lanyon	Trilegiant Loyalty Solutions
Cruise411.com	La Quinta Inns	TRX, Inc.
CSA Travel Protection	Marriott International	United Airlines
Datalex Communications USA, Inc.	Microsoft Corporation	Vanguard Car Rental USA, Inc.
Delta Air Lines	Midwest Airlines, Inc.	Voyager Technologies, Inc.
Dollar Thrifty Automotive Group, Inc.	Multi-Systems Inc.	WizCom International, Ltd.
The Eastman Group, Inc.	National Golf Course Owners Association	World Access Service Corp.
Enterprise Rent-A-Car	Navigant International	WorldRes.com
	Newtrade Technologies, Inc.	Worldspan

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