

## How are Travel Companies Lowering Distribution Costs, Selling Ancillary Products and Maximizing Revenues in an Uncertain Market?

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2008 is proving to be a year of great economic uncertainty. If travel companies want to stay in business, it's more important than ever that they understand how to lower costs and boost revenues, even when times are tough.

At the same time, travel distribution, particularly online distribution, is taking a massive step forward. Innovative travel companies are busy embracing web 2.0 and showing the rest of the business world how to make it pay - key themes at the **Travel Distribution Summit North America 2008 (1-2 October, Las Vegas)**

This year, EyeforTravel have co-located three senior-level conferences: Distribution, Revenue Management and, new for this year, Ancillary Revenue in Travel. By sticking to their highly-successful co-located formula, EyeforTravel has yet again created an opportunity for 800+ senior travel executives to meet, network and benchmark against the world's most profitable travel companies. This unique three-track event gives attendees a chance to learn from and network with a greater variety, and number, of industry peers. For more information visit: [www.eyefortravel.com/tdsusa](http://www.eyefortravel.com/tdsusa)

Being held on the 1-2 October at Caesars Palace in Las Vegas, the **Travel Distribution Summit North America** is EyeforTravel's largest and most senior event. Over 70 speakers from key industry sectors are confirmed including:

**AIRLINES:** Alaska Airlines, United, Spirit, WestJet, Frontier Airlines, JetBlue, American Airlines, AirTran and Continental Airlines

**ONLINE AGENCIES:** Priceline, Kayak, Orbitz, Travelocity, Zonder, CheapCaribbean.com and Expedia

**HOTELS, CASINOS and RESORTS:** Wyndham Hotel Group, The Venetian, Harrah's Entertainment, Vail Resorts, Walt Disney Parks and Resorts, Highgate Hotels, Aqua Hotels and Resorts and Carlson Hotels Group

These speakers, the majority SVPs or VPs, will examine key issues in distribution, marketing, ecommerce, revenue management and CRM, across twenty in-depth sessions. More information, including a full list of speakers, can be found online at: [www.eyefortravel.com/tdsusa](http://www.eyefortravel.com/tdsusa)

Helen Raff, Event Organizer said 'I am particularly excited about this year's Travel Distribution Summit. Firstly because of the addition of our new Ancillary Revenue conference. We held a similar conference in Dublin earlier this year to a sell out audience and it's clear that the US travel industry is crying out for an event of this kind. Margins are getting smaller and business harder to come by - so the wider your product offering is, the more likely it is you will be able to ride out the storm'.

'Secondly, I've been in the business of organizing travel conferences for several years now, and I know that no other event out there gives you such a wide choice of topics and variety of speakers. It works because one Summit pass gives unlimited access to all three conferences so delegates can wander freely between sessions and create their own tailor made conference agenda.'

**So what exactly is happening on 1-2 October in Las Vegas?**

### **TRAVEL DISTRIBUTION EXECUTIVE CONFERENCE**

As EyeforTravel's flagship US conference, it features the most senior speakers and attracts 500+ attendees alone. This year sees a strong focus on lowering distribution costs and website optimization. The content of this conference is ideal for anyone involved in distribution, online marketing and ecommerce.

The keynote presentations focus on the fundamentals of travel distribution: Frank Petito, SVP Corporate Development for Orbitz will open the conference with a presentation entitled 'The Role of Innovation in Online Travel'. Google will be talking about 'Digital Trends For the Future' and Brian Robb, SVP Corporate Development for the Mark Travel Corporation will discuss the staying power of the traditional travel agent. EyeforTravel have also just announced that Glen Fogel, Managing Director Corporate Development and International for Priceline will be delivering a keynote presentation on October 2. For more information and to request a PDF brochure with full details click here:

<http://events.eyefortravel.com/tdsusa/conference/more-information-logix.asp>

### **REVENUE MANAGEMENT AND PRICING IN TRAVEL USA 2007**

Senior executives involved in Revenue Management and Pricing convene for EyeforTravel's annual update on the latest revenue management, pricing and profit optimization strategies. Topics on the agenda include Pricing in an Economic Slowdown, the Impact of Changing Fares on RM Systems, Forecasting and the familiar topic of aligning Distribution and Revenue Management.

As well as the usual array of hotels and airlines this year's event sees a marked increase in academic speakers: Chris Anderson (Cornell University, School of Hotel Administration), Peter Belobaba (MIT International Center for Air Transportation) and Stowe Shoemaker (University of Houston). For more information and to request a PDF brochure with full details click here:

<http://events.eyefortravel.com/tdsusa/revenue/more-information-logix.asp>

## **ANCILLARY REVENUE IN TRAVEL USA**

Airlines are raising their revenues at little extra cost by unbundling their fares and selling additional products on their websites. The impact on their bottom line is massive and now hotels, online agencies and cruises are all moving into this lucrative money earner. EyeforTravel have been particularly timely in the planning of this inaugural conference. With rising fuel costs and increased competition in the industry it's more important than ever that the airlines especially, examine new ways of generating additional revenues. From managing to marketing, products to payment, this conference will teach travel executives how to tailor their product proposition to fully realize their profit potential.

JetBlue, United and American, who all speaking at this event, have already announced moves which are set to generate millions of dollars in revenue. And it's not surprising. European Airlines, such as RyanAir made \$334 million last year in Ancillary Revenues. It seems that this is one area where Europe is leading the way, and when EyeforTravel held this conference in Dublin, Ireland, earlier this year, it sold-out. Over 15 senior executives from US airlines will be speaking at EyeforTravel's Las Vegas event and it will be chaired by the former Executive Chairman of RyanAir, Patrick Murphy. For more information and to request a PDF brochure will full details click here:

<http://events.eyefortravel.com/tdsusa/ancillary/more-information-logix.asp>

Event website: [www.eyefortravel.com](http://www.eyefortravel.com)

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