

Roster of OpenTravel Members Speaking at Travel Distribution Summit In Las Vegas on October 1 and 2, 2008
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The OpenTravel Alliance (OpenTravel), the travel industry's leading distribution standards development organization, will be very well represented at EyeforTravel's Travel Distribution Summit.

Representatives from more than a dozen member companies will be speaking at both the Travel Distribution Executive Conference and the Ancillary Revenue in Travel conference.

'As the only standards body that touches every travel industry segment, OpenTravel plays a primary role in the distribution of information and inventory,' said Valyn Perini, executive director of the OpenTravel Alliance. 'Participation in industry events provides a forum for OpenTravel to hear what its members and the broader industry are talking about. This supports the continuing efforts of OpenTravel to educate the marketplace regarding the benefits of implementing their standards.'

OpenTravel member companies on the speaker roster for the event include:

Orbitz

Continental Airlines

Viator

American Airlines

Expedia

Amadeus

Datalex

Sabre

AirTran Airways

United Airlines

Wyndham Hotel Group

Pegasus Solutions

Allotz.com

OpenJaw Technologies

'We are regular participants at the Travel Distribution Summit events, and we find many of our conversations include the topic of distribution strategies, standards and technologies,' said John Lambe, CTO of OpenJaw Technologies and vice-chair of the OpenTravel board of directors. 'OpenTravel standards form the basis of industry leading distribution solutions, so it seems natural that our members would be widely represented on the speaker list at an event dedicated to electronic distribution in the travel industry.'

Upcoming OpenTravel Activities

The first of OpenTravel's two Advisory Forums in 2009 will be held in Seattle, Washington April 22-29, 2009. For the first time, OpenTravel will hold an Advisory Forum in Europe in the fall of 2009. The location and date will be announced later this year.

About the OpenTravel Alliance

The OpenTravel Alliance is passionate about solving the problems inherent with connecting multiple systems within the complex travel distribution arena.

OpenTravel's mission is to engineer specifications that make data transmission flow smoothly throughout travel, tourism and hospitality. OpenTravel creates, expands and drives adoption of open universal data specifications, including but not limited to the use of XML, for the electronic exchange of business information among all sectors of the travel industry.

With a diversified membership representing influential names in all sectors of the travel industry, OpenTravel is comprised of representatives from airlines, car rental firms, hotels, cruise lines, leisure suppliers, service providers, tour operators, travel agencies, and trade associations. Thousands of OpenTravel message structures are in use, carrying tens of millions of messages between trading partners every day. For more information, visit www.opentravel.org.

About EyeforTravel

EyeforTravel is a global media company specializing in business intelligence for the travel and tourism industry. Our news website is consistently in the top three most visited travel trade websites globally and for over 12 years we have successfully held travel technology events on six continents, providing an invaluable sales platform for thousands of travel technology companies.

EyeforTravel organizes over 30 events per year globally dedicated to technology and online travel. Our flagship Travel Distribution Summits in North America, Europe, Asia and most recently India are the industry meeting places for travel e-commerce and technology executives in these regions. These events attract between 400 and 2000 attendees. Speakers include many of the industry's leading strategists and innovators and as such the events help to shape the future of travel distribution.

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