

Next Generation Distribution Messaging

Findings Summary

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Background - Business Challenge

- The travel industry has many distribution messaging standards, some open and some proprietary
- Messaging standards are evolving; some on similar trajectories and others – not sure
- How standards evolve has an impact on the consumer; or is it the other way around?

Background – Proposed Solution

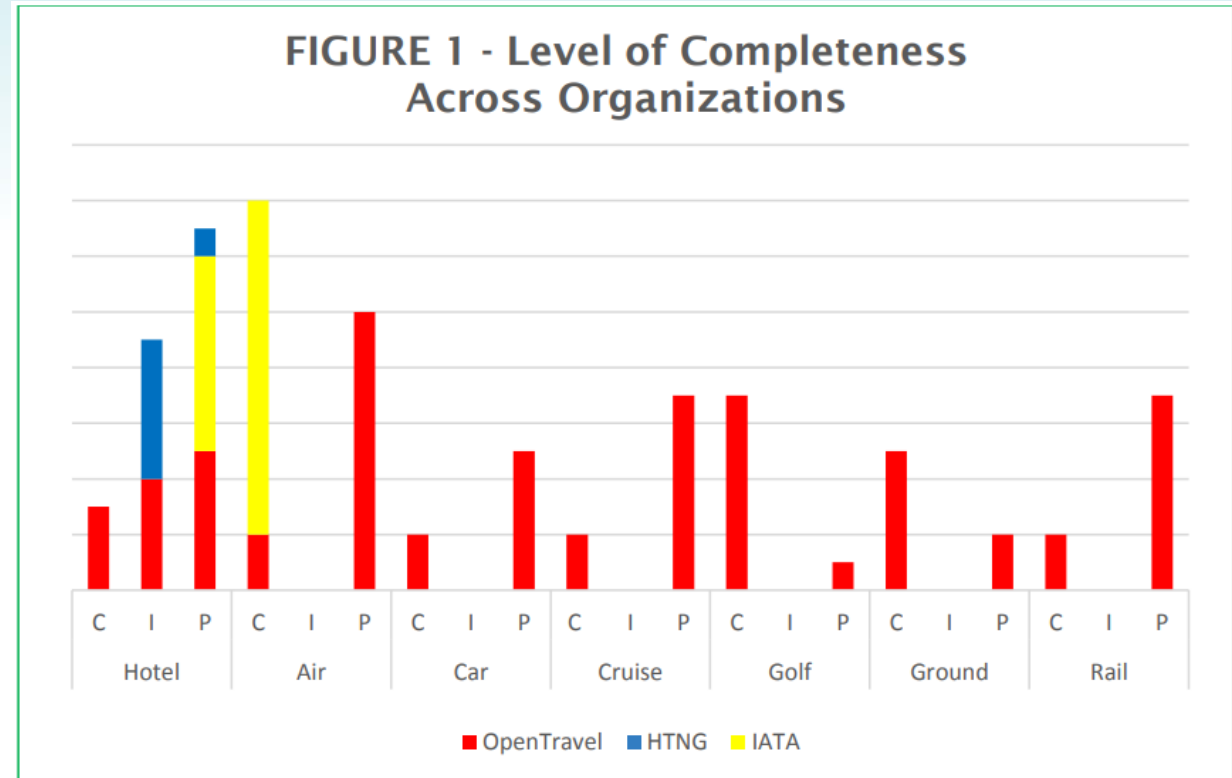
- **Identify, collect information, and interact** with organizations having open and proprietary standards
- **Gather insight from multiple travel industry experts** on interest in cross selling and their priorities
- Using a **data driven approach, analyze the data and create a perspective** of the past, current, and future messaging standardization efforts
- **Develop conclusions** based on the perspective and provide recommendations

Where did the workgroup look?

- Focus was placed on the three major open standards organizations;
 - **HTNG** – Primary focus on hotels and the lightweight messaging effort, expanding to other hospitality verticals
 - **OpenTravel** – Focus on many verticals, evolving rapidly to a 2.0 object model based on the concept of Offers and Orders
 - **NDC IATA** – Primary focus on Air, evolving rapidly with the notion of Offers and Orders
- Travel verticals in focus; Hotel, Air, Rail, Car Rental, Cruise, Ground Transportation, and Golf

Where are these organizations focused?

- HTNG – Hotel
- IATA NDC – Air*
- OpenTravel – Multiple*



C – Complete I – In Progress P – Planned

Cross selling – the perspectives...

From Row to Column
 Ex. – Air has an interest in cross selling hotel, rail, car, and ground

Key Criteria for Comparison		Hotel	Air	Rail	Car Rental	Cruise	Ground Transportation	Golf		High 1	Medium 0	Low -1
	Hotel		0	0	1	-1	1	1		3	2	1
2	Air	1		1	1	-1	1	-1		4	0	2
3	Rail	0	-1		0	-1	0	-1		0	3	3
4	Car Rental	0	-1	-1		-1	-1	0		0	2	4
5	Cruise	1	1	0	0		1	-1		3	2	1
6	Ground Transportation	-1	-1	-1	-1	-1		-1		0	0	6
7	Golf	1	-1	-1	1	-1	-1			2	0	4

So what's the point?

Think from the customers perspective

- They want to know what's available for their travel experience
- They want a seamless search and booking experience
- They want value
- They want it now

What needs to happen?

Collaboration amongst the standards organizations and travel verticals

- Where there is overlap, encourage alignment toward a single standard
- Explore and participate in complementary vertical standards effort
- Continue to explore the reach into the property from the distribution perspective

What else needs to happen?

Engage the consumer

- Include the consumer perspective
 - Determine what's important
 - Suggest ideas based on latest technologies and gauge interest
 - Leverage a workgroup, including a few consumers, to brainstorm

What's next?

- A deeper dive into where there is direct overlap
 - OpenTravel and IATA NDC are performing a gap analysis of their air messaging
- A deeper dive into where there is peripheral overlap
- NGDM Workgroup part 2
 - Collaboration of HTNG, OpenTravel, and IATA NDC for Hotel messaging
 - Prioritize other collaboration efforts based on cross selling perspectives
 - ???