

The Open Standard

Advantage

**Why Open Standards
Matter in the Travel Industry**



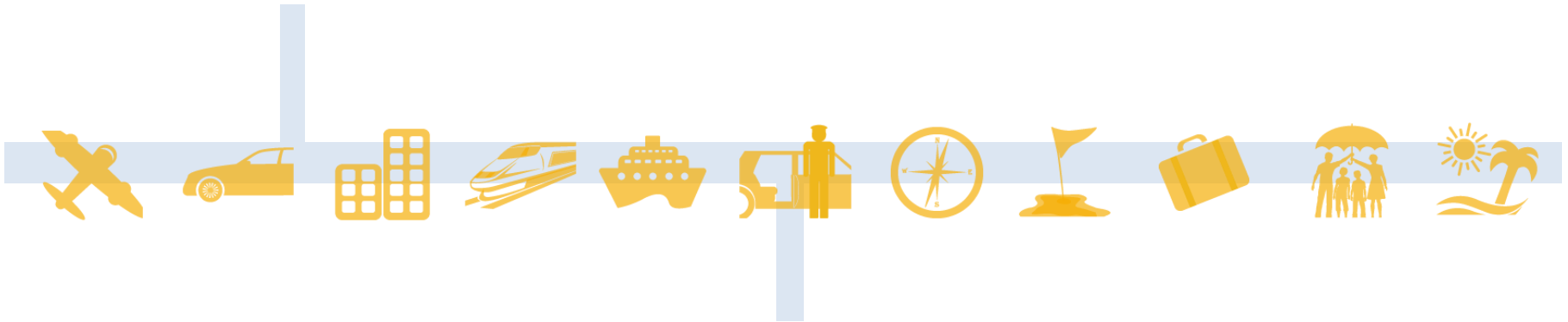
About OpenTravel

The OpenTravel Alliance provides a community where companies in the electronic distribution supply chain work together to create an accepted structure for electronic messages, enabling suppliers and distributors to speak the same interoperability language, trading partner to trading partner.



Since...
1999

OpenTravel has been a member funded not-for-profit organization.



Since...
2001

OpenTravel has been producing open standards for the travel industry.

Hundreds...

Of travel companies worldwide have implemented OpenTravel schema

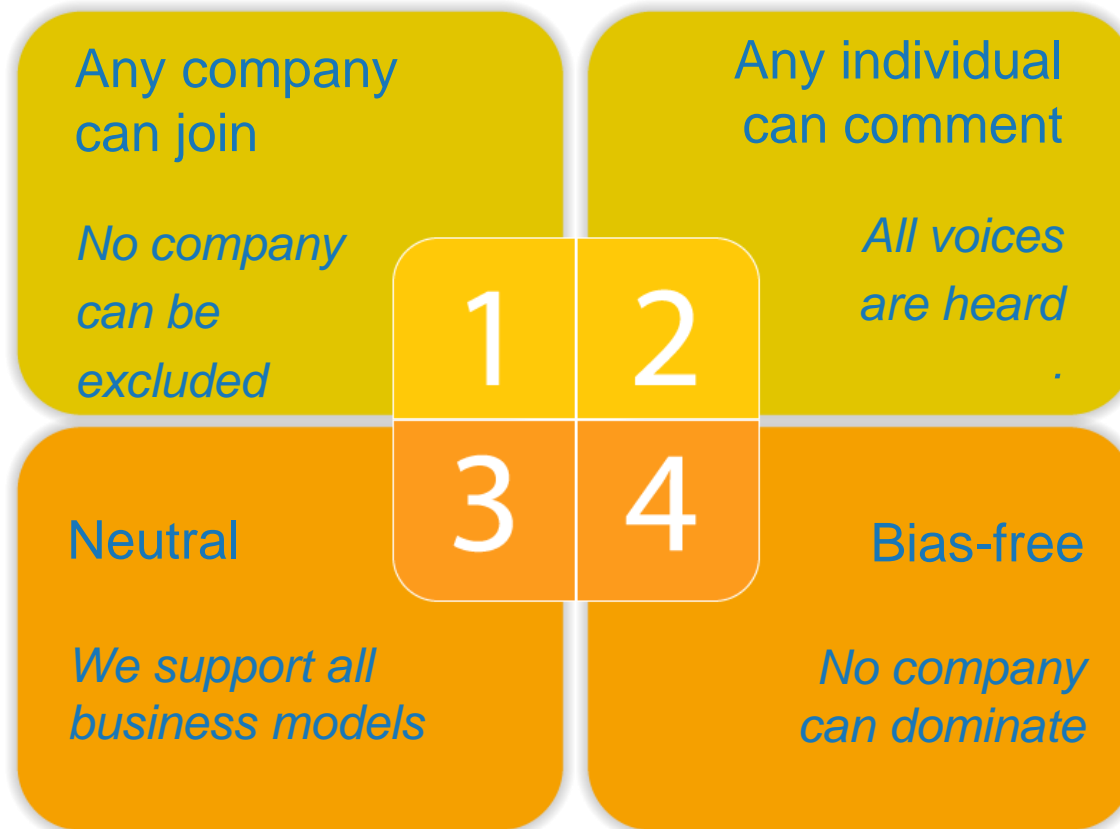


Millions...

Of messages are exchanged **every day** using OpenTravel schema

Why Open Standards?

It's all about **transparency and participation...**



...and we give them away!

Using the same schema with multiple trading partners reduces...

Development Costs



Using a known communication structure provides...

Credibility and Stability

Since...
2011

OpenTravel has been re-architecting its open standard to support modern messaging environments...

...and implementing a **model driven architecture** to streamline internal standards development and support implementer enterprise software development.



To help make travel companies more responsive to the market and their customers

Providing Technical Leadership

XML Cookbooks

Schema
Dictionaries

Data Model

UML Models

Travel Glossary

Implementation
Matrix

OpenTravel Forum



To Create Commercial Solutions

- **Lodging/Accommodations**
- **Airlines**
- **Car rental companies**
- **Cruise lines**
- **Railways**
- **Destination providers**
- **Ground Transportation**
- **Golf**
- **Insurance**
- **Tours/Activities**
- **Tour operators**
- **Travel agents**
- Application Connectivity
- Booking Documents & Queues
- Check-ins & Check-outs
- Customer and Partner Accounts
- Customer Profiles
- Descriptive Information
- Dining & Meal Plans
- Error & Warning Handling
- Fares & Booking Rules
- File Attachments
- Groups & RFPs
- Holds & Unholds
- Inventory
- Inventory Exchanges
- Itineraries
- Locations
- Loyalty Programs
- Non-Inventory Items
- Notifications
- Packages & Dynamic Packaging
- Payment & Identification Verification
- Pricing, Quotes & Commissions
- Rates & Rate Rules
- Reservations (Bookings)
- Search & Availability
- Search & Display (No Availability)
- Seat Availability & Information
- Shore Excursions
- Special Services
- Terminal Messaging
- Ticket Fulfillment

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For more information about membership visit
<http://www.opentravel.org/Join/Default.aspx>
Email - info@opentravel.org

