

JANUARY 2018



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Enabling the Future With OpenTravel Monthly News

Happy New Year!

Thank you for your participation and interest in OpenTravel. Please welcome our new **Chairperson Susanne Auinger** and **Vice-Chairperson Buddy Altus** to the OpenTravel board of directors, as well as new OpenTravel advisory board members **Gene Quinn** and **Robert Cole**.

We will continue demonstrating the value of using OpenTravel for enabling the future of the consumer through OpenTravel's participation in Hackathons this year, starting with HEDNA in January and NDC. Stay tuned for OpenTravel Hackathons, as well. Registration is now open for the **OpenTravel Forum Amsterdam**, co-located with **HITEC® Amsterdam** 11-12 April 2018.

It has been an exciting start to the year as we continue to work with NDC on various proof of concepts, learning how many of you are utilizing OpenTravel — such as Versonix who has successfully implemented OpenTravel for cruise, MASAI for seamless travel, Avis Budget for rental car, and more. Please contact us to tell your story and learn how you can benefit from OpenTravel.

We invite you to read more about OpenTravel's latest news and updates below. All the best in 2018!

Sincerely,

Mike Tinkey, CEO OpenTravel
mike.tinkey@opentravel.org

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Registration Now Open for the OpenTravel Forum Amsterdam

Registration is now open for the **OpenTravel Forum Amsterdam**, an event co-located with HITEC Amsterdam taking place 11-12 April 2018.

Highlights from the agenda include:

- An opening session called *Travel Distribution — Enabling the Consumer Experience*;
- case studies from around the world using OpenTravel, including the MASAI project on seamless travel in Europe with ground transportation, rail, concierge, long-distance



- bus and more;
- rental car and autonomus travel from Avis Budget;
- the OpenTravel Challenge, an interactive round table session focused on solutions for the consumer travel experience using OpenTravel standards;
- hot topics on payment, security, identity, AI machine learning, BlockChain, GDPR, and more.

DON'T MISS!

- **HITEC Amsterdam Opening Keynote Speaker Nancy Rademaker** and her session called *Extreme Customer Centricity in a Networked World*. In her keynote, Rademaker helps organizations grasp how 'The New Normal' — in which 'digital' is the new normal — has transformed our work environment into a dense network.
- **HITEC Amsterdam's hospitality technology tradeshow**, showcasing the latest industry products and services from companies all over the globe.

OpenTravel Project/Workgroup Updates

- **CALL FOR PARTICIPANTS:** OpenTravel is looking to kick off a project team for 2.0 car rental availability and reservation. If you are interested in participating, please email Sandy Angel at sandy.angel@opentravel.org.
- **Learn More About the 2.0 Object Model**



On The Move!

OpenTravel consistently moves forward by:

- Adding valuable members to the OpenTravel Advisory Council, including:
 - **Robert Cole** — Founder, *RockCheetah*
 - **Gene Quinn** — Founding CEO, *Tnooz*
- Building collaborative partnerships with allied associations, including the **Open Identity Exchange** and **OpenID Foundation** to develop and adopt shared standards.
- Participating in the **HEDNA Hackathon** — January 27-28, 2018, at Homeaway HQ in Austin, Texas.



OpenTravel Welcomes New Chairperson from Rail and Vice-Chairperson from Rental Car

OpenTravel **recently elected Susanne Auinger**, senior advisor of partner management at DB System GmbH, a subsidiary of Deutsche Bahn AG, as chairperson for its board of directors. Auinger most recently served as vice chair on the OpenTravel board.

Buddy Altus, vice president of distribution at Avis Budget Group, was elected as vice-chairperson of the board. Altus most recently served as board member representing the rental car category.



The OpenTravel board of directors has a mission to help the association enable the future of travel by driving the evolving digital experience for consumers around the world.

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