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OpenTravel Announces Strategic Management Changes

On October 24, 2018, OpenTravel **announced upcoming strategic organizational changes** that will enable us to build on our foundation and continue to improve how we serve both you, our members, and the travel industry as a whole.

At the start of 2019, OpenTravel will transition our association management to Hospitality Technology Next Generation (HTNG). The announcement was made at HTNG's European Conference in Lisbon, Portugal.



Why HTNG?

HTNG is a global not-for-profit trade association that fosters, through collaboration and partnership among hospitality professionals and technology providers, the development of next-generation solutions that will enable them to do business globally in the 21st century. HTNG and OpenTravel have worked together since HTNG was formed in 2002. HTNG understands firsthand the importance of OpenTravel, as all of HTNG's distribution messages are built on OpenTravel standards.

HTNG recently extended its mission to go beyond its traditional hotel focus, so this transition with OpenTravel is a natural next step. Currently, HTNG utilizes some of the same resources as OpenTravel. Joint management of the two organizations through one staff will improve efficiency and effectiveness for both.

HTNG's COO **David Sjolander** will serve as OpenTravel's new executive director, as well as maintain his current role at HTNG. OpenTravel and HTNG will remain separate organizations with separate boards of directors but will utilize shared resources.

OpenTravel is grateful for the assistance of HFTP through a critical transition phase. As we look to the future, HTNG's management will better-allow our association to continue to provide new avenues for travel industry connectivity.

To read more details, please read the **official press release**. Thank you for your continued support and

involvement!

World Travel & Tourism Council

Last week, OpenTravel was invited to participate in an exclusive workshop with the **World Travel & Tourism Council**.

The **Seamless Traveler Journey Workshop** took place at Google offices in Seattle, Washington. OpenTravel's Specifications Director Sandy Angel was part of a team working to create a seamless traveler journey, aiming to reduce or remove friction points throughout the end-to-end customer journey.

This initiative is aligned with OpenTravel's mission: "Enabling the future of travel by driving the evolving digital experience for consumers."

Future events will be held to complete this initiative. OpenTravel is thrilled to have been a part of workshops thus far and is looking forward to continued involvement.



Hotel Descriptive Content Project Team

Do not miss your chance to get involved! The Hotel Descriptive Content Project Team is up and running. This project will extend the 2.0 Object Model to include details such as hotel size, room count, rating, recreational activities, etc.

If you would like to be involved, please email OpenTravel Specifications Director Sandy Angel at sandy.angel@opentravel.org.



media@opentravel.org | +1 (512) 220-4017 | www.opentravel.org

