

OCTOBER 2018



[About OTA](#)

[Events](#)

[Join us on LinkedIn](#)

[Press](#)

[Join OTA](#)

Enabling the Future With OpenTravel Monthly News

[Visit our Website](#)

OpenTravel Approaches 20 Years of Success

Did you know that OpenTravel is approaching its 20th anniversary? It was 19 years ago that OpenTravel was created, forming the foundation for consumer direct bookings that we all know today. For this month's *In the Know*, we're highlighting a bit of OpenTravel history.



Considering The "Total Travel Experience"

Perhaps what most sets OpenTravel apart from other associations is that, unlike those geared toward only *one* specific travel industry vertical, OpenTravel was created by a variety of companies in ALL verticals of the travel industry. There was a need – a demand – to communicate across platforms in order for business to be done effectively. OpenTravel is the only entity that has always focused on the **total travel experience**, from pre-trip to post-trip.

The Introduction of the 1.0 Message Suite

Comprised of members from air, hotel, car, rail, cruise, golf and more, OpenTravel made its first significant impact with the release of hotel specific solutions through 1.0 in May 2001, which enabled ease in booking hotels through different travel sites and segments. Shortly after, OpenTravel developed robust open-source messaging for the travel industry at large. Today, with a multitude of options for booking travel, it's hard to image the limited booking environment that both consumers and travel agents once faced.

The Release of the 2.0 Object Model

In 2015, OpenTravel released the 2.0 Object Model. This next generation of open-source messaging addresses the challenges facing the travel industry today with improved development features. 2.0 enables companies to be profitable and innovative, much more efficiently than what was previously

possible. The Object Model reduces time to market, and improves consistency, simplicity and flexibility. With 2.0, OpenTravel has continued to perfect the development environment, and it is now easier than ever to utilize work that has already been completed while extending messages for specific needs.

OpenTravel Today

Today, tens of thousands of OpenTravel message structures are in use – carrying tens of millions of messages between trading partners every day. As widespread adoption of OpenTravel's 2.0 Object Model continues to grow, those messages are only increasing. **Our members have the opportunity to be actively involved in 2.0 development, suggesting and participating in projects, directly impacting the course of the Object Model and its effect on the travel industry.**

OpenTravel's history is built on providing open-source solutions for each of the verticals in the travel industry that are included in every individual's travel experience. With 2.0, OpenTravel is continuing its commitment to drive interoperability and technology leadership. The success of the association is largely due to our members, and their ideas and involvement. So, a huge thank to you to everyone for your participation, as it's making a difference in each and every travel experience.

[Learn more about OpenTravel >>](#)

There's Still Time: Join the Hotel Descriptive Content Project Team

Don't 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, email OpenTravel Specifications Director Sandy Angel at sandy.angel@opentravel.org.



Current Travels

Next week, OpenTravel will be attending **Hospitality Technology Next Generation's (HTNG) European Conference.**

Susanne Auinger, OpenTravel chairperson and Deutsche Bahn Senior Advisor; Brian Bell, OpenTravel Secretary and LinkzRez CEO; and Sandy Angel, OpenTravel Specifications Director, will be in Lisbon, Portugal, October 22–24, 2018 for an event connecting key hospitality technology decision makers in the European region.



For more information, visit the [HTNG European Conference](#) web page.

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

