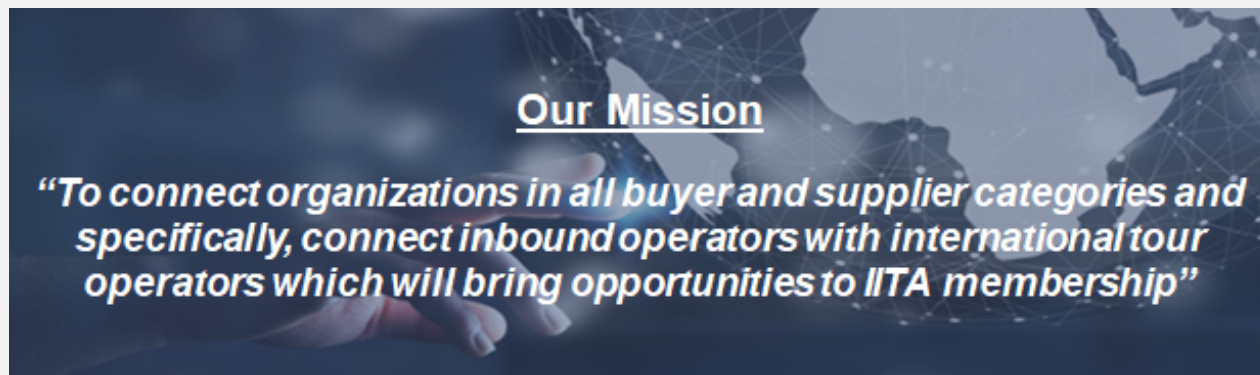## Committee Background & Goals

The way of the future will be through seamless connectivity among travel organizations. Our goal is to help our members prepare for business post-Covid with a better understanding of the benefits and opportunities of connectivity with their business partners.

IITA:

- IITA leadership made a strategic commitment to provide education and resources on connectivity to ensure members are keeping up with today's demands and understanding the benefits of interoperability.
- The Technology Task Force was established to guide programs and services related to travel distribution (technology/connectivity).
- Through partnership with OpenTravel Alliance, IITA will provide input from international and inbound tour operators to drive creation and adoption of technology standards to benefit the community.
- Strategic partnership with OpenTravel will provide the organization with vendor-neutral educational materials and guidance on adopting and applying technological innovations.

Our Mission

"To connect organizations in all buyer and supplier categories and specifically, connect inbound operators with international tour operators which will bring opportunities to IITA membership"

Goals:

- **Identify member needs** and knowledge base around technology and challenges
- **Educate** members and the inbound industry about technology and distribution trends, connectivity standards and related business benefits
  - **Provide input** on inbound operator needs for OpenTravel and its technology work group
- **Promote standard** coding and technology uniformity to create a cost-effective process and encourage all technology providers to use open source standards which are freely available to use, modify and distribute
  - **FACT**: When used by technology providers, open-source standards lower development costs and decrease time to market.
- **Allow fluidity between technology systems** so each organization has something that works for their unique business needs
- **Keep IITA's Inbound Insider Steps to Success program up to date** on operator business models and connectivity in travel distribution

Evolution of Standards

- OpenTravel Alliance: The travel industry's body for global, open, independent e-commerce standards across all travel segments driving innovation and creating new business opportunities that drive revenue opportunities for tour operators and suppliers

- Open Source: A technology practice that allows developers to build on a common framework by giving them access to the original code and the capability to build and sell new features or make fixes that benefit the entire ecosystem.

[Click Here](#) to learn why the path to recovery for the travel industry is paved with open standards! We believe that those that adopt technologies that are flexible, scalable and interoperable will be positioned to survive the initial restart and thrive past recovery.

Connectivity Impact & Benefits

- One size does not fit all. There are connectivity options to fit your business size, category or business model.
- DMOs can learn how to use technology and assist suppliers in this evolving scenario to bring more business to the destination.
- Ability to work more efficiently and effectively in auditing and reporting
- Achieve capabilities to be more competitive in the marketplace
- Develop stronger strategies
- Ease burdens and mundane tasks
- Create partnership opportunities

Questions When Choosing Connectivity

- What would you like to learn in technology/connectivity?
- What technology/connectivity challenges is your company facing?
- What are you currently focusing on with technology/connectivity?
- Are you currently connecting to partners, wholesalers, suppliers etc.?
- What technology partner are you working with? Are they meeting your needs?
- What do you like about your technology program? Find the consistencies (e.g. why Fareharbor, Rezdy and others are so popular)
- What technology component is missing from the connectivity product you are using?
- What does the technology provider have to offer and what are the costs?

Technology Providers

Here is a cross section of technology providers that can address your connectivity needs. Research each provider to familiarize yourself with their systems and the pros and cons that meet your business goals. Please feel free to recommend or comment to us about systems you are using/used. All providers are hyperlinked for your convenience.

Activities
- Bokun
- Checkfront
- FareHarbor
- PeekPro

- Redeam ✶
- Rezdy
- RocketRez ✶

Accommodations
- DerbySoft
- Juniper - Cangooroo
- GDS
- LinksRez ✶
- Group Travel Odyssey ✶

- Dhisco
- Synexis
- Shiji Group
- XML(Direct Connect)

Transportation
- Cartrawler
- HolidayTaxis (Now owned by Hotelbeds)
- Jay Ride

- LinksRez ✶
- Mozio
- Rideways/RentalCars Connect (owned by Booking.com)

✶ *Denotes IITA Member*

The information relayed in this document, and references to any particular organizations, companies or products and services are being provided for informational purposes only; they do not constitute an endorsement or an approval by IITA, its leadership or the Task Force of any of the products, services or opinions of the corporations, organizations or individuals.

Leading the Charge

Task Force Participants:
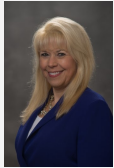
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