

The world's biggest meeting place for online travel executives:

7 conferences under one roof • 60 solution providers

100+ strategy defining presentations • 1500 industry deal makers



Travel Distribution Summit *Europe '09*

19 - 20 May, Business Design Centre, London

SUPER EARLY DISCOUNT
UP TO 6TH MARCH

INNOVATIVE STRATEGIES & POWERFUL PARTNERSHIPS TO CUT COSTS & GROW PROFITS



Glenn Fogel
MD International
Priceline



Tim Davis
SVP IT and Commercial,
Hilton International



Sandra Leonhard
Director Web Strategy &
Business Development
TUI Travel



Ed Kamm,
COO,
lastminute.com



Faisal Galaria,
MD International,
Kayak

1 ONLINE TRAVEL STRATEGIES CONFERENCE

- Keep ahead of changes in consumer research and purchasing behaviour on the web
- Enhance your content to improve quality traffic and increase conversion rates
- Online customer satisfaction and retention strategies that sell

2 REVENUE & PRICING STRATEGIES CONFERENCE

- Get a thorough analysis of the latest pricing and RM strategies that will enable you to maximise revenue and profits across all your distribution channels
- Refresh your knowledge of consumer centric revenue management, how to avoid a price war, how to forecast in a downturn and much more!

3 ANCILLARY REVENUE & PARTNERSHIPS CONFERENCE

- Boost revenues - find out which high margin products your consumer is willing to pay for & reap the rewards
- Create successful partnerships - understand how to build strong, mutually beneficial partnerships
- Increase conversion rates - use ancillary products to keep the customer on your site & significantly boost sales

ONE PASS GIVES YOU ACCESS TO ALL THESE & MORE!

4 ONLINE PAYMENT & FRAUD CONFERENCE

- Sell to more customers by increasing the ways you take online payment
- Determine responsibility for tackling online payment fraud: Yours or your payment provider's?
- Will increasing your payment options increase customer loyalty and volume or just confuse and lose?

New For 2009!

SEE INSIDE FOR MORE DETAILS

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RESEARCHED AND ORGANISED BY:





Over the past few months we have been working hard to create the perfect event to meet your needs in 2009. As you look through this brochure you should find topics that directly address the challenges you face tackled by speakers that you want to hear from. You have told us you want an event that is worth the cost and the time away from your office – giving you great value for money and a clear return on your investment. This is the very essence of the Travel Distribution Summit. In two days packed with insightful presentations and debate, as well as valuable time set aside for networking, you will be able to refresh your strategy and form the vital partnerships that will take you through the turbulent year ahead.

We think partnerships are at the heart of successful travel distribution. To make money from selling travel products suppliers need the best distribution channels and intermediaries need

inventory that is right for the current market. Over 40% of UK travel is now booked online and this makes the Travel Distribution Summit the best place to form these partnerships and finalise the deals that will keep you profitable in 2009 and beyond.

I understand that now more than ever before, you need a good return on investment when you buy your conference pass. This brochure is full of facts, reasons and testimonials that show you why you can't afford to miss out on these two business-generating days. Plus you will be able to find out how everyone else is dealing with an 'interesting' 2009. So, we look forward to seeing you in May. Come and find me for a chat at the welcoming drinks!

Simon Carkeek,
Executive Director,
EyeforTravel

Why this event is more relevant than ever in 2009

Since 1997, EyeforTravel's annual Travel Distribution Summit has been the undisputed meeting place for the European online travel industry. It is the venue where online travel companies and the world's major travel suppliers meet to debate and strategise how to best price, sell and distribute travel products and make profitable distribution partnerships. Previous delegates join new comers year on year because they meet the right people, and get the right information to move their companies forward.

As travellers feel the pinch of the downturn they will be turning to the internet in increasing numbers to get the most up to date information, make the most informed decisions and find the best deals. The facts speak for themselves. In the year to September 2008, 33% of TUI UK's mainstream business came from online, making it the tour operator's biggest sales channel. Thomas Cook's new e-commerce platform is helping increase conversion rates on thomascook.com by more than 300%. EyeforTravel Research indicates that 26% of all UK hotel rooms are now booked online; and in a recent Expedia survey, 30% of respondents were planning to switch from a traditional high street agent to an online source in 2009.

The message is clear. If you want to maintain and grow sales and profits in 2009, then you need to be taking online distribution very seriously. Already your fastest growing sales channel, the web is destined to become an even more critical element of your distribution and marketing strategy.



WHAT MAKES THIS EVENT UNIQUE?

What makes this event unique is the importance we place on all job functions and departments that are affected by the ever growing significance of online distribution. As well as bringing together suppliers and intermediaries, the event also enables knowledge sharing and communication between revenue management, marketing, e-commerce, distribution, IT and CRM professionals. To this end, we are constantly evolving and growing the Summit. In addition to our annual online travel and revenue management conferences, this year we have added two new conferences focussing on ancillary revenue strategies and managing online payments and fraud.

IF YOU ONLY ATTEND ONE TRAVEL CONFERENCE IN 2009, MAKE IT THIS ONE. HERE'S WHY:

The Size: The Travel Distribution Summit is the biggest annual meeting place for the online travel industry. Join over 1500 like-minded professionals from a variety of disciplines and from all sectors of the industry.

The Scope: No other event offers the same breadth and depth of topics. Build your own Summit agenda from over 40 sessions taking place across 7 conferences and forums. Take a look at the agendas contained in this brochure for more information.

The Expertise: The Summit has more senior level expert speakers than any other travel industry event. In 2009 over 100 speakers will share their knowledge and experiences. For a list of confirmed speakers, check out the adjacent page.

The Credibility: The Travel Distribution Summit has become an established part of the online travel calendar. We keep the event fresh by using excellent delegate feedback and conducting extensive research. That's why, in its 11th year, the event is better than ever.

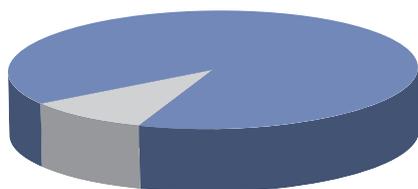
The Price: We have maintained the same price since 2005 so that your valuable conference spend goes further and you get the best value from the event. What's more, this year we have introduced a new pass at an even lower price saving you an extra 10% starting at just £795 for the two days. With the event priced in sterling, Eurozone delegates will now be getting an exceptional deal!

NEW FOR 2009

- Ancillary Revenue and Partnerships Conference
- Travel Payments and Fraud Conference
- Mobile in Travel Zone

This is the most respected Online Travel conference in Europe...

Just take a look at what last year's delegates said!



90% of last year's delegates would recommend that a colleague joins them for this year's conference

“ A great way to get to grips with all aspects of distribution across the industry with excellent networking opportunities. I will definitely attend the next one. ”
Warren Mandelbaum, Premier Inn

“ What a great way to get a view of the upcoming trends and the ways different sectors handle them. Only problem was having to choose between several interesting concurrent sessions! ”
Niklas Karkinen, Hogia Ferry Systems

“ Best travel summit in Europe. High class speakers and a great environment to discuss trends and ideas. Excellent networking. ”
Lars Groenjaer, Mondo

“ Great to have to opportunity to hear about relevant topics right from the horse's mouth. Takes you out of your bubble and opens your eyes to what's going on in the rest of the industry. ”
Vicki Elliott, Global Hotel Alliance

“ Good event, great moderators, healthy debate. ”
Cameron Jones, Expedia

“ Great way to stay in the know on the industry, while spending time with industry professionals. ”
Huibert Evink, Wyndham Hotel Group

“ All topics on the agenda target either the latest "buzz" in the travel industry or focus on the best practice. You go home with tons of ideas and key information to boost your business performance. ”
Sal Uzarraga, Avis

“ I really enjoyed the event. The speakers brought some valuable insights which I look forward to applying when I return to the office. ”
Amy Brown, MediaVest

HEAR FROM OVER 100 SPEAKERS INCLUDING:

Chris Amenechi, *eCommerce & Distribution Planning*, **Continental Airlines**

James Bain, *Head of Revenue Management*, **Virgin Rail Group**

Nicolas Besse, *VP Sales and Distribution*, **Sofitel**

Jessica Butcher, *Head of Partnerships*, **isango!**

Serge Chamelian, *Business Development Manager Revenue Management*, **Amadeus**

Neil Corr, *Group Revenue & Distribution Manager*, **Premier Inn**

Chris Cuddy, *CEO*, **Cheapflights**

Rod Cuthbert, *Chairman*, **Viator**

Sotiris Damianos, *Managing Director*, **Hotelopia**

Vic Darvey, *VP Distribution EMEA*, **lastminute.com**

Tim Davis, *SVP IT and Commercial*, **Hilton International**

Rex Demanser, *VP Distribution & Revenue Management*, **Kempinski Hotels**

Graham Donaghue, *MD*, **Travelsupermarket**

Jerry Dunn, *Distribution Director*, **easyJet**

Steve Endacott, *CEO*, **On Holiday Group**

Daniela Wagner, *CEO*, **eWaterways**

Glenn Fogel, *MD International*, **Priceline**

Jerry Foran, *Senior Manager Product Delivery Revenue Management*, **British Airways**

Faisal Galaria, *MD International*, **Kayak**

Gareth Gaston, *Managing Director*, **Octopus Travel**

Brian Garvan, *Director of Sales UK*, **Choice Hotels International**

Alex Gisbert, *Regional Director of International Strategic Accounts*, **Expedia Partner Services Group**

Tom Griffiths, *CEO*, **GapYear.com**

Bobby Healy, *CTO*, **CarTrawler**

Ornagh Hoban, *Director of Business Development*, **Datalex**

Henrique Henriques, *Director e-Commerce and Revenue Management*, **Hotels Real**

David Hunter, *UK CEO*, **Prepaid Services Company Ltd. (Cash-Ticket)**

Henrik Imhof, *Head of Yield Management & Pricing*, **Sixt Autovermietung**

Shawn Jereb, *Corporate Director Revenue Management*, **Orient Express Hotels, Trains & Cruises**

Cameron Jones, *Director of Business Development EMEA*, **Expedia**

Ed Kamm, *COO*, **lastminute.com**

Terry Kane, *Digital Marketing Director*, **Jumeirah Group**

Tobi Kuhlang, *Vice President Revenue Development*, **Accor Hospitality**

Sandra Leonhard, *Director Web Strategy and Business Development*, **TUI Travel**

Yen Lee, *CEO*, **Uptake**

Lesley Lindberg, *Vice President, Marketing*, **Hertz Europe**

Chris Martin, *Head of Revenue Management*, **Ramada Jarvis Hotels**

Nick Monaghan, *Director of Distribution*, **Booking.com**

Steve O'Keeffe, *Regional Sales Manager – EMEA Retail Travel & Leisure*, **RightNow Technologies**

Barbara Pezzi, *Director Web Marketing & e-Commerce*, **Swissotel Hotels & Resorts**

Alyson Playford, *Head of Global Travel Partnerships*, **British Airways**

Anthony Rawlins, *CEO*, **VisitorReview**

Henrik Reimers, *Regional Revenue Manager*, **Choice Hotels Scandinavia**

Gilbert Reveillon, *Strategic Marketing Director*, **LaSer**

Thorsten Scherzer, *VP Distribution*, **Air Berlin**

Martin Shields, *Senior Manager E-commerce*, **Visa International**

Stowe Shoemaker, *Associate Dean of Research*, **University of Houston**

Sigurdur Skagfjord Sigurdsson, *Project Manager Ancillary Revenue*, **Icelandair**

Nicola Simonato, *Head of e-Commerce*, **Gulf Air**

Isabelle Taylor, *Director of Affiliates & Partnerships*, **The Trainline**

Henriette Thilert, *Head of Ancillary Revenue*, **Aer Lingus**

Horatio Tudori, *Professor*, **Ecole Hoteliere de Lausanne**

Rikko Van Santen, *SVP ICT and e-Commerce*, **Golden Tulip**

Pia Viljaniemi, *eBusiness Development Manager*, **Finnair**

Inge van den Akker, *Direct Marketing Manager*, **Eurorelais**

Niki Van Wijk, *Head of e-Commerce*, **Transavia**

Christian Vitiello, *Head of Revenue Management*, **Haven and British Holidays**

Wilhelm Weber, *Director Performance & Revenue Optimisation*, **World Hotels**

Stephan Bosman, *COO*, **Zoover**



ONLINE TRAVEL STRATEGIES CONFERENCE AGENDA

DAY 1: 19 MAY

Co-chaired by:

Paul Richer, *Senior Partner, Genesys*

David Scowsill, *Chairman, Yuuguu.com*

Innovating through the downturn part I: Innovations in search

Search remains at the heart of the online travel research and buying cycle. But how are search engines evolving to cater to the demands of increasingly sophisticated web users? In this session, innovators from 4 travel search sites with four different business models outline their vision on where search is heading and what this will mean for the industry.

- Travel 3.0?... How will developments in the Semantic Web enable more complex and sophisticated trip planning for online travellers?
- What do travel companies need to do now to prepare for the Semantic Web? How will your website need to change to ensure optimised results in semantic search?
- Mobile search – how is search evolving for the mobile channel? How does mobile search differ from internet search?
- How should you optimise your mobile content, and how will SEM work in a mobile environment?
- Search and the Geospatial web – how many people now search by maps as opposed to text? What travel products are right for geosearch?

Faisal Galaria, *MD International, Kayak*

Yen Lee, *CEO, Uptake*

Krista Pappas, *Head of Business Development, Live Search Travel, Microsoft*

Chris Cuddy, *CEO, Cheapflights*

COFFEE BREAK

KEYNOTE (PLENARY):

The future of travel commerce - Which players and business models will determine the travel buying experience in 2009 and beyond?

- Tour operator sites, OTAs, meta-search engines, retailers, online communities? Will any one model be the focus of travel shopping in the future?
- As more and more travellers feel the pinch of the downturn, price will once again dominate the travel purchasing decision. Will we see a growth in popularity of price comparison sites as customers seek out the best deals?
- As advertising costs on Google continue to rise, and distributors increase commissions, will price comparison sites grow their share of online marketing spend?
- Bringing new entrants that have lots of customer access (e.g. Aldi supermarkets) into the sector. How are they going to use offline advertising to generate online business whilst bi-passing Google?
- Will offline channels (shops, call centres and home workers) fight back as advertising costs for online bookings escalate? Or will these channels continue their demise as travellers turn to the web in increasing numbers?
- Will we see an increase in sales of traditional tour packages from the established tour operators as people look for the security of ATOL bonded and fully inclusive holidays?

Steve Endacott, *CEO, On Holiday Group*

Graham Donoghue, *MD, Travelsupermarket*

Ed Kamm, *COO, lastminute.com*

Sandra Leonhard, *Director Web Strategy and Business Development, TUI Travel*

LUNCH BREAK

Keeping one step ahead - Serving the needs of the ever evolving online traveller

The rapid adoption of social media, coupled with increasingly high quality rich media has allowed online travellers, with the click of a mouse, to become as well informed as a good travel agent. They know the information is out there, and they know they can find it. And to keep up, you need to be able to provide it, or risk losing out. In this session, two experts in social media and experiential travel will give some valuable insight into how to target and serve the next generation of online traveller.

- The demographic of online travellers is becoming increasingly diverse. How can you ensure that you engage with all your potential customers on the web?
- How can you use advances in rich media and the social web to sell the travel experience, not just the product?
- Travellers play an ever growing part in the creation of their own trips. How can you capitalise on this to increase the revenue spent by each and every customer?
- As the recession bites, will we see a growth in extended, experiential trips as people take a break from the workplace until things pick up again?
- How can you capitalise on this demand and ensure that you are providing your customers with the experiences they crave (both online and in the real world)?
- As independent, niche travel experiences grow in popularity, will we see a change in the way such products are sold online? Will social networks become transactional?

Rod Cuthbert, *Chairman, Viator*

Tom Griffiths, *CEO, GapYear.com*

COFFEE BREAK

Establishing the most cost effective distribution strategy without compromising your reach

THE SUPPLIER PERSPECTIVE:

- Supplier direct channels are very high yield. But how do the marketing costs associated with direct sales compare to GDS fees and agency commissions?
- Will we see a repeat of 2001-2002 when hotels flooded OTAs with discounted inventory? Or will hoteliers remain disciplined and put more money into SEM/SEO to protect their direct business?
- As the economic climate leads to more consolidation, how will this affect the market and how should you react?

Jerry Dunn, *Distribution Director, easyJet*

Rikko Van Santen, *SVP ICT and e-Commerce, Golden Tulip*

Nicolas Besse, *VP Sales and Distribution, Sofitel*

THE DISTRIBUTOR PERSPECTIVE:

- How are online intermediaries driving bookings through search? What Web 2.0 tools are proving particularly successful?
- How are online intermediaries and GDSs continuing to add value to their distribution partners?
- How are GDSs evolving to meet the changing distribution requirements for travel suppliers and intermediaries?

Daniela Wagner, *CEO, eWaterways*

More distributor speakers, **TBC**

DAY 2: 20 MAY

Get Funded Show: Travel - Grand Final

Instability creates opportunities as well as problems. And it's not down to luck (or not usually!). Even during tough economic times, visionary individuals and companies are continually pioneering bold new strategies to gain market share and drive the industry forward.

In this session, the four finalists (whittled down from a shortlist of 20) of EyeforTravel's second annual Get Funded Show will pitch their business plans and receive candid feedback from people that invest in and drive new travel businesses.

The winner? You decide! Interactive audience voting will ensure that it is you, the industry, who determines which company or individual will win the prestigious EyeforTravel Entrepreneur of the Year Award – and potentially walk away with the funding they need to be the next industry success story.

KEYNOTE (PLENARY):

Innovating through the downturn part II: Bold new distribution strategies to retain market share and realise growth

As tough economic conditions continue to put a downward pressure on sales and margins, 4 travel leaders give their assessment of the current state of the market, and what is needed to ride out the storm. Expect no shortage of home-truths, controversy and hard-hitting, no-nonsense debate.

- How is the downturn affecting the balance of power between suppliers and intermediaries? Are commissions going up as suppliers look for new routes to market?
- What types of product sell in a downturn, and what channels should you be investing in to sell them?
- How do you ensure you have the resources in place to innovate successfully?
- Making every penny count - Understand how to plan effectively to avoid misguided investments and expensive mistakes
- With money increasingly hard to come by, where will investment capital come from, and how tight will things get?

Glenn Fogel, *MD International*, **Priceline**

Tim Davis, *SVP IT and Commercial*, **Hilton International**

Cormac Whelan, *CEO*, **Datalex**

Winner: Get Funded: Travel 2009 (panel only)

Thorsten Scherzer, *VP Distribution*, **Air Berlin**

LUNCH BREAK



NEW FOR 2009

The travel industry has just told us that with a better understanding of mobile markets, technology and best practice, they're ready to invest. In fact, 30% (of over 800 travel companies surveyed) said they will be investing in mobile for the first time in 2009. What's more, 75% of respondents believe that mobile will become an increasingly important element of their digital strategies.

The next couple of years are going to be the take off for mobile in travel. And to help you prepare, we will be launching the Mobile in Travel Zone at this year's Summit. Case studies from travel companies and 'how to' seminars from mobile solutions providers will be presented at intervals throughout the event.

EyeforTravel Research will also be sharing findings from their latest mobile research, including loads of new and invaluable statistics, trends and industry insight.

TO FIND OUT MORE GO TO:

www.eyefortravel.com/tds/mobile-in-travel-zone

Putting yourself in front of your customers - How to ensure visibility in the right place at the right time, at the right price

Search engines, meta-search, social networks, content publishers... as the locations to reach your customers online become increasingly diverse, how do you decide where to be to maximise sales and minimise cost?

- Consumer journeys – serving up the right proposition at the right point in the research and buying cycle
- How is consumer behaviour evolving in the diverse European online travel marketplace? What critical marketing trends do you need to embrace?
- Getting your search strategy right – determine where your customers are searching online, what they are searching for and how they will find you
- Measure, measure, measure – performance measurement and web analytics to ensure ROI
- With the increased costs of search engine marketing, are social media sites a cost effective way to reach new customers?
- How can a strong social media strategy drive relevant and quality traffic to your site?
- Targeting Avatars. Cost-effective strategies to market your travel product in virtual worlds

Barbara Pezzi, *Director Web Marketing and e-Commerce*, **Swissotel Hotels and Resorts**

Stephan Bosman, *COO*, **Zoover**

Gilbert Reveillon, *Strategic Marketing Director*, **LaSer**

COFFEE BREAK

Enhancing your web content to improve quality traffic and increase conversion rates

Consumers are now in complete control and have more choice than ever before. It's no longer enough to simply push out rates and dates. To sell travel you need to engage your customers throughout the inspiration – planning – booking process.

- How to create compelling web content that will make you stand out from the crowd
- Understand how the right content can improve your customers' experience, keep them sticky and make them buy!
- Online video, UGC, Geo Content, mash ups...examine the vast resources you have to improve your site and offer your customers the functionality they expect
- Video and rich media can improve conversions by over 30%. Find out how to make video work harder for you
- Remove barriers to booking – streamline your site so that each step your customer makes takes them closer to converting

Inge van den Akker, *Direct Marketing Manager*, **Eurorelais**

Terry Kane, *Digital Marketing Director*, **Jumeirah Group**

Anthony Rawlins, *CEO*, **VisitorReview.com**

Steve O'Keeffe, *Regional Sales Manager - EMEA Retail Travel & Leisure*, **RightNow Technologies**

END OF CONFERENCE



REVENUE MANAGEMENT AND PRICING STRATEGIES CONFERENCE AGENDA

DAY 1: 19 MAY

Chaired by:

Steve Pinchuk, *VP Profit Optimisation Strategies, SAS Institute*

KEYNOTE

Pro-active Revenue Management! Taking back our product and price point with a consumer centric approach

- The fundamental principles of revenue management - how much are we really following these today?
- Have we as revenue managers 'sold the shop' and given the power away to others – do the major corporate accounts and 3rd Party internet providers dictate too much?
- Hear what your RM objectives for 2009 should be: taking control of price points and selling direct; ensuring control of all channels; creating a robust pricing policy for your product; putting in place a sturdy channel conversion plan
- How to get back to basics and build the sales proposition around the customer – make them the package builder, reservation agent, customer profile agent and focus on giving the customer what they want

Rex Demanser, *Vice President Distribution & Revenue Management, Kempinski Hotels*

What are the best ways to forecast in an economic downturn?

- Are you finding that all forecasting tools are failing or have failed and that things are changing so rapidly that it is difficult to know what to do?
- Find out what practical steps you can take when historical data loses its value and you are relying on spotting short-term trends to price accurately
- Booking windows have shrunk across the board – what can you do to forecast in a reduced booking window environment?
- Find out why splitting, segmenting and pricing leads to better revenue management decisions and helps combat the very difficult forecasting conditions

Wilhelm Weber, *Director Performance & Revenue Optimisation, World Hotels*

Stowe Shoemaker, *Associate Dean of Research, University of Houston*

KEYNOTE (PLENARY):

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Steve Endacott, *CEO, On Holiday Group*

Graham Donoghue, *MD, Travelsupermarket*

Ed Kamm, *COO, lastminute.com*

Sandra Leonhard, *Director Web Strategy and Business Development, TUI Travel*

When should you be a price leader and when a price follower?

- Few revenue managers would openly admit 'following' price but many do – is this ever a good idea?
- What determines if you should be a price leader – your market position, your market share or the specific market conditions?
- Is it possible to segment your customers by pricing and booking habits?
- When does bench-marking your price against your competitors become following their pricing strategies?
- Should the luxury and business class brands set price and the rest of their respective markets follow?

Christian Vitiello, *Head of Revenue Management, Haven & British Holidays*

Horatiu Tudori, *Revenue Management Professor, Ecole Hoteliere De Lausanne*

Complexity or Simplicity? What strategy should you adopt in the complex multi-channel environment? Is a consumer centric approach the best solution?

- Is rate parity wishful thinking in the hugely complex multi distribution channel environment?
- Is it realistic for revenue managers to be set targets for increasing numbers of distribution channels or are a myriad of tiny channels causing confusion, inefficiency and an overly complex RM environment?
- Should you be striving for simplicity, or is this just not possible with complex global distribution and connectivity?
- Is dynamic and flexible pricing exacerbating the problem and is it worth the time and resources?
- Is focusing on the consumer the key? How 'consumer centric' RM can help to achieve efficiency through simplicity

Shawn Jereb, *Corporate Director of Revenue Management, Orient Express Hotels, Trains & Cruises*

Serge Chamelian, *Business Development Manager Revenue Management, Amadeus*

Henrique Henriques, *Director of e-Commerce and Revenue Management, Hotels Real*

Managing for profit in a crisis

- This will be case-study driven with illuminating statistics and client examples
- In times of crisis cost management is not sufficient, managing the top line (revenue=volume x price) is even more important
- To manage the top line effectively a systematic pricing process is required
- Revenue management together with sales and marketing have the ultimate ability (and opportunity) to successfully access the number one revenue / profit lever which is pricing

Chetan Sharma, *Director, Simon Kucher*



DAY 2: 20 MAY

Brand Integrity / Price integrity: How do you avoid the ignorance driven price war?

- Should you be looking at occupancy or price and what experiments can help test and drive occupancy?
- Can you maintain brand integrity but still hit segments of your market with special targeted 'price deals'?
- Even some big brand have admitted to considering opaque deals as a pathway in tough times – is this really a good option and are you sacrificing brand integrity by doing this?
- How do you hold on to your regular clients and maintain price integrity and credibility in a price war?
- There is a very real temptation in periods of low demand to slash rates but what are the consequences of such price cuts?

Jerry Foran, *Senior Manager Product Delivery Revenue Management, British Airways*

Neil Corr, *Group Revenue and Distribution Manager, Premier Inn*

Henrik Reimers, *Regional Revenue Manager, Choice Hotels Scandinavia*

KEYNOTE (PLENARY):

Innovating through the downturn part II: Bold new distribution strategies to retain market share and realise growth

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Glenn Fogel, *MD International, Priceline*

Tim Davis, *SVP IT and Commercial, Hilton International*

Cormac Whelan, *CEO, Datalex*

Winner: GetFunded: Travel 2009

Gordon Wilson, *CEO, Travelport GDS*

David Roche, *CEO, Hotels.com*

DON'T LET AN IMPORTANT MEETING MAKE YOU MISS THIS KNOWLEDGE PACKED SESSION

At an event like this you are going to be busy. You will be surrounded by people who could make your business more profitable but at the same time sessions are going on that are full of information that could make you more successful. On top of this we also need to run several sessions at the same time. To ensure you don't miss a thing, upgrade to a silver or gold pass to receive a CDROM containing speaker audio and slides from all four main conferences.

Renegotiate rates or get maximum exposure? What value do 3rd parties give in periods of weak demand and how can you maximise their value?

- Find out if you are asking the right questions when you strike deals with 3rd parties – understand the questions that will give you better results
- Customers become more price sensitive in times of economic uncertainty – is this driving sales away from direct distribution to 3rd party sites?
- Is a recession a good time to examine your contracts and renegotiate unfavourable rates or should you be working more closely with 3rd Parties to maximise exposure of your product?
- How should your policy towards 3rd parties be tempered by the specific market including point of purchase and destination?
- Should you be more heavily reliant on 3rd parties in markets that are new to you and strive for greater direct distribution in your core markets?

Henrik Imhof, *Head of Yield Management & Pricing, Sixt Autovermietung*

Chris Martin, *Head of Revenue Management, Ramada Jarvis Hotels*

Alex Gisbert, *Regional Director of International Strategic Accounts, EMEA, Expedia*

The Future of Revenue Management

- Since its appearance 3 decades ago, revenue management has transformed the transportation and hospitality industries.
- How has revenue management (RM) evolved and what's next for RM in the travel industry?
- Assess key future trends affecting RM in travel. Understand how technology systems and strategic organisational change has influenced revenue management in the past and learn what the future holds

James Bain, *Head of Revenue Management, Cross Country Trains (Arriva)*

Revenue Management Talk-Back

After two information packed days there will be things that you disagreed on, want to clarify further or even put forward topics that you feel haven't been adequately examined. This is your chance to raise those issues, either by introducing them yourself or, if you aren't the public speaking type, passing questions for the moderator to raise. An excellent and popular wash-up session that adds real value to round off two quality information gathering days.

Led by: Steve Pinchuk, *VP Profit Optimisation Strategies, SAS Institute*

“ My first time at an EyeforTravel
RM conference and it
was excellent! Thank you! ”
Darko Corkovic, *Hotel Adriatic - Maistra*

“ The event was a great eye-opener
regarding the developments in the
area of revenue management ”
Floor Tuinstra, *KRAS*

“ This conference gave an excellent update
on RM in regards to today's economical
challenges. Also valuable information
on best practices were given which will
be great to integrate into our selling
strategies in the near future ”
Martin Gahn, *Preferred Hotel Group*



ANCILLARY REVENUE AND PARTNERSHIPS CONFERENCE AGENDA

DAY 1: 19 MAY

KEYNOTE PRESENTATION AND DEBATE

More than just ancillary revenue. Analyse how travel sites are evolving towards becoming key retail players

The customer demographics of airlines and other travel suppliers are something most retailers yearn for: a captive audience with substantial spending power, namely business people and travellers who are already 'relaxing their wallets'. This coupled with the fact that leading European travel brands feature in the top 20 most visited UK websites presents a vast opportunity for travel suppliers to sell more.

- Debate how travel companies can leverage the huge volume of traffic coming through their sites
- Can they realistically evolve to become major retail players? What are the opportunities and limitations involved?
- Is the industry leveraging the full potential of ancillary revenue to add real value to the bottom line?
- In light of the recent economic turbulence, how important a role will ancillary revenue play?

Get the right ancillary revenue strategy for your business and reap the rewards

Ancillary revenue is not only about focusing on the 'next big product' or leading edge technology. There needs to be a clear end to end strategy as to how it will be implemented and what best suits your brand and consumer base.

Do you go for:

A. A high volume site packed full of all the products/services a consumer could possibly be looking for; **or**

B. A site with carefully selected integrated products and services highly targeted to your consumer?

- Will offering 'everything' dilute the travel provider's brand equity, and ultimately the ability to deliver?
- Who should manage your ancillary revenue and partnerships projects?
- Should you centralise all ancillary activities under one senior manager? How can you work with various divisions to deliver on clear KPI's and revenue targets?

Gareth Gaston, MD, **Octopus Travel**

Cameron Jones, Director of Business Development EMEA, **Expedia**

Create successful partnerships - Understand how to build strong, mutually beneficial partnerships

- What do airlines and other travel providers specifically look for in a partner?
- Hear top tips to identify the right partner that offers the most relevant products/services for your brand and consumer base
- How do you manage conflict between partners on your site?
- Consider where the risk of implementation lies – iron out who "owns" the customer relationship and how to deal with any problems that may arise. For example, where should you direct customer queries about partner products and services?

Isabelle Taylor, Affiliate & Partnership Manager, **The Trainline**

Alyson Playford, Head of Global Travel Partnerships, **British Airways**

Putting the consumer first - The importance of experience. Use ancillary revenue to enhance the consumer experience and foster loyalty whilst increasing revenues

- Understand how you can use ancillary products and services to inspire your customer, enhance their travel experience, increase web and brand stickiness (and in turn result in higher revenues).
- At what point does selling ancillary products/services become damaging to your brand and the customer experience?
- Since ancillary products are fragmented, it is more challenging to own and control the customer experience. How can this problem be overcome?
- Find the right balance between a high revenue product vs. a relevant product to your customer

Lesley Lindberg, VP Marketing, **Hertz Europe Ltd.**

Increase conversion rates - Ensure you don't lose the customer in the booking path. What can you do to keep the customer on your site and boost conversions?

It's become common knowledge that integrating the ancillary product into the booking path significantly increases conversions. What key top tips do the experts have to increase conversions?

- Analyse your web traffic – where do your customers leave your site? How can you keep them?
- Make your website sticky – use ancillary products and services in innovative ways to keep customers on your site
- Where should your product be inserted into the booking path? How many products are too many? Should they be packaged?
- For the airline or travel supplier, is there a risk of losing the customer in the booking path if too many ancillary products and services are offered on partner sites before purchase?
- Understand the importance of a number to call, a review or an FAQ page to provide customer support along the way

Sotiris Damianos, Sales & Marketing Director, **Hotelpolia**

Nicola Simionato, Head of e-Commerce, **Gulf Air**

Pia Viljaniemi, eBusiness Development Manager, **Finnair**

Niki van Wijk, VP e-Commerce, **transavia.com**

Actively promote your ancillary products and services at every opportunity

It's all very well offering ancillary products and services on your site but what is the best way to promote them? Can you rely on the traffic to your site finding such products or should you develop a strategy to actively promote them outside of your website?

- Should you keep all the marketing for your ancillary products within your website or should you push external marketing? Can you rely on the cross-sell?
- Understand how to actively sell your ancillary products to the customer throughout the booking path and travel experience – which touch points offer the highest conversions? SMS, call centres, check-in desks, on board sales etc.?

Vic Darvey, VP Distribution EMEA, **lastminute.com**

Bobby Healy, CTO, **CarTrawler**

DAY 2: 20 MAY

Customer segmentation and personalisation of the offer

Creating a unique, highly relevant, compelling offer is a proven way to increase customer spend on your site. Working with different ancillary partners however can complicate the personalisation process.

- How do you make the products and services sold through your site relevant to each and every customer? How can you use the data available to you to predict your consumers' wants and needs?
- How can you ensure that the most relevant ancillary product or service is offered to your consumer at the best time? What are the real advantages in doing so?
- How far should you segment and personalise your offering? Can you assume certain demographic groups want the same products? Does the opportunity exist to up-sell based on previous behaviour?
- What technology is available to enhance the personalisation process? How can distribution and technological barriers to offering a fully personalised product to the consumer be overcome?
- Will all suppliers at some point be able to dynamically offer real-time availability?
- When will the Super PNR become a reality? What would be its likely impact?

Jessica Butcher, *Head of Partnerships, isango!*

New threats to the high conversion model

The opt-out model is proven to boost conversions by as much as 40%. New EU regulation bans travel companies from selling products through opt-out models. What effect will this new regulation have? What tools exist to overcome the potential loss of revenue and ensure that customers still book travel insurance?

Customer loyalty programmes - Where's the revenue?

In turbulent times, the importance of loyalty becomes ever more apparent.

- What are the advantages and pitfalls of developing a customer loyalty programme?
- What are the opportunities to make incremental revenue from them?

Brian Garvan, *Director of Sales, Choice Hotels International*

DON'T LET AN IMPORTANT MEETING MAKE YOU MISS THIS KNOWLEDGE PACKED SESSION

At an event like this you are going to be busy. You will be surrounded by people who could make your business more profitable but at the same time sessions are going on that are full of information that could make you more successful. On top of this we also need to run several sessions at the same time. To ensure you don't miss a thing, upgrade to a silver or gold pass to receive a CDRom containing speaker audio and slides from all four main conferences.

Get the right technology for seamless integration and direct connectivity

- XML, dynamic packing, in-house systems vs. outsourced systems, white labels, gold labels etc. Navigate through the technology minefield to find the right technology for your business
- What new technology exists to provide seamless integration and connectivity with your partners? Is dynamic packaging the Holy Grail?
- How can complications caused by integration with traditional legacy systems be overcome?
- How can you create synergies between various platforms to package products fast - and seamlessly - to your end users?
- It may be cheap and easy to maintain but is there a more effective way to direct connect than XML?

Sigurdur Skagfjord Sigurdsson, *Project Manager Ancillary Revenue, Icelandair*

Managing the opportunities and challenges of unbundling

Many airlines are now dependent on revenues generated from unbundling their products and services and giving the customer the opportunity to tailor the product to their needs.

- What are the limitations involved in unbundling? How much is too far? What valuable lessons can the whole travel industry learn from the airline experience?
- What impact would new regulations from ATPCO on unbundled products sold by airlines have?
- How are the GDSs evolving to support advances in unbundling/bundling products?
- When will the GDSs have the capabilities to sell unbundled airline products separately to give the agent and thus the customer the best available price for their requirements?

Henriette Thilert, *Head of Ancillary Revenue, Aer Lingus*

Ornagh Hoban, *VP Marketing and Strategy, Datalex*

'Revenue managing' ancillary revenue channels to maximise revenues

- Are you failing to maximize revenues from your ancillary channels through a lack of an integrated revenue management strategy?
- How can you account for and track ancillary revenues?
- Ensure price competitiveness – understand how poorly priced ancillary products can raise doubts in consumer's minds on overall competitiveness and brand integrity
- Should the price of your core product be altered depending on the consumers' propensity to purchase ancillary products/services?
- Find out how to determine a customer's willingness to pay for certain products
- How much time and resources does it take to implement a new system to effectively manage your ancillary revenue channels?
- Do you need to update your entire revenue management system?

Stowe Shoemaker, *Associate Dean of Research, University of Houston*





THE TRAVEL PAYMENT AND FRAUD CONFERENCE

All events on this page have subsidised entry for travel companies. Please go to: www.eyefortravel.com/tds for details

DAY 1: 19 MAY

Leading travel companies share simple strategies to **reduce transaction costs and fraud** whilst **encouraging customer loyalty and conversions**.

REDUCE PAYMENT COSTS. With the credit crunch biting airlines, hotels and intermediaries are looking how they can further reduce costs and sharpen their competitive edge. Edgar, Dunn and Company estimated that the airlines alone spend US\$1.5 Billion on taking credit card payments so for the whole travel industry the potential savings are truly massive. A whole host of payment providers are now targeting the travel business and it's not just the trend to drive cheaper debit card payments over credit cards. It's branded payments cards, echecks, air mile bartering, wire transfers, corporate payment mechanisms and CHAPS (ACH for the USA) that are offering savings for businesses and convenience for customers.

WIDEN YOUR CUSTOMER BASE. Alternative payment systems are a win-win situation for your company, offering savings, wider customer base and increased conversions. Hear from companies that have seen their payment systems pay for themselves in increased bookings and discover the right strategy for you. Discover the payment patterns that exist globally and how your strategy must adapt to fit.

REDUCE FRAUD. What's more, take advantage of our anti-fraud master class and make sure you are doing all you can to minimise losses and maximise consumer trust. Figures you cannot ignore: Up to 16% of your customers do not feel secure paying on your website and over £300 million is being lost by airlines to fraud! Security and savings go hand in hand - we bring together the companies who have effectively combated fraud and now want you to do the same!

The compelling incentives of cash payments online which are too good to ignore

- Customer convenience is key – customers will bounce from your booking page if their preferred payment is not offered
- The lower transactional financial and operational costs that alternative payment solutions give you means they potentially pay for themselves. Find out what will work for you
- Expand your market by using payment methods of choice to target and penetrate lucrative demographics
- Find out about payment guarantees meaning no chargebacks
- Look at how implementing alternative payment methods will increase conversions and customer loyalty

David Hunter, *UK CEO, Prepaid Services Company Ltd. (Cash-Ticket)*

Sponsored by:



Sponsor of the Travel Payment and Fraud Conference

Developing a global payment strategy

- What payment options have the worldwide penetration to warrant being a must-have for any travel company? Are there any standards?
- Cards, transfer, pre-pay... Learn the differences between each regions so you are able to successfully tackle the challenges that await
- Evaluate the benefits of having a worldwide solution versus offering each region their payment method of choice
- Look at how innovative payment methods can increase revenue by removing the barriers to booking, allowing you to increase your growth in lucrative emerging markets
- Discover the win-win of multi-currency pricing: customer convenience, no risk and extra revenue - find out what you are missing out on!

Chris Amenechi, *eCommerce & Distribution Planning, Continental Airlines CFO or COO, SkyTours*

Marian Madara, *eCommerce Specialist, SkyEurope*

Protecting yourself and your customers

- Savings and security go hand in hand - evaluate the latest technologies and initiatives that will save money and increase consumer confidence in your brand
- Opodo managed to reduce their losses from fraud by a 'six-figure amount' in six months - learn how to prevent fraud damaging your profits
- Stay on top of compliance with an essential briefing for all travel payment professionals, also what are the major card companies doing to assist your online transactions?
- As an intermediary how can you offer convenience to customers and be a partner of choice for suppliers?

Wim Kruit, *Online Payment, Transavia*

Martin Shields, *Senior Manager Ecommerce, Visa International*

Meta Backman, *Corporate Security, Finnair*

Odd Langvatn, *Managing Director, Wideroe Internet AS*

Sue Conroy, *Fraud Prevention Manager, Eurostar*

Norbert Krawczonek, *eCommerce Specialist, Lot Airlines*

With expert questions from:

Ken Muir, *Global Payments Manager, BA*

Mobile payment - vision or reality?

- Mobile is set to impact the industry, but how far are we away from a viable mobile payment solution. Hear from thetrainline.com on how they are leading the industry by creating a secure payment method for the mobile travel consumer

Jeremy Acklam, *Business Development Director, thetrainline.com*

Peter Warner, *Head of Business Development, Financial Sector first ondemand*

Corporate considerations

- What changes do you have to make to appeal to the corporate segment? How can you develop a profitable business whilst maintaining the security and convenience that corporate customers demand?

Diane Steed, *Head of Sales & Marketing, Institute of Travel Management*

HOTEL TECHNOLOGY FORUM



Major hotel brands can and do spend a fortune on their online marketing, distribution and reservation strategies and systems. This conference has been researched and put together to level the playing field by enabling the smaller chains and independent hotels to really get to grip with the issues.

What's more, **if you are the owner or employee of a hotel, then we are subsidising your place!** Register before 6th March at you can attend for just £90!

For more information and to register today, go to:

www.eyefortravel.com/tds/hotel-technology-forum

GET FUNDED SHOW: TRAVEL



A shortlist of 20 entrepreneurs will pitch for funding to a team of 4 "gurus" (serial investors in the travel sector who have a proven history of spotting and investing in companies that are about to boom.) They will be judged in terms of their idea, the people behind the idea and fundamentally their investment potential. From the 20, 4 will be selected to go the through the Get Funded Show: Travel - Grand Final. The finalists will pitch to the 500 strong Travel Distribution Summit audience, who will select the ultimate winner of the 2009 EyeForTravel Entrepreneur of the Year Award.

For more information about how to apply to pitch, or to attend this event, go to:

www.getfundedshow.com



Travel Distribution Summit *Europe '09*

19 - 20 May, Business Design Centre, London



3 EASY WAYS TO REGISTER RIGHT NOW!

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PHONE



Call Simon +44 (0) 207 3757181 or Nick +44 (0) 207 3757204 and we'll book you in!

GOLD PASS

- Full access to every conference at the 2 day summit (allows you to choose your own programme!)
- A full audio CD synchronised with presentation slides for all 4 main conferences - use it as a training tool for your team and colleagues who didn't make it!
- EyeforTravel's European Online Travel Report worth £795! See more details below
- All lunches coffee breaks and networking events

SILVER PASS

- Full access to every conference at the 2 day summit (allows you to choose your own programme!)
- A full audio CD synchronised with presentation slides for all 4 main conferences - use it as a training tool for your team and colleagues who didn't make it!
- All lunches coffee breaks and networking events

BRONZE PASS

FLEXIBLE

- Full access to every conference at the 2 day summit (allows you to choose your own programme!)
- All lunches coffee breaks and networking events

BRONZE PASS

NON REFUNDABLE

- Full access to every conference at the 2 day summit (allows you to choose your own programme!)
- All lunches coffee breaks and networking events

SEE HOW MUCH YOU SAVE BY BOOKING EARLY!

Pass Type:	Super Early Bird Expires 6th March	Early Bird Expires 24th April	Normal Price
BRONZE PASS (non-refundable)	£795 SAVE £200	£895 SAVE £100	£995
BRONZE PASS (flexible)	£895 SAVE £200	£995 SAVE £100	£1095
SILVER PASS	£1095 SAVE £200	£1195 SAVE £100	£1295
VIP GOLD PASS	£1595 SAVE £200	£1695 SAVE £100	£1795

*all prices subject to 15% VAT

NO RISK REGISTRATION

If your diary changes DON'T WORRY! We accept cancellations up until Friday 8th May and a full refund will be given prior to this date (with the exception of non-refundable bronze passes)



SAVE £295 - THE EUROPEAN ONLINE TRAVEL REPORT

- Do you need to understand the fragmented European travel market?
- Keen to know how your consumers are behaving but don't have the time or resources to commission analysis?
- Need original data and in-depth insight with excellent ROI?
- Get hold of travel industry intelligence that will help boost sales outside your core markets.
- Include the European Online Travel Report 2009 with your pass & save £295 on the full price.

This report will be printed and delivered in June so that you get fresh data on Q1 2009 - pretty crucial information in the current climate!

"With the European Online Travel Report, we have a better overview of the different challenges facing us in each market making it easier to increase online sales outside our mature markets"

SAS International

For detailed information about all the conferences and much more, **see inside now**

NETWORK WITH THE BEST IN THE INDUSTRY

Make the essential contacts you need to reduce your distribution costs and maximise sales



“In 2009 with profit margins squeaking from the pressure, networking and partnerships will be the key to not just success but survival. Good networking at our annual meeting place means better relationships resulting in distribution partnerships that make profit.

From colleagues and peers to CEOs, the successful networkers of 2009 will be the deal-makers of 2010. And despite travel restrictions and Linked-In, successful deals are still made (and bad ones quickly avoided) face to face over coffee, wine and canapés.

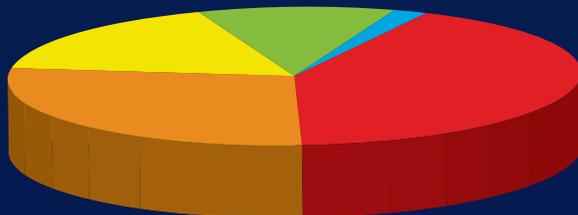
Money doesn't get made by people cocooned in offices, it comes from the cut and thrust of building trust based personal relationships and hard negotiation. That's why this event gets better and better - people come away with better distribution and technology deals, as well as a clear vision for their future strategy.”

Tim Gunstone, *Managing Director, EyeforTravel Ltd.*

WHO YOU WILL MEET

Below is a detailed breakdown of of last year's attendees

COMPANY TYPE



- 42% Intermediaries (travel agents, tour operators)
- 28% Travel suppliers (Airlines, hotels, car hire)
- 17% Marketing, technology, content, solutions providers
- 11% Other - press analysts, academics
- 2% Finance - investors and VC banks and insurers

JOB TITLE



- 14% MD / CEO / President
- 29% Director / Chief Officer / EVP / SVP / Head of Department
- 44% VP or Manager
- 13% Other / Journalist / Engineer / Academic / Analyst

TO SEE A COMPLETE LIST OF ATTENDEES GO TO:
<http://eyefortravel.com/who-you-will-meet>

★ EYEFORTRAVEL ONLINE NETWORKING CENTRE

For two weeks before the event, network online with fellow delegates with our purpose built messaging service to arrange event meetings and avoid missing those career-crucial contacts

★ EYEFORTRAVEL WELCOME RECEPTION

Pick up your badge early, catch up with old friends and have a relaxed drink before the two information packed days kick off in earnest

★ SPEED NETWORKING

The aim of the game here is to make contact with as many people as possible in the shortest time – you can then follow up with the ones you want to meet at the drinks party. Several profitable partnerships were initiated here last year

★ EYEFORTRAVEL NETWORKING DRINKS PARTY

At the end of a buzzing first day, chill out, busily network with new people or just meet up with old friends and new colleagues. Discuss the day's events and put perspective on the 'hot' topics

★ THE 'CASH TICKET' PARTY - 9 TIL LATE!

To promote their Prepaid service, Cash Ticket are sponsoring a late night venue – Slim Jims Liquor Store – it's the perfect place to continue the networking and fun after dinner



Group discounts available - get your colleagues involved!

Reserve your place now: www.eyefortravel.com/tds | Phone Paul Lane on: +44 207 375 7597 | Email: simon@eyefortravel.com