



**The OpenTravel™ Alliance**

**NEWS for Immediate Release**

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OpenTravel™ Alliance

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**The OpenTravel™ Alliance Announces its 20<sup>th</sup> Specification Registration**

*Hotel Booking Solutions Incorporated Demonstrates Value*

*By Implementing Open Specifications.*

**February 28, 2006 – WASHINGTON, DC and ATLANTA, GA** - The OpenTravel™Alliance (OTA), the travel industry's leading specifications publication organization, announces its twentieth specification registration, adding Hotel Booking Solutions Incorporated (HBSI) to its list of leading companies in the travel industry using OTA messages. Those twenty companies have registered more than 300 messages, enabling ecommerce and decreasing resistance between trading partners every day.

"The OTA continues to make a significant contribution to the industry and we wholeheartedly support and embrace the efforts of the OTA Board and their members," said Larry Hall, CEO of HBSI. "We're pleased to see the OTA message registrants reach a milestone of 20 members, and we look forward to seeing this number continue to grow in the future. Open standards represent an essential element of our industry's desire to facilitate commerce and exploit the advances in applications and networks."

OTA's registration program allows its members who have implemented OTA specifications to indicate which messages and versions are in place. Doing so allows the member to display their commitment to the principals that guide the OTA and lowers the barrier for interoperability with trading partners. Members who have registered their messages include Omni Hotels, Amadeus, Fidelio Cruise, Continental Airlines and Hertz. For a complete list of registered messages, go to [http://www.opentravel.org/reg\\_program.cfm](http://www.opentravel.org/reg_program.cfm).

"It is extremely good news for the travel industry that HBSI has embraced open standards," said John Turato, chair of the OTA and vice president of technology for Cendant Car Rental Group. "Adoption of OTA messages is a positive validation of the XML schemas our members work hard to create and provides credibility between trading partners and to the traveling public. We fully expect to have at least 50 companies registered by the end of 2006."

**Recent OTA Activities**

In December 2005, the OTA published its 2005B specifications, including messages for hotel group request and response messages, for the physical exchange of a vehicle without having to close the current rental agreement, for various components of the cruise booking cycle, including cabin availability, hold and un-hold messages, category availability, fare availability and sail availability messages, and create booking and price booking messages.

## **Current and Upcoming OpenTravel™Alliance Activities**

The member review period has begun for the 2006A specification. The schemas are available at the OTA Member Site. Public review of the specification will begin on April 10.

OTA board member Anne Cole from Hilton will participate in a panel discussion on dynamic packaging, and OTA board member Mike Kistner from Pegasus will moderate a panel on outsourcing, both at Res-Expo in Dallas, Texas on March 7, 2006. For more information, visit [www.res-expo.com](http://www.res-expo.com).

OTA will host a panel discussion on interoperability in the hotel industry at the Lodging Hospitality HOT Conference in Dallas on March 9, 2006. For more information, visit [www.lhconferences.com](http://www.lhconferences.com).

OTA board chairman John Turato from Cendant Car Rental Group will present "Travel Technology Industry Standards and Specifications" at Travdex@ITB in Berlin on March 10, 2006. For more information, visit [www.phocuswright.com/events/travdexitb](http://www.phocuswright.com/events/travdexitb).

The 2006 Advisory Forum will be held April 25-26, 2006 at the Hyatt Regency Orange County in Garden Grove, California. For more information, visit [www.opentravel.org](http://www.opentravel.org).

## **The OpenTravel™Alliance Mission**

The OpenTravel™ Alliance is passionate about solving the problems inherent with connecting multiple systems within the complex travel distribution arena.

The OTA's mission is to engineer specifications that make data transmission flow smoothly throughout travel, tourism and hospitality. The OTA creates, expands and drives adoption of open universal data specifications, including but not limited to the use of XML, for the electronic exchange of business information among all sectors of the travel industry. With a diversified membership representing influential names in all sectors of the travel industry, OTA is comprised of representatives from the airlines, car rental firms, hotels, cruise lines, leisure suppliers, service providers, tour operators, travel agencies, and trade associations. OTA working groups develop open internet-compatible messages, which are currently in use by companies across the travel spectrum. For more information, visit [www.opentravel.org](http://www.opentravel.org).

## **About Hotel booking Solutions Incorporated**

Hotel Booking Solutions Incorporated provides Demand Management<sup>SM</sup> technologies and services to the global travel industry. As the established thought and practice leader in the emerging discipline of Demand Management<sup>SM</sup>. HBSI and its intelligent Demand Management<sup>SM</sup> solutions bring order and simplicity to travel distribution, enabling travel companies to unlock the revenue potential that lies within their complex distribution environment. HBSI's proven Demand Management<sup>SM</sup> technology and services enable sophisticated operators including LibGo Travel, Travelocity, Intrawest Leisure, Aramark and Harrah's Entertainment to realize significant improvements in their customer relationships, inventory optimization, and financial performance. Hotel Booking Solutions Incorporated, headquarters in Atlanta, Georgia, with offices in Dallas, Toronto and Zell am See Austria represent one of the fastest growing companies in the Demand Management<sup>SM</sup> discipline. For more information, visit [www.hotelbookingsolutions.com](http://www.hotelbookingsolutions.com).

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