



WORKING TOGETHER

the TTI newsletter

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A Word from the Chairman

A Healthy and Happy New Year to all of you



Tim Wright, Chairman

Well, it is already 2021 and I am looking ahead to a better year than last, with travel returning to somewhere near normal or at the least the new normal! TTI has continued to operate in these difficult times and has hopefully kept you, our members, one step ahead and fully updated with the latest travel technology issues. Many thanks for all your amazing cooperation and support in 2020. Your loyalty and continued support are really appreciated.

I believe 2020 will be about collaboration, cooperation and working together. Two companies TTI works closely with are GIATA in Germany and VIBE here in the UK. The whole travel environment is under threat so finding partners you can trust and work with increases your chances of continued success.

Without mentioning any company names, I notice that other companies are now doing the same and choosing to cooperate with another that you would normally not expect. However, these are strange times and in my mind it is time for vision and innovation and I really applaud these types of initiatives.

TTI is holding a series of three, 1 hour webinars to highlight these opportunities on 28 January, 04 February and 11 February. We are calling these sessions Working Together for a Brighter Future. Both GIATA and VIBE will join us on these three sessions. An example of the subject matter is the fact that an average hotel is sold through about 150 channels and that the same room type is likely to be named in 10 or more different ways. Then with over 500 providers offering over 1 million properties and half a

billion supplier room type combinations it is extremely difficult to find the right product in the right hotel in the right location to fit the needs. The aim of the webinars is to create a better user experience with content to meet the consumer's needs with up sell opportunities also. So please join these webinars if possible and maybe learn new opportunities for providing a better and more effective overall service. TTI will be happy to cooperate with you to help in this activity.

Overall, matters may still get worse before getting better. Even so I believe focus, hard work and the right cooperation partners are the way forward.

Very Warm Wishes,
Tim Wright
Chairman TTI

Benefits of being a TTI member

- Totally unbiased organisation to keep members up to date and one step ahead of the competition when it comes to travel technology.
- Cost effective and value for money membership structure
- Minimum GBP400 per year reduction on TTICodes for TTI Members
- Two annual full day conferences with lunch and networking breaks
- Summer and winter forums focused on keeping members up to date with latest online and technology developments
- At least two TTIhub networking evenings per year with free drinks and nibbles
- At least six online webinars on various important topics
- Opportunity for members to deliver their own webinars under the TTI structure and with assistance of the TTI team
- Quarterly newsletter
- Quarterly technology highlights update
- Adhoc events based on market needs and important highlights
- Entry in TTI Member Showcase with a link to the member's website
- Discounts & privileges made available by conference organisers & others
- Access to TTI's conference presentation archive dating back to 2009
- TTI will lobby Government on behalf of travel technology organisations about issues of concern

Events

Webinar Series

Working Together for a Brighter Future

Thursdays 28 Jan, 4 Feb, 11Feb - 11:00 to 12:00

Did you know that on average a hotel is sold through 150 channels & that the same room type is likely to be named in 10 or more different ways?

Even across a Hotel Chain, the same room type in different locations may have many different names. Even the hotel names can vary across suppliers.

With over 500 providers offering over 1 million properties and half a billion supplier room type combinations, it is extremely challenging to find the right product within the

right hotel and in the right location to meet your guest's aspirations.

Our series of Webinars aims to help you achieve three things:

1. Create a much better user experience for your booker or guest
2. Create up-sell opportunities
3. Use digital content to meet your customer's aspirations.

Webinar 1

Unravelling the Distribution Conundrum

Thursday 28 January 11:00 to 12:00 (UK)

Daily, millions of room availability messages and offers are exchanged between Suppliers and the Distributors / Sales Channels.

This webinar will focus on two major topics:

1. How can you make sense of all that data in a more standardised way leading to a more efficient process and better user experience?
2. How can you make more effective use of the data in terms of distributing last minute offers, selling third party add-ons such as transfers, improved sales analysis and identifying market opportunities?

Speakers:

Peter Hazel, TTI Projects Coordinator
Travel company executive (tbc)

Webinar 2

Creating Up-Sell Opportunities

Thursday 4 February 11:00 to 12:00 (UK)

"why are we seeing this hotel when it's nowhere near where we want to stay?"

"why is that hotel displayed multiple times?"

"why can't I find a room with a balcony and a sea view?"

These are common questions we hear from bookers, whether they are an agent or a direct customer, and can often result in a lost sale.

This webinar focuses on how the standardisation of room type

names and destinations can not only improve the User Experience (UX) but lead to higher sales conversion, more up-sell opportunities and an increase in booking values.

Speakers:

Matt Chapman, Chief Technical Officer, Vibe Systems Ltd
Howard Rosenthal, Partner, D4T consulting
Travel company executive (tbc)

Webinar 3

Working Together – Meeting Guest's Aspirations

Thursday 11 February 11:00 to 12:00 (UK)

Having great prices & products is often not enough to seal the deal - guests need to be persuaded that the property on offer meets their aspirations. Hoteliers need to have great images and accurate information about their hotels, and distributors need to be able to easily access that content. What you want your customers to say are things like

"wow, what a view", "the room is just perfect", "the kids will love the pool", "what could be a more romantic setting for a sundowner"

This webinar will look at how multi-lingual Digital Content is driving sales and marketing opportunities for hotels and sales channels alike to match their guest's aspirations.

Andreas Posmeck, Managing Director / CEO will explain how GIATA's state-of-the-art products are enabling hotels to distribute high quality content to GIATA's global network of 20,000+ sales channels to help clinch the sale.

Speakers:

Andreas Posmeck, Managing Director/CEO, GIATA GmbH
Travel company executive (tbc)

[Click this link to register for the series on Eventbrite](#)

The Fight Back

2020 Winter Forum Report



by Justyn Barnes

Travel has arguably suffered more than any other industry as a result of the Covid-19 pandemic. The situation is dire, but travel businesses are not taking it lying down. They are trying to do everything they can to stay afloat and prepare for a return to normality – or, more likely, a new normal. TTI chairman Tim Wright introduced the Winter Forum Webinar with the rallying cry, ‘Don’t sit back, fight back’, and five speakers valiantly answered the call, sharing their expertise and experiences to inspire attendees for the battles ahead...

Trading Smarter

Kelly Cookes, Leisure Director at Advantage Travel Partnership, the UK’s largest independent travel partnership, was first up and she began by citing statistics that laid bare the grim impact of the pandemic.

Advantage members report an 80-90% drop in their sales. One in ten businesses have failed, and 78% of members predict that they will run out of cash before June 2021 with no sector specific support/exit strategy for travel. The emotional toll of this financial uncertainty has been horrendous too, with 60% of members experiencing mental health issues.

So what have Advantage been doing to help? ‘Supporting members has been our top priority,’ said Cookes. ‘To give you an idea, we have been handling on average 60-plus calls/e-mails per day handled by our Commercial team and 50-plus by our Business Development team. Since March we have also been doing a daily communication out to the membership which has been key as

we can’t visit them face to face.’

Other activities include lobbying for the industry via trade and consumer press and developing their Homeworking Division to help members looking to exit the high street. In August, Advantage also launched a ‘Flexi-Pledge – Book with Confidence’ campaign – ‘It was a call out to our supplier partners asking them to commit to a certain level of flexibility allowing customers to move bookings if the Covid situation changed,’ she explained. ‘And it was successful.’

The pandemic has led to a rethink by independent agents about the balance between automation and personalisation. They thrive on personal service, and many have previously viewed tech as an alternative to what they do. But even the reluctant have been forced to embrace technology. ‘Suddenly video



Kelly Cookes, Leisure Director
Advantage Travel Partnership

conferencing was the norm and social media became the new shop window,’ said Cookes. ‘Our belief is that technology and automation in particular should not be an alternative to personal service, it should complement it. Everything that we have done aims to reinforce the personal service rather than

replace it.’

As the first lockdown was eased, Advantage launched an appointment app for members which allowed customers to select a face-to-face visit, a video call or other options to suit each individual.

‘Customers don’t want a one size fits all approach and neither do our members’, said Cookes, so Advantage is trying to offer support that members can pick and choose from based on their needs. This support ranges from communities for knowledge sharing, dedicated marketing support, training and advice within specific sectors to a CRM platform driven by a tailored preference centre and individual profiles.

Helping members with customer engagement has also been important: ‘We are providing members with more digital and visual assets than ever before,’ she said. ‘They have animated graphics, videos, playlists, tutorials, Q&As etc and the aim with all of this is to help them to stand out from the crowd and get airtime with their customers.’

Advantage is already planning ahead for life after Covid, and Cookes sees some promising signs for independent travel agents. For example, many travellers that had to spend hours trying to amend their own travel plans over the past few months may well look for an easier option of using a travel agent. In a recent survey by Advantage, one third of respondents said that they didn’t usually book with an agent, but that a third of that group said they would now do so.

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The trend towards shopping locally has also intensified during the pandemic and Cookes predicted that travel agents will reap the rewards. 'However,' she warned, 'we live in a world where customers want to engage with a business and make their purchases at a time that suits them, so we have to use tech cleverly to make this seamless.'

The 25-34 market is traditionally the least likely to use an agent, but Advantage's survey showed that 44% of them would be looking to book with an agent in future. The challenge is reaching them. 'Social platforms are varied so businesses need a presence across multiple platforms and to be sharing different content on each,' said Cookes. 'Putting offers on Facebook alone is not going to get to this market.'

In the Q&A, Cookes was asked about the scary statistic that 78% of members may run out of cash by mid-2021. The news earlier in the week that a highly effective vaccine is likely to be widely available by spring has given her hope that this apocalyptic vision will not become a reality. 'Enquiries immediately went up,' she said. 'We are seeing pent-up demand. As soon as the Canaries opened up, people booked straight away.'

What isn't helping is a lack of focused support at government level though – 'There is no Tourism Minister and the government didn't seem to understand that a lot of jobs in this country are dependent on outbound travel.'

Automating Hospitality

One of the major changes we've seen this year is increasing automation of hospitality to improve customer safety and to keep businesses alive. Michael Madison, CEO of *menumodo*, a company that focuses on optimising the display of menus on hotel websites, talked about how a fundamentally face-to-face business with a high degree of physical contact is adapting to the situation.

Madison defined hospitality's core values as 'high touch', 'feeling', 'emotions' and 'pleasure'. It is no surprise therefore that automation pre-pandemic had limited successes, mainly in limited/minimum-service hotels and fast food – he cited Ibis Budget self-check-in, self-service terminals at McDonalds and app-based pre-ordering for pick-up at chains like Chipotle and Pizza Express.

Full-service hotels/brands have also introduced things such as in-room tablets, online check-in and apps for room selection, but as Madison said: 'Adoption of these tools was fairly half-hearted by consumers. It was just seen as a way of hotels cutting their costs. The pandemic changed has this perception a bit.'

A revenue plummeted, hotels were also faced with spiralling costs to comply with regulations, remain competitive and meet customer expectations – for instance, the annual cleaning bills in US hotels increased by \$130,000 per hotel (\$9bn in total). Initially, the focus on safety meant hotels shut down or reduced food and beverage services, and bookings for meetings, conferences, wedding and private events dried up. Meanwhile, restaurants either closed or switched to takeaway. Third-party delivery services – Deliveroo, DoorDash, Grubhub, Uber Eats, etc. – came into their own. 'I call them the OTAs of the restaurant industry,' said Madison.

After the initial shock, Madison identified a second phase of 'fluid transition' underpinned by the 'realization that this was not going to change in the near future'. In the hotel sector there has been increased acceptance of existing tools, groups/brands stepping up app development, with text apps, voice bots, etc. used

extensively. Fast food/fast casual franchised restaurants have invested in things like point-of-sale integration of self-ordering and payment apps. 'In the USA, they have call centers to take orders for restaurants – that has



Michael Madison, CEO, menumodo

been very successful,' he said. As for independent neighbourhood restaurants and fine-dining, QR code menus have replaced paper menus and there has been an increased shift to online reservations and the use of 'delivery OTAs'.

He talked about the importance of menus and where they should live – 'hint: they are everywhere', he said. For a hotel brand, for example, this means marketing via the brand, hotel and restaurant websites

In this uncertain environment, Madison concluded that there is a fine balance to be struck between short-term fixes and medium-/long-term solutions: 'Top priorities have to be guest safety, customer retention, increasing efficiency and driving business through lower cost channels. Integrated solutions are unlikely to cover all requirements, so connectivity will be required to combine the best specialist solutions.'

After his presentation, Madison was asked what he expects hotels to do when the vaccine comes in – panic and drop rates or will pent-up demand mean they might actually increase rates? 'Hotels have learnt that giving away the shop to OTAs and lowering rates is not the answer,' he replied. 'The pandemic and the costs associated with it are not going to go away overnight. With lower occupancy, I'm hopeful that hotels will maintain their discipline and not give the shop away.'

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Clearer skies ahead?

'Cut him and he bleeds airline,' said forum moderator Paul Richer in his introduction of industry expert John Strickland, Director of JLS Consulting, after the coffee break. 'Airlines are in my DNA,' agreed Strickland. 'Sadly, we're in a pretty bad state; the worst crisis I've ever known.'

He then showed a graph charting the pretty alarming plunge of air traffic from February to April, then some recovery in July-August that indicated pent-up demand before 'Lockdown 2'.

'This uncertainty is a nightmare for customers who are reluctant to book and for airlines,' he said. 'Things are so parlous I think we are going to see business failures this winter. It's mostly essential travel at the moment; very little in the way of leisure and business.'

The most challenging area is long-haul travel with traffic down 90% and most major markets almost closed – for example, Europe–Transatlantic, Europe–Asia/Australia. 'Qantas don't expect long-haul flights to US and UK until autumn next year,' he said. 'There's no income, but still costs are ticking over.'

In Q4 this year, airlines are going to be running at a fraction of the capacity they were the year before. 'I interviewed Michael O'Leary of Ryanair the other day and he said they will run at no more than 40% capacity this winter,' relayed Strickland. 'Capacity planning and pricing is almost guesswork currently. Normal sources of historic data and booking trends are not reliable, so expect a new approach for future, Flight searches are one source of clues.'

Strickland predicted that 'VFR' (Visiting Friends and Relatives) will be the strongest source of recovery post Covid, and there will be a pent-up demand for leisure travel. As for business travel, short term there is likely to be a reduction in volume driven by travel bans, budget cuts and health concerns. Long-term, the future of premium cabin business travel is open to question as companies utilise video conferencing rather than send executives around the world unnecessarily, burnishing their green credentials in the process.



John Strickland, Director
JLS Consulting

As an aircraft enthusiast, Strickland was sad to see British Airways retired its entire fleet of Boeing 747s in July. Smaller, more fuel-efficient aircrafts, now able to fly long haul appear to be the future. Boeing are projecting initial weak demand for new planes post pandemic, then a recovery in the long term. 'But I wonder how environmental concerns will affect that,' cautioned Strickland.

'Low-cost carriers have been the winners in previous crisis and I think they will be again by using price to stimulate demand, flexible, nimble aircraft deployment and exploiting the weakness of others,' he said. Indeed, Wizz Air has even said 'we have been waiting 10 years for this opportunity' and are aggressively taking advantage of new market opportunities with 200-plus new routes, 22 aircraft redeployed and positioning for further growth in key markets.

That's all well and good on short haul, but the future of low-cost long haul is a different story. Strickland showed an amazing overhead picture of Norwegian's long-haul fleet parked together ('they are essentially in hibernation right now'). Low cost long haul has been popular with customers, but the fuel-efficient

planes are very expensive to acquire and with lower demand it's going to be hard to make that business model work profitably.

Strickland envisages a slow recovery for air travel over four or five years, especially for long haul and international markets. 'Vaccine is the ultimate goal, but we can't assume it'll be a quick, easy fix for humanity let alone air travel,' he said.

Government attitudes around the world vary widely and there is a need for more coordination and collaboration with the airline industry. Also, just as with other sectors of the economy, there can't be a zero-risk policy approach if airlines are going to recover. Great strides are already being made on aircraft hygiene with hospital-standard air filters, UV cleansing of electronic equipment etc. And with the reduction of capacity at airports due to social distancing, expediting the implementation of contactless technology and biometrics to ease the customer journey through airports is very important.

'To succeed airlines are going to have to be very entrepreneurial,' said Strickland. 'They are going to have to use every bit of data at their disposal, willing to trial markets and test new products – we saw Emirates, Qatar Airways and Finnair try "Business Class Lite" before the pandemic, and I think that's definitely the way to go.'

'I think we're going to see a smaller industry for some years, but hopefully there are clearer skies down the line.'

Increasing efficiency with effective collaboration

The actions that travel companies take now will have huge implications for their future. With less staff and tighter budgets, effective collaboration across teams has never been more important, according to Eddy Swindell, Fresh Relevance's founder and CRO.

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Swindell talked about the interrelationship between the economy, the consumer and the organisation. The economies of countries around the world have experienced a brutal recession in 2020 – for example in Q2, Britain saw a 20.4% quarter-on-quarter GDP decline. Consumer travel destination preferences have altered profoundly due to the pandemic too. Fresh Relevance data shows that online revenue for staycations was 64% higher in September than in March, while revenue from overseas packages was 33% lower. Meanwhile, 90% of organisations delayed or reviewed their budget commitments, 85% paused new hires and 81% suspended tech or infrastructure spend (source: Marketing Week/Econsultancy survey, 6 April 2020). Marketing teams have become smaller due to furlough/redundancies, so they have to do more with less and the budget has to work harder.

On the plus side, 'The situation now is a unique opportunity,' he said. 'People often so busy in day job, they don't have time to make the changes they need to. We have an incredible opportunity to drive efficiency through collaboration.'

He shared some recommendations to get teams working together across Marketing & Acquisition, eCommerce, Merchandising, CRM and Testing & Optimisation. For example, he suggested that eCommerce seek to understand LTV (lifetime value) alongside general conversions: 'You often find that eCom executives are not even aware of marketing goals. They tend to be obsessed with conversions, and not drill down into lifetime customer value of people who have converted.'



Eddy Swindell, CRO & Co-Founder, Fresh Relevance

Similarly, he noted that Testing & Optimisation teams tend to be obsessed with short-term goals – 'The key is to align testing metrics with other teams and take a longer-term view where possible.'

Swindell also shared a 'personalisation strategy framework' covering different stages of the customer journey from awareness to consideration to decision and transaction to loyalty and advocacy. For example, at the loyalty and advocacy stage, it is usually the remit of eCommerce team to get products and services reviewed online. 'However,' he said, 'if we look at Marketing goals, with service-level reviews saying what a great service you provide from people who have booked with you numerous times, they have much more potency when they are

targeted to new customers. Targeting that content at repeat, loyal customers on the website is using real estate that could be used much more effectively. Conversely, when it comes to stimulating that user-generated content in the first place, eCommerce should be striving to drive service-level reviews from loyal customers that have come back more than once – they are much more likely to have had a positive experience.'

'To summarise, it's an incredible opportunity and a real necessity in many cases to drive better efficiency,' he said. 'More collaboration between these different functions is a great way of achieving that.'

A new model

From collaboration within organisations to a vision of UK travel companies working together to compete with the giant OTAs that dominate the global online travel market. The Forum's final speaker,

Anthony Beresford, Commercial Director of Beyond Analysis believes this is a realistic possibility to aid the fightback post pandemic.

The top five OTAs have a 53% share of the global market. 'Every single day they build their data assets, using insights from that data to attract new and repeat customers to increase their market dominance even further.'

The data used in all this analysis is MIDT (Marketing Information Data Tapes) which is a pool of data shared across all the major GDSs (Travelport, Amadeus and Sabre) encompassing all airline travel booked on those GDSs. 'We get this on a daily basis,' said Beresford, 'so we can see yesterday what flights were in the air, which airlines were flying them, how many people were in those planes and which agencies had booked those flights.'

He cited a study from a couple of years ago that estimated Google's total revenue from travel – flights, holidays, trips, hotels etc. – at £100bn. 'They know when you started thinking about travelling from your searches on Google, they can see where you've travelled on their maps. What's quite frightening with Google is that they can target you across all the different platforms – email, searches, YouTube, they can even suggest your next trip according to your happy moments collected on Google Photos or Drive. We can be sure that Google will continue their aggressive expansion in the travel industry.'

So how can small independents compete with these behemoths? From Beyond Analysis's experience in various sectors, they have found that the most successful companies have been open and collaborative. For instance, Tesco started sharing data with suppliers showing what was and wasn't selling well. Suppliers could then see what products were

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successful and adjust accordingly. Customers were happy because they were seeing more of what they wanted on the shelves, Tesco were happy because they were selling more and suppliers were happy because they increased revenue. 'It was a win-win-win for everyone in the value chain,' said Beresford.

It has also been proven to work with competing businesses too. A great example in travel is the Oneworld alliance of 13 of the world's leading airlines, which Beyond Analysis helped British Airways to found.



Anthony Beresford, Commercial Director, Beyond Analysis

separate business with an ownership structure that worked for the partner airlines. And the most important thing we did was share information across the Oneworld alliance.'

Initially, the concept was met with scepticism. American Airlines pilots used to rip the Oneworld logo from their planes, because they thought their jobs were under threat, but the benefits soon became apparent to the alliance partners. 'That sharing of data allowed each of the partners to lock in their customers – i.e. through the reward points –but also understand their needs and wants better to ensure they had the right routes across the network, the right prices and propositions.'

Beresford believes that the same approach can be taken by smaller independents. 'We see a new model is required,' he said. 'Our model helps you to understand a better way to identify opportunities to grow your business; a

better way to observe and predict behaviours and individualise the customer experience; a better way to acquire and retain loyal customers to improve marketing ROI; a better way to future-proof your organisation against the big brands entering the market; a better way to identify emerging trends and get ahead to provide unique offers; and a better way to consume and act on this insight.

'We have buy-in from one of the GDSs and some companies already. What we're suggesting is that smaller independents come together and transparently share their data through Beyond Analysis to create a compelling data asset.' This data can then be leveraged to understand market dynamics, future-proof expansion decisions, quickly identify traveller trends and more. (In the Q&A that followed, Beresford was asked if there would be some GDPR issues with aggregating personal data in this way, but he said it is not a problem as anonymised data is sufficient to get strong, useful insights.)

'The reality is that the big players are coming for everyone,' he concluded, 'and we have to use technology and a collaborative approach to fight back.'

Welcome to New TTI Member Kaptio - the Company



Kaptio was founded in 2012 with headquarters in Reykjavik, Iceland. Our sales, support and development teams are located in locations in Iceland, North America, UK and Australia and our users are in more than 20 countries around the world.

Our goal is to become the leading Travel Reservation and CRM

platform for mid to enterprise travel industry tour operators. We create a trusted and consultative partnership with our customers and strive to be the best travel technology company to work for. Our aim is to deliver on client expectations, with trust and transparency between our staff and customers.

The Kaptio Travel Platform (KTP) is platformed on Salesforce (the world's leading CRM) and includes a full customer service suite to support Sales centres, Operations, Exec and finance teams. Unique

to KTP is drag and drop configuration so that customers can add their own fields and dashboards, reporting and screen layouts. KTP is a cloud solution and so no reliance on costly infrastructure and the ability for all your users to work remotely. Our solution is multi-language, multi-currency and can support a tour operator across multiple global offices in one solution.

For more information contact: Jon Pickles, COO 07478 683 016, jon@kaptio.com

News from Members

If you have any member news you wish included, please email to phippa.barrett@tti.org



Corporate Travel Management - service expansion

Key Sesui client Corporate Travel Management (CTM) has recently acquired Travel and Transport, Inc. (T&T) including its Masterfare and Radius Travel business, creating one of

the world's leading global mid-market corporate travel managers.

Integration is underway with the main London locations already completed, allowing the combined business to emerge from COVID-19 in a strong competitive position.

As the existing provider of cloud based CCaaS to CTM the decision to move to this common platform was made easier by the flexibility and ease of its remote / home working capability. Sesui are looking forward to working with the expanded team at CTM.



Google and GIATA extend cooperation to include COVID-related health and safety facts from GIATA Drive into Business Profiles on Google

The Corona Pandemic has led to hygiene standards in the hotel industry being raised and adapted to new legal requirements in order to meticulously protect guests and employees. This information should now also be made visible to bookers.

The COVID-19 hygiene hub developed by GIATA enables licensed GIATA hotels to display all internal hygiene information as well as all labels or seals - these are maintained by the hotels directly in the "GIATA Drive" system. (<https://www.giata.com/en/giata-drive-en>) In this way, all procedures implemented by the hotel are recorded, covering all areas of the hotel including rooms, restaurant, bar, lobby, spa areas, pool, etc.

With the cooperation between Google and GIATA, hoteliers are now able to distribute their COVID-19 health, hygiene and safety information directly from their GIATA Drive account into their Business Profiles on Google ensuring that the information is displayed not only within GIATA's 21.5k+ channels, but also to Google users worldwide.

TTI on Social Media

TTI is on all major social media platforms. Just click one of the logos below to visit us.



<https://www.facebook.com/tti.org/>



<https://www.linkedin.com/company/tti-org/>



<https://www.linkedin.com/company/tti-org/>

News from our associations

TTI is associated with a number of trade organisations. Here is a round-up of their news



Advantage Travel Partnership launches the 'Rise of the Travel Agent' Turn of Year Campaign

Following a year that was far from normal, The Advantage Travel Partnership, the UK's largest travel agent consortium, adapted its regular turn of year marketing campaign and has created four mini-campaigns, to offer its members the flexibility and freedom to promote offers and themed content that will work for their individual businesses. The campaign is underpinned by the need for members to think more commercially than ever before. Earning potential and suppliers that

have been supportive to the trade over the last nine months have been key factors in building the campaign.

The Advantage Travel Partnership partners with AirGateway

The end-to-end solution for NDC will be available to Advantage members for no upfront cost. This partnership with AirGateway GmbH – a German B2B airline distribution company, provides Advantage members complimentary New Distribution Capability (NDC) access to additional airline content.

There are no initial outlay costs for Advantage members, allowing members to have access to as much content as possible, to ensure they remain competitive and agile when the market returns.

Advantage Holidays partners with Expedia Partner Solutions

Advantage Holidays, the in-house

tour operator from Advantage Travel Partnership, has strengthened its beach, city and USA product offering with the introduction of a new relationship with Expedia Partner Solutions. Expedia Partner Solutions will enhance the Advantage Holidays offering, providing a greater choice for members. This comes following a review of content suppliers throughout the ongoing COVID-19 pandemic, where partner support is crucial to the operator.

The new relationship greatly enhances the Advantage Holidays offering, creating a wider breadth of quality hotel choices across Europe and selected USA cities, providing members with the ability to grow their businesses when demand for travel returns.



Along with most businesses Covid continues to have a huge impact on our sector and most of our efforts are directed towards supporting members through the latest period of restriction, whilst making plans for the recovery period which we all crave. We have and continue to deliver daily website updates, weekly written updates and an events calendar ensuring members can access all of the latest information and guidance.

Looking towards the future we are ramping up opportunities for members to ensure that they are able to plan ahead, create new contacts and remain connected. As part of that we'll be delivering our next Youth Travel Workshop targeting buyers from the UK and overseas for a full day of B2B appointments and will be publishing more information on that shortly.



The start of 2021 has brought some certainty with the new Brexit trade deal, but also Lockdown 3 and with it the introduction of a new pre-departure testing regime.

The BTA welcomes pre-departure testing for all travellers coming into the UK and the prioritising of public health. It's something we've been campaigning for since May 2020. However, it will need to be kept under close review so business travellers can contribute fully to the UK economy as international borders open up.

Whilst the third national lockdown is a difficult time for us all professionally and personally, we have found small upsides for the travel sector. The time spent in lockdown gives Governments across Europe, the European travel management community and corporates the time to identify and settle any teething issues.

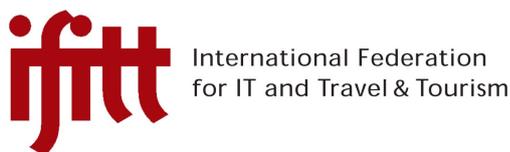
From increasing visa-free exemptions to getting frictionless visa approval, this time can be well spent ensuring our new queue at the border operates as smoothly as our previous place in the EU members' line. It is clear that there is still a frustrating lack of understanding of the breadth of business travel, and we will continue to campaign to improve this.

For the start of 2021, we launched industry guidance outlining the baseline standards that should accompany each TMC pricing model. We've created a document that provides consistent guidance for

TMCs and corporate customers in defining their commercial relationships, and is designed to be of reference both when negotiating pricing agreements and in their day to day management.

It follows the development of our white paper last year that explored approaches to industry pricing models, and a Covid-accelerated consultation on its findings. It has already attracted international attention and puts the UK firmly at the forefront of this growing industry conversation.

This year, more than ever, TMCs and corporates need to work closely together to define and redefine their relationships. The standards we have developed are designed to be a benchmark that can be adopted across the business travel ecosystem, and provide consistency and best practice for all stakeholders.



ENTER21@yourplace “Change – Future – Matters”



2020 brought so many changes that it is difficult to catch up with everything. #ENTER21 #eTourism #conference will bring together the #Tourism & #Tech practitioners, policymakers, and academics for 3 days to summarise the most recent industry trends and research insights to exchange ideas and search for solutions to build a sustainable future for tourism. Please check the program here <https://enter-conference.org/program/>. Join us on 20-22 January at @yourplace with the special New Year price! Hurry up to join! The New Year price for ENTER21 eTourism conference registration are closing 17 January 2021! <https://enter-conference.org/>

Project Management Committee Discussions



by Phippa Barrett

Our last project meeting took place via Zoom on 17 September

Membership and Collaboration

Tim Wright and the team acknowledged that this has been a very tough year for our members and for the travel industry in general so we would like to thank our members for remaining loyal and supportive during this difficult time. We offered a special thanks to members who either presented at TTI Webinars or who provided their own thought-provoking webinars during the year. The opportunity for members to present their own Webinars to members is a new member benefit and we hope to see more members taking advantage of this opportunity as we progress through 2021.

We firmly believe that cooperation and partnerships will be a key element in getting the industry through these difficult times. With this in mind, one of the first things we

will be doing in 2021 is partnering with GIATA to deliver a series of webinars that aim to help our members sell the right property, at the right location, at the right price. We hope you will join us.

Our membership is made up of experienced and talented travel professionals so we would also encourage you to contact your fellow members and explore collaboration and partnership opportunities.

Products

Interest in our “TTIplaces” and “RoomType Mapping” products has increased and we expect to sign a new Roomtype Mapping customer very soon.

TTI.org

We are working on a new version of the TTI website and will share updates as they become available.

Conferences

Unfortunately, it is unlikely that conferences will be face to face in the near future but we will continue to host virtual events until we can meet again.

Next Project Meeting

Thursday 11th March

Contact Us

Please contact phippa.barrett@tti.org if you would like to host a Webinar, be put in touch with other TTI members, provide news items for our Newsletter or anything else you need.

TTI events 2021

Project Management Meetings

Thursday 11 March 10:00 via Zoom
Thursday 10 June 10:00 via Zoom
Wednesday 15 September 10:00 via Zoom
Thursday 9 December 10:00 via Zoom

Conferences & Forums

Thursdays 28 Jan, 4 Feb, 11 Feb - webinar series
Thursday 18 March - Spring Conference
Tuesday 22 June - Summer Forum
Thursday 23 September - Autumn Conference