



For Immediate Release

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OpenTravel Alliance Announces 2009 Advisory Forum

Event Marks 10th Anniversary and Promises New Standards in Travel Distribution



January 23, 2009 – WASHINGTON, DC – This year's Advisory Forum will celebrate the 10th anniversary of OpenTravel Alliance while also presenting events and speakers to further the advancement of travel distribution. This year's event will feature speakers and presenters to discuss topics such as generating ancillary revenue, content distribution and emerging markets. The Advisory Forum is expected to draw attendees from the airline, car, hotel and rail industries as well as software developers, consultants and solutions providers.

The event will include presentations from speakers such as Anne Cole, vice-president of distribution and content delivery for Hilton Hotels and Jim Young, vice-president and chief marketing officer of Frontier Airlines. Also scheduled are new project workshops, work groups and project team meetings.

Event: 10th Annual OpenTravel Alliance Advisory Forum

Date: April 20 - 22, 2009

Location: Marriott Seattle Waterfront
2100 Alaskan Way
Seattle, WA 98121 USA

Time: Tuesday, April 21, 2009 9:00 AM – Wednesday, April 22, 2009 5:00 PM
(welcome reception Monday evening, April 20, 2009)

Cost: \$699 for OpenTravel Alliance members before February 27, 2009/\$799 after February 29, 2009.
\$799 for non-members before February 27, 2009/\$899 after February 27, 2009.

Those interested in speaking or have a topic to be addressed can contact Valyn Perini at valyn.perini@opentravel.org. For more information about the Advisory Forum visit <http://www.opentravel.org/activities/advisoryforums.apx>.

About the [OpenTravel Alliance](#)

OpenTravel's mission is to engineer specifications that make data transmission flow smoothly throughout travel, tourism and hospitality. OpenTravel 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](#), OpenTravel is comprised of representatives from airlines, car rental firms, hotels, cruise lines, leisure suppliers, service providers, tour operators, travel agencies, and trade associations. For more information, visit www.opentravel.org.

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