



**For Immediate Release**

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**Seattle to Host OpenTravel Alliance's 2009 Advisory Forum:**

*Event to include Launch of FastRez™,  
the First Connectivity Solution for the Hospitality Industry*

**February 24, 2009– WASHINGTON, DC** - OpenTravel Alliance, the travel industry's leading technical specification development organization, will hold their annual Advisory Forum April 20 – 22, 2009 at the Marriott Seattle Waterfront. This year's Forum marks the 10<sup>th</sup> anniversary for the event and for the OpenTravel organization.

OpenTravel's Advisory Forum is an annual event where OpenTravel members and those in the travel industry gather to discuss the future of the electronic distribution of travel and traveler information. The event is noted for its key industry speakers and for providing a networking opportunity to freely exchange ideas.

The conference attendance fee is \$699 for OpenTravel members before February 27, 2009 and \$799 after February 27, 2009. It is \$799 for non-members before February 27, 2009 and \$899 after February 27, 2009. Press passes are available.

The OpenTravel Alliance will debut FastRez, the first connectivity solution to seamlessly automate reservations for smaller hospitality companies, at the conference.

Some of the benefits FastRez offers are:

- Easy implementation for robust two-way connectivity between trading partner applications, including property management systems, central reservation systems, booking engines and distribution companies
- Rapid time-to-market for new trading partners and new products
- Affordable direct-connect tool for broader inventory distribution or more targeted markets
- Based on an appropriately scaled version of the proven OpenTravel standard messages

"We listened to companies in the hospitality industry who told us the existing schema was too broad in some circumstances for their needs," said Alan Young, chairman of OpenTravel's board of directors. "FastRez provides an alternative for those emerging or smaller companies who, like their larger industry counterparts, need to quickly and easily distribute travel and traveler information. All hospitality companies should be able to offer the same two-way direct connectivity to their customers and trading partners, increasing their reach in the marketplace as well as increasing their revenues."

**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](http://www.opentravel.org).

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