

A stylized world map in dark blue with white outlines of continents. It features several navigation icons: a white location pin in the Americas, a yellow location pin in Europe, a white location pin in Africa, and a white location pin in Asia. White arrows indicate movement between these regions. A red and orange curved line is also visible in the upper right.

GRANADA

**7TH SUMMIT OF
TRAVEL AGENCIES
ASSOCIATIONS**

8 – 10 November 2023

Emmanuel Mounier
Project Manager

**Global
Travel Tech**

: a new voice for the travel tech industry

Travel tech : heavyweight players in the travel & tourism ecosystem

Rise of tech players in the travel ecosystem over the last decades...

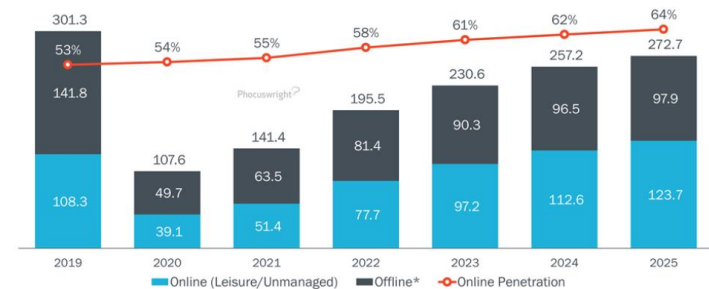
- GDSs play a central role in air ticket distribution
- With Internet, online bookings now exceed offline ones, giving OTAs and metas a key role in travel services distribution.

...represented by regional associations

- In Europe, USA, APAC

But no association at global level

Figure 2: Online and Offline Gross Bookings (€B) and Online Penetration (%), 2019-2025



Note: 2021-2025 projected. *Offline includes telephone, walk-in, central reservations and managed corporate travel bookings. Source: Phocuswright's Europe Travel Market Report 2021-2025 © 2022 Phocuswright Inc. All Rights Reserved.

eu travel tech



7TH SUMMIT OF TRAVEL AGENCIES ASSOCIATIONS

8 – 10 November 2023

Global Travel Tech

a new voice for the sector

Membership:

global players of travel tech

AMADEUS

Booking.com

eDreams ODIGEO


expedia group


Skyscanner

 TRAVELPORT

Ambition : **Global Travel Tech** is the voice of the world's travel tech companies. We engage with global industry leaders and policymakers to promote an innovative, competitive industry that harnesses technology to provide traveller-centric solutions based on transparency and sustainability.



**7TH SUMMIT OF
TRAVEL AGENCIES
ASSOCIATIONS**

8 – 10 November 2023

Global Travel Tech: a global platform to discuss global issues

What it will do:

- represent the global travel tech industry in dialogues with global stakeholders from industry and policy
 - ✓ Role of indirect distribution channels
 - ✓ Sustainability
 - ✓ Regulation of platforms
 - ✓ Taxation



What it will not do

- replace or compete with existing associations



**7TH SUMMIT OF
TRAVEL AGENCIES
ASSOCIATIONS**

8 – 10 November 2023

Global Travel Tech: promoting indirect distribution channels

GTT members are active in all parts of the travel distribution ecosystem (metas, OTAs, GDSs) and cover all travel services

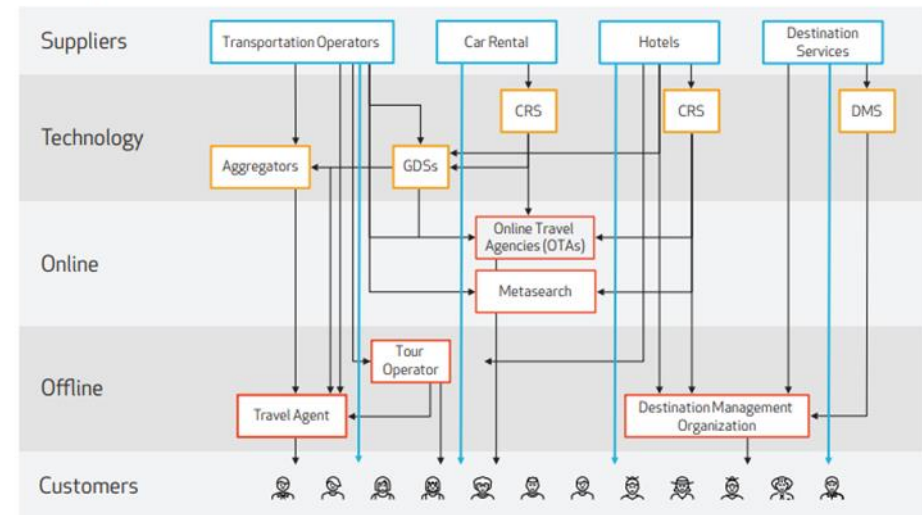
Unique position to advocate for indirect distribution

- ✓ competition and consumer choice enablers
- ✓ contribute to make travel and tourism smarter, more sustainable and resilient

GTT will aim at ensuring a positive perception of their role by global policymakers

It will also address concerns raising from consolidation trends in air travel and accommodation and related disintermediation strategies

From Supply to Demand: Today's Travel Distribution Network



Note: GDS = Global Distribution System / CRS = Central Reservation System / DMS = Destination Management System
 Note: Transportation operators include airlines and railway undertakings.
 Source: Phocuswright Inc.



**7TH SUMMIT OF
TRAVEL AGENCIES
ASSOCIATIONS**

8 – 10 November 2023

Global Travel Tech: supporting the green transition

➤ By providing reliable, transparent data on journeys and stays, travel tech players incentivize consumers to make sustainable travel choices while supporting the industry's decarbonization efforts:


- ✓ 40% of travelers actively look for sustainability information when booking their transportation
- ✓ 54% of travelers want to filter their options for those with a sustainable certification*

➤ Global Travel Tech will aim at having this enabling role acknowledged by global policymakers, notably when defining sustainability standards

This flight emits 14% less CO₂ than a typical flight on this route

Flight emissions are calculated **per traveller** and based on factors such as aircraft type, capacity and number of stops.

[Learn more →](#)



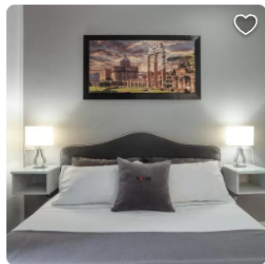
11:35
BRU

2h 05
Direct

13:40
FCO

13 deals from
€ 142

[Select →](#)



Rhome GuestHouse Affittacamere ★★★★

++ **Genius**

Central Station, Rome · [Show on map](#) · 1.5 km from centre

Metro access

🌿🌿 Travel Sustainable Level 2

Budget Single Room
1 single bed

2 nights, 1 adult
~~€ 334~~ **€ 278** ⓘ

Includes taxes and charges

👍 **Earn € 19 Credits**

[See availability >](#)

**7TH SUMMIT OF
TRAVEL AGENCIES
ASSOCIATIONS**

8 – 10 November 2023

* [Booking.com sustainability report 2022](#)



Global Travel Tech wants to work with you!

- GTT members are already members of your associations
- Interests and objectives are naturally aligned
- Open to any cooperation:
 - ✓ Participation to events
 - ✓ Joint advocacy actions
 - ✓ other industry projects
- **As a starter: you are all welcome our launch event at ITB Berlin on March 5!**



**7TH SUMMIT OF
TRAVEL AGENCIES
ASSOCIATIONS**

8 – 10 November 2023

Thank you!

Emmanuel Mounier
Project Manager

Global Travel Tech

Email: emounier@globaltraveltech.org

