



NEWS RELEASE

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Independent Travel Distribution Explained in Animated Video *Collaboration between ETTSA and GBTA Europe*

Brussels, 14 November 2011 – European travel services and business travel groups have teamed up to produce an entertaining video showing how far technology has come in giving consumers the power to choose the best and most economical way to travel, and the need to protect those benefits. **The video is available at www.etsa.eu.**

The video premiered at ETTSA's annual EU event, held at the Museum of Natural Sciences in Brussels, gathering key players from the European Commission, Parliament, and stakeholder groups. ETTSA Secretary General Christoph Klenner said, "Our new video gives a glimpse of what life was like before independent travel distribution, powered by global distribution systems, revolutionized travel buying. Being here in the Gallery of Evolution reminds me that our industry is still realising its potential as it evolves to meet travellers' needs and demands."

The animated film by the European Technology & Travel Services Association (ETTSA) and the European branch of the Global Business Travel Association (GBTA), explains what Independent Travel Distribution is, and gives a historical context. It outlines the benefits that the industry brings to business and leisure travellers alike and is designed to give European policymakers, stakeholders and consumers a quick, accurate overview of Independent Travel Distribution and its place in the value chain.

"It's vital in today's economy to keep business moving through intermodality – accessing and integrating different modes of transport," said Paul Tilstone, Managing Director of GBTA Europe and CEO of the Institute of Travel & Meetings. "Independent Travel Distribution makes that happen in a fast, transparent and cost effective way. To Christoph's comment about evolution, we are in danger recently of undoing the benefits independent distribution brings at a time when we should be focusing on servicing and caring for our business travellers better. Let's not go back to the dinosaur days before technology transformed travel management."

ENDS

ETTSA (the European Technology & Travel Services Association) was launched in 2009 to represent and promote the interests of travel distributors and Global Distribution Systems (GDS). Working with industry, policymakers, opinion formers, consumer groups and other relevant European stakeholders, the Brussels-based association encourages and supports fair competition and consumer choice in the travel distribution chain. Members include Amadeus, ebookers, Expedia, Opodo, Sabre (including its affiliate lastminute.com) and Travelport. Associate Members include eDreams. ATPCO and OAG are Supporting Partners of ETTSA. www.etsa.eu

GBTA Europe (Global Business Travel Association) is the first buyer-led European-wide business travel and meetings network, representing major corporate travel buyers across the EU. It acts as the collective voice of a professional, buyer-led community representing nearly two thousand travel buyers and suppliers. GBTA Europe is part of the Global Business Travel Association (GBTA), the world's premier business travel and meetings organisation. Collectively, GBTA's 5,000-plus members manage over USD 340 billion of global business travel and meetings expenditures annually.