



NEWS RELEASE

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Independent Travel Distribution on board at Travel Technology Europe

Brussels, 27 January 2012 – Competition and consumer choice advocate **ETTSA** will help kick off Travel Technology Europe, the largest event of its kind in Europe, by addressing the unmatched benefits of independent travel distribution for all travellers on 7 February, 12:00, at the TTE Travelport Live Theatre, Earl's Court, London.

“Independent travel distribution powered by GDSs is the only channel that can give travellers the kind of transparency and choice they’re looking for.” **ETTSA’s** Secretary General, Christoph Klenner says, “I look forward to debunking myths and misconceptions about travel technology in my presentation at **Travel Technology Europe**. The internet revolutionised travel booking – the independent travel distribution sector continues to innovate and offer creative, cost-effective solutions, from mobile applications and self-booking tools, to full intermodal travel planning and booking.”

Christoph Klenner will show how robust GDS technology stands up against emerging business models. He will also shed light on how U.S. and European regulators are looking at the current travel distribution landscape, and which regulatory challenges - and opportunities - lay ahead.

More than 3,000 visitors are expected to attend **Travel Technology Europe** which runs alongside the Business Travel Show from 7-8 February 2012. To date, 60 exhibiting companies specialising in a wide range of travel technologies, from booking and reservation systems, network infrastructure and hardware, to mobile, social and web design, are booked.

“Travel Technology Europe is an unmissable event for anyone working in the travel industry who wants to improve their online presence, increase sales, convert browsers to bookers or enhance and streamline their admin processes,” says event director David Chapple.

To register for a visitor pass and be fast-tracked into the show, please register at www.traveltechnologyshow.com.

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