



*Connecting travel businesses*

**TTI – 23 March Conference**

# ***Travel tech The Good, the Bad, the Ugly .. and the Future***



- Start-up of the Year
- Best Technology Product

**Roberto Da Re - CEO**

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# We have come a long way

Sellers



Buyers



It has not  
always been  
easy!

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# The Good

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## Airlines

From CRS to GDS

IATA – Ticketing – BSP

## American Express / Cards

## “Process”

RFPs, requirement docs .. having a selection process





# The Bad

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“Standards” .. That are not really standard  
e.g. Viewdata, Open Travel, ACRISS

Spending on something that does not provide ROI  
.. because you can

Being at the mercy of one actor  
e.g. Credit Cards

Doing what everyone does instead of what's good  
for your business



# The Ugly

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Hidden agendas driving tech  
e.g. Airlines and NDC

Lack of vision / having the wrong  
person drive the project



# The Future

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Travel Tech “of many options”

e.g. Alternative payments

Content generating AI

AI Driven UX (the end of the Bot!)

An interoperable travel world

e.g. “Camino” Network, Super App







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# *Thank you !*



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