

Opinion Piece: Apps and their impact on the travel industry.

By Phil Donathy, Travelport Product Director, Developer Tools

When you look around at the world today, it's clear that a large number of successful software companies succeed not just because of what they build for their customers, but because of what they enable their developer partners to build on top of their platform. A widely popular example is Apple's iPhone and the App Store. Of course, some apps are built by Apple, but the vast majority aren't. The iPhone itself may be fantastic but are we really attached to the device or to the apps?

But what has all this got to do with the travel industry and the GDS? Quite a lot, in fact.

Travelport is adapting to the way the travel world wants to evolve – selling the way travel providers want to sell and agents want to buy. At the same time, travelers are using new technologies and platforms (smartphones, tablets, cloud, etc.) to do business. Our objective is to provide flexible access to content and services through an open platform, creating a multi-channel experience so services can be delivered on multiple devices and platforms.

From our perspective, apps are changing the way we do business. Today, Travelport has an expansive global reach – connecting hundreds of airlines, more than a hundred thousand hotels and numerous other travel providers with tens of thousands of agencies worldwide. We encourage the developer community to develop and innovate on the Travelport Universal API™ platform through the use of apps or otherwise enabling our core technology and data assets to be re-used in innovative ways to meet the needs of multiple niches. Harnessing the creativity of the world's innovators is a win-win scenario for all of us.

Travelport's investment in an open API enables developers to deliver applications cost-effectively whether for mobile apps or traditional PCs. Having an open platform is key to our future and the changing needs of Travelport customers. Our aim is to harness the best possible new ideas and creativity to make our content available to the widest possible audience.

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For more information about Travelport Universal API, visit developer.travelport.com

