Blockchain & Travel Distribution

Michael Smith, Managing Partner, Ai Events
(and not a blockchain expert!)
Travel and Distribution, Distribution and Travel

➢ Challenges since the airline industry started computerising
➢ Unique set up in that the middleman pays the end re-seller to use their system
➢ Rise of the internet, direct and indirect distribution
➢ Not much has changed over the years....despite the likes of NDC and other “direct” approaches
What’s Google saying?

- Almost 22 million hits for blockchain travel distribution
- Winding Tree on page one
- And, a course at Oxford for 6 weeks on blockchain!
- Air Canada adopting blockchain for travel distribution
Winding Tree

- Generates almost 60 million google hits
- Billed as:
  - Open Source
  - Distribution Ecosystem
  - Hotel and Airlines/Travel Inventory Distribution
Winding Tree

➢ AF KLM (from Air France-KLM website)
➢ Air Canada (from Newswire.ca October 2018)
➢ Lufthansa (from FTE, October 2017)
Air France-KLM partners with Winding Tree to strengthen innovation in the travel industry using Blockchain technology

On 4 October 2018

Air France-KLM and Winding Tree have announced a new partnership to develop Blockchain technology in the travel industry.

The aim of this new agreement is to provide, via Blockchain technology, a more advantageous travel offer for customers which is more profitable for suppliers, in particular by reducing the number of intermediaries. Thanks to Winding Tree's BtoB platform, users, and in particular companies and start-ups, will benefit from a wide range of offers (flights, hotels etc.) and will be able to offer travel solutions which are adapted to their customers' needs.

Air France-KLM will support Winding Tree's technological developments by testing the technology and providing feedback as the development progresses.

"We are proud to be one of the first airline groups to join Winding Tree to develop Blockchain technology" said Sonia Barrière, EVP Strategy and Innovation at Air France-KLM. "With a long-standing commitment to innovation with start-ups and partners, Air France-KLM is constantly creating the future of travel and devising solutions to make the travel experience easier and more personalized. With Blockchain technology, we aim to revolutionize exchanges within the travel industry for our customers, companies and start-ups."

"The Air France-KLM group has built a reputation when it comes to using technology to enhance the customer experience," said Pedro Anderson, Founder and Chief Operating Officer of Winding Tree. "We are excited to join them in their goal and commitment towards becoming the leading airline in customer intimacy and we are excited to bring Blockchain technology as the tool needed to achieve real innovation and enhanced customer satisfaction."
"We are pleased to be participating with Winding Tree in this innovative project for a new travel distribution channel," said Keith Wallis, Director of Global Product Distribution for Air Canada. "As Canada’s largest airline, and a global leader in innovative airline distribution solutions, Air Canada recognizes the importance of leveraging this next generation technology. We plan to integrate Air Canada’s Direct Connect API with Winding Tree’s public blockchain platform, giving blockchain-savvy users the ability to access our content directly from the source."

"As the first North American carrier to work with Winding Tree’s public blockchain platform, Air Canada is showing itself to be a real leader in innovation," said Pedro Anderson, Founder and Chief Operating Officer of Winding Tree. "We are excited to have their valuable collaboration in creating the ideal developer experience and their ongoing feedback along the way as we build an open environment for travel distribution."
Lufthansa Group has entered into a partnership with Winding Tree, a blockchain-based decentralised open-source travel distribution platform, which aims to make travel cheaper for consumers and more profitable for providers.

Winding Tree is dedicated to disrupting travel distribution. The decentralised B2B marketplace system powers blockchain-based travel booking transactions and can provide start-ups and companies with direct access to travel service providers’ offerings, and reduce distribution costs.

In theory, airlines, hotels and other travel service providers will in the future offer their services on Winding Tree’s platform, and companies interested in content will connect to the B2B blockchain-distributed digital marketplace to present specific offers tailored to their customers’ needs. This will result in a large number of new apps for travellers, who will then be able to book Lufthansa Group flights via the offer that best suits their preferences.

Markus Binkert, Senior Vice President Distribution & Revenue Management, Lufthansa Group Airlines, explained: “Lufthansa Group has engaged in the development of APIs, for instance supporting the IATA NDC standard, to offer a direct access to its offers to customers and distribution partners.

“By integrating these APIs with Winding Tree’s public blockchain, Lufthansa Group enables all innovative partners who develop cutting-edge travel applications to access these offers via a decentralised and intermediate-free travel marketplace.”

In order to finance the initial development and facilitate acceptance by suppliers, Winding Tree is launching a token sale of its cryptocurrency “Lif” on 1 November 2017. Lufthansa Group plans to participate in the pre-sale after regulatory clearance from Swiss authorities.

“The partnership with the Lufthansa Group will allow us to build blockchain-based travel apps which not only adhere to the requirements of airlines but we will be able to test these with Europe’s largest airline, further validating the efficiency and scalability of the platform. Lufthansa Group is setting an example for the travel industry,” said Maksim Izmaylov, Founder and CEO of Winding Tree.
Why The Travel Industry Is Blockchain's Best Bet

David Petersson  Contributor
Crypto & Blockchain

In 2017, blockchain projects flourished, where ICOs managed to raise billions. 2018 was a crash year for cryptos, even though the sums raised this year were twice as high as the previous one. Blockchain projects promised a lot, however 71% of them still have no working products. The argument was that blockchain is still in its infancy, and many are supposed to deliver their products in 2019. And one of the best places to watch where blockchain will rise again is in the travel industry.

Source: Forbes December 19, 2018
Initiatives Identified by IATA in Distribution

- Ozone – an alternative distribution system for air transportation
- TravelBlock – an alternative to the traditional GDS
- Winding Tree
Ozone: A Decentralized Travel Distribution Network


Ozone: A Decentralized Travel Distribution Network. 16 Feb 2018. Abstract. Travel booking is a multibillion-dollar industry currently controlled by three players...
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About TravelBlock

50+ Years Of Experience In The Travel Industry

TravelBlock will introduce the new generation of travel by eliminating the traditional Global Distribution System and going through the blockchain. By taking this route there will be significant advantages over utilizing existing frameworks and applications. It’s low cost, secure, immutable, irreversible and transparent for the public.

By being part of TravelBlock using your (TRVL) tokens, you will have an average of 30% to 60% discount on your vacation needs, through our private consumer platform available only to (TRVL) token holders. Thanks to strategic affiliations, travel providers, and direct negotiations we are able to offer wholesale rates direct to the public and offer the best possible pricing. We assure you that wherever your travels lead you to, you’ll always get what you want, where you want, when you want it.
Summary

➢ Airline distribution seems to be a target for blockchain companies (and hotel distribution too)
➢ Seems to be potential, but, limited actual results
➢ Reluctance to talk?
➢ Time will tell on the results front
Winding Tree Interview – October 2018

➢ https://www.youtube.com/watch?v=G-9pNk9pGPQ