



ONLINE TRAVEL DISTRIBUTION SUMMIT 2016

11th of April 2016, University of Applied Sciences
Salzburg, Urstein Süd 1, 5412 Puch/Salzburg

13:45		OFFICIAL WELCOME OF THE SPEAKERS AND OPENING OF THE SUMMIT (ROOM HS110)
14:00	AMADEUS Bernhard Brauneder	Topic: Distribution channels development. A historical perspective — 10' Discussion (moderated by Wolfgang Pagl)
14:30	BOOKING Gila Gfader	Topic: The current online distribution landscape. Mergers & Acquisitions and Business Model Development — 10' Discussion (moderated by Bernhard Brauneder)
15:00	ÖHV Markus Gratzer	Topic: Direct distribution vs. indirect distribution. Challenges for the hospitality industry — 10' Discussion (moderated by Uwe Frers)
15:30		BREAK
16:30	GOOGLE Sher Khan	Topic: Search engines and meta search engines. Technology Giants tapping into the tourism industry — 10' Discussion (moderated by Gila Gfader)
17:00	EXPEDIA Wolfgang Pagl	Topic: The online distribution from the customers' perspective (new study) — 10' Discussion (moderated by Markus Gratzer)
17:30	ESCAPIO Uwe Frers	Topic: Disruptive technologies and future developments — 10' Discussion (moderated by Sher Khan)
18:00		After Work Reception – Meeting in the lobby with invited industry partners
19:30		OFFICIAL END