



P R E S S R E L E A S E

FOR IMMEDIATE RELEASE

THE LOS ANGELES BUSINESS TRAVEL ASSOCIATION FEATURES PROGRAM ON GDS DEREGULATION.

Los Angeles January 30, 2004 – An expert panel from several aspects of the travel industry presented “GDS Deregulation” at LABTA monthly meeting in January. The panel looked at deregulation of the GDS and dealt with the possible repercussions to the travel industry. The prestigious panel included Bruce Charendoff, Senior Vice President, Government Affairs, SABRE, Anne Cole, Vice President, Hilton Hotels, Joe Monaghan, Senior Vice President, WorldTravel BTI, and Amos Khim Leung, Senior Manager of Distribution Strategy, Continental Airlines.

In 1984, the Department of Transportation, in an effort to maintain a competitive market between airline-owned GDSs, imposed regulations on the Computer Reservations Systems. After solicitation of comments from the travel industry and witnessing the dissolved ownership-relationship leaving the GDSs independent of airline bias, the Department of Transportation passed a final ruling to de-regulate the GDS market. The ruling includes Mandatory Participation Rule, Display Bias Rule, Discriminatory Pricing Rule, GDS-Travel Agency Contract, Sale of Data by GDS to Airlines, and Productivity Pricing.

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The expert panel jointly agreed that the elimination of GDS participation would not affect travel programs in a significant manner. It is unlikely that major airlines will cease participation in the GDS. The elimination of the display bias rule will unlikely affect the access to inventory although the Department of Transportation will be monitoring this area closely. The panel fielded questions from travel management as well as the supplier attendees during the presentation.

Los Angeles Business Travel Association (LABTA)

LABTA is the authoritative voice of business travel management in Los Angeles. Founded in 1970, this non-profit organization is the largest National Business Travel Association (NBTA) chapter in the US with current membership exceeding 250 members. Membership is comprised on corporate travel executives and associates from the airlines, hotels, ground transportation and other travel service providers

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