



November 17–19, 2009 • Omni Orlando Resort at ChampionsGate • Orlando, Florida USA

CENTER STAGE SPEAKERS

The speaker roster is unmatched, distinguished and speaks for itself. Senior executives and key influencers from numerous sectors of the travel, tourism and hospitality industry define and predict the ever-evolving realities of travel commerce.

John Boris, Managing Director, Lonely Planet Americas and Executive Vice President, Lonely Planet

Jeffery H. Boyd, President and CEO, Priceline.com Inc.

Brian Clark, Senior Vice President and General Manager, Fly.com (a Travelzoo company)

Hugh Crean, General Manager, Bing Travel (a Microsoft company)

Chris Cuddy, CEO, Cheapflights Ltd.

Vispi Daver, Partner, Sierra Ventures

James K. Davidson, President and CEO, Farelogix Inc.

Robert Flynn, Global Travel Publisher and Vice President, Frommer's

Brad Gerstner, Founder and CEO, Altimeter Capital

Steve Hafner, Co-Founder and CEO, Kayak.com

David V. Jones, President and CEO, Amadeus IT Group S.A.

Stephen Kaufer, President and CEO, TripAdvisor

Dara Khosrowshahi, President and CEO, Expedia Inc.

Gary Loveman, Chairman, President and CEO, Harrah's Entertainment Inc.

Mark S. Mahaney, Director, Citigroup Investment Research

Matthew McIlwain, Managing Director, Madrona Venture Group LLC

Robert E. Michalik, Managing Director, Kinderhook Industries LLC

Pablo O'Brien, Director, Product Management, Yahoo! Travel

Gene Quinn, CEO, Tnooz and Chairman, PhoCusWright Inc.

Suzie Reider, Head of Advertising, YouTube LLC

Marc Ruff, Co-Founder and CEO, TVtrip Inc.

Steve Singh, Chairman and CEO, Concur Technologies Inc.

Rob Torres, Managing Director, Travel, Google Inc.

Patrick Younge, President and General Manager, Travel Channel Media

CENTER STAGE TALKBACK

Talkback is a signature component of PhoCusWright events. Talkbacker's take the stage and lead the Q&A (question & answer) segment. A Talkbacker's mission is to ask excellent questions. They dig beneath the "polite surface" and explore "messier truths" that are below the surface.

Tom P. Botts, Managing Partner, Hudson Crossing LLC

Christine Brosnahan, Vice President, Distribution and Reservation Services, Carlson Hotels Worldwide

Rod Cuthbert, Founder and Chairman, Viator Inc.

Adam Healey, Co-Founder and CEO, hotelicopter

Christopher Lopinto, Partner, ExpertFlyer.com

Armin Meier, Chief Commercial Officer, Travelport Inc.

Feargal Mooney, CEO, Web Reservations International

Beatrice Tarka, Co-Founder and CEO, Mobissimo Inc.

THE TRAVEL INNOVATION SUMMIT DEMONSTRATORS

Innovators from around the world will demonstrate sites and solutions that will significantly impact travel planning, purchasing and trending. The audience selects winners who will then be able to present their ideas during the Center Stage Five Minutes of Fame sessions.

10Best Solutions

AboutAnywhere.com

Amadeus Affinity Shopper

CarTrawler

CheapLimoRates.com

Dapper

deciZium Inc.

gliider

Goby

GuestCentric

Language Weaver

Milestone Internet Marketing Inc.

Planetism.com

Tourabout

Translations.com

Travelport

TravelTainment

TripCase

Tripware

Voyage.tv

Voyij.com

PHOCUSWRIGHT ANALYSTS AND MODERATORS

For over a decade, PhoCusWright events have provided unsurpassed content and a more valuable experience because our analysts run the show. PhoCusWright analysts and researchers are well respected and connected, with decades of experience, in the travel, tourism and hospitality marketplace.

Ram Badrinathan, General Manager, Asia Pacific, PhoCusWright Inc.

Julien Beresford, Senior Research Analyst, PhoCusWright Inc.

Joseph Buhler, Senior Destination Marketing Analyst, PhoCusWright Inc.

William Carroll, Ph.D., Senior Hotel and Lodging Analyst, PhoCusWright Inc.

Daniel Connolly, Ph.D., Senior Hotel and Lodging Analyst, PhoCusWright Inc.

Mona Faraj, Research Analyst, Middle East, PhoCusWright Inc.

Michael Gerra, Technology Analyst, PhoCusWright Inc.

Ralph Merten, Market Analyst, Europe, PhoCusWright Inc. and VP, Business Development, h2c consulting GmbH

Bob Offutt, Senior Technology Analyst, PhoCusWright Inc.

Michaela Papenhoff, Senior Market Analyst, PhoCusWright Inc. and CEO, h2c consulting GmbH

Douglas Quinby, Senior Leisure Travel Analyst, PhoCusWright Inc.

Eugene Quinn, Chairman, PhoCusWright Inc.

Carroll Rheem, Director, Research, PhoCusWright Inc.

Norman L. Rose, Senior Corporate and Technology Analyst, PhoCusWright Inc.

Cathy Schetzina, Technology Analyst, PhoCusWright Inc.

Lorraine Sileo, Vice President, Research, PhoCusWright Inc.

Philip C. Wolf, President and CEO, PhoCusWright Inc.

THE TRAVEL INNOVATION SUMMIT

MONDAY, NOVEMBER 16, 2009

THE TRAVEL INNOVATION SUMMIT

New Ideas. New Products. New Companies.

Thirty innovators from around the world demonstrate applications, mobile technology and solutions that significantly impact travel planning, purchasing and memorializing.

11:00 am - 6:00 pm (7 hrs)

PHOCUSWRIGHT RECEPTION DESK OPEN FOR *THE TRAVEL INNOVATION SUMMIT*

Check-in and collect your credentials and materials. Not registered yet? You can register to attend here.

Rotunda

11:00 am - 6:00 pm (7 hrs)

THE TRAVEL INNOVATION SUMMIT REHEARSALS

(By appointment for Innovators only)

6:00 pm - 8:00 pm (120 min)

THE TRAVEL INNOVATION SUMMIT INNOVATOR BRIEFING

(*Travel Innovation Summit* Innovators only)

8:00 pm - 9:00 pm (60 min)

EXHIBIT AND INNOVATION SHOWCASE SET-UP

(Exhibitors and Innovators only)

THE TRAVEL INNOVATION SUMMIT

TUESDAY, NOVEMBER 17, 2009

Thirty innovators from around the world demonstrate applications, mobile technology and solutions that significantly impact travel planning, purchasing and memorializing.

8:00 am - 7:00 pm (11 hrs)

PHOCUSWRIGHT RECEPTION DESK OPEN FOR *THE TRAVEL INNOVATION SUMMIT*

Register, or check-in and collect your credentials and materials. PhoCusWright Reception is the "go-to" place for all your needs.

Rotunda

9:00 am - 6:00 pm (9 hrs)

THE TRAVEL INNOVATION SUMMIT

8:00 am - 9:00 am (60 min)

COFFEE AND CONNECTIONS

Start your conference off right by sharing breakfast with your industry colleagues and meeting new partners and clients.

Ballroom Commons

8:00 am - 7:00 pm (11 hrs)

EXHIBITOR AND INNOVATOR SHOWCASE

Meet with the exhibitors and *Travel Innovation Summit* Innovators one-on-one.

Exhibitor and Innovator Showcase, National Ballroom

11:25 am - 12:20 pm (55 min)

BREAK AND LUNCH

Stretch your legs and grab a drink in the Exhibitor Showcase. This is an ideal time to search for the exciting new products, technologies and services that will boost your business.

Ballroom Commons

2:40 pm - 3:35 pm (55 min)

AFTERNOON BREAK AND SNACK

Do not head back to your room yet. Take the new ideas you have just learned and put them to use by connecting with your colleagues during this snack break.

Exhibitor and Innovator Showcase, National Ballroom

6:00 pm - 7:00 pm (60 min)

THE TRAVEL INNOVATION SUMMIT COCKTAIL RECEPTION

(Tue-Wed tickets only)

Exhibitor and Innovator Showcase, National Ballroom

THE TRAVEL INNOVATION SUMMIT

TUESDAY, NOVEMBER 17, 2009

7:30 pm - 9:30 pm (120 min)

SATISFYING YOUR CULINARY CRAVING IS EASY!

Take the opportunity to form friendships and collaborations while dining at one of the Omni's unique restaurants. Each restaurant will offer their regular menu in addition to a special PhoCusWright menu. All entrées include a free drink. To make reservations, please call 407 390-6664 x6505.

Zen

Enjoy pan-Asian dishes, sake and an innovative sushi bar. Asian-themed privacy screens create separate dining areas. Private dining room available upon request.

Trevi's

Features Mediterranean-style dishes in an Italian garden atmosphere. You can request a seat near the indoor kitchen to watch meals being prepared, then take an after-dinner stroll through a working herb garden.

David's Club

An upscale but casual sports bar and grill, David's Club serves mouthwatering steaks and boasts a spectacular golf course view. Features six 42" plasma TVs, overstuffed leather chairs, two pool tables, a foosball table and electronic darts.

DEAL DAY

WEDNESDAY, NOVEMBER 18, 2009

Comprised of workshops, the start of Center Stage, networking and much more, Wednesday is not to be missed. Included with all tickets, it offers attendees opportunities to see what's hot in the industry, connect with professionals on their "must-meet" list and get a good look at what the exhibitors and demonstrators have to offer.

8:00 am - 8:30 pm (12.5 hrs)

PHOCUSWRIGHT RECEPTION DESK OPEN

Register, or check-in and collect your credentials and materials. PhoCusWright Reception is the "go-to" place for all your needs.

Rotunda

7:30 am - 9:00 am (90 min)

BLOGGERS TOWN HALL BREAKFAST

(open to approved Bloggers only)

Breakfast with Philip Wolf, president and CEO of PhoCusWright—this will be an intimate gathering for thought provoking conversation of current travel market trends. Philip will share PhoCusWright's outlook for the future of global travel.

ChampionsGate Room, Lobby Level

8:00 am - 9:00 am (60 min)

BREAKFAST

Gear up for day two. Draw out your plan of attack for the networking and million-dollar opportunities of *Deal Day* over an energizing breakfast.

Ballroom Commons

8:00 am - 7:00 pm (11 hrs)

EXHIBITOR AND INNOVATOR SHOWCASE

Meet with the exhibitors and *The Travel Innovation Summit* innovators one-on-one.

Exhibitor and Innovator Showcase, National Ballroom

9:00 am - 3:30 pm (6.5 hrs)

WORKSHOPS

Industry leaders present dynamic content, covering a variety of the hottest topics for the travel marketplace keeping you abreast of the latest buzz in the industry.

Four 60-minute workshops will be offered simultaneously throughout the day for a total of 16. Several workshops repeat for your convenience.

See below for details (more to come!)

TRAVEL AND CONSUMER ELASTICITY

Presented By: **Compete Inc.**

The recession has impacted all industries at historic levels. Discretionary spend industries—such as travel—have been impacted more. With signs of a recovery, the unknown is what Compete calls "consumer elasticity." This refers to the extent to which consumers bounce back to pre-recession behaviors and when. In general, the longer and deeper a recession, the less likely the rebound. Given the magnitude of the recession—and that this is first of this depth in the digital age—there are no benchmarks for this recovery. In its workshop, Compete reveals how the recession has impacted consumer behavior across and within the industry, the signs of recovery already evident in its intelligence, as well as set expectations for the recovery.

Lincoln Merrihew, Managing Director, Travel, Compete Inc.

EFFECTIVE TOURISM MARKETING IN TODAY'S DIGITAL WORLD

Presented By: **PhoCusWright Inc.**

Tourism Queensland—A Compelling Case Study

"The best job in the world," represents one of the most creative, recent destination marketing campaigns using the social Web.

Facebook, Twitter and YouTube have developed far beyond buzzwords. These global social networks are gaining consumer attention with phenomenal adoption rates. Over 120 million users log on to Facebook at least once each day and spend 5 billion minutes on the site. The time travelers spend using new social media continues to grow while old mainstream media usage is dwindling. Social tools influence how people search, shop and buy travel. The path is clear—more marketing funds must be shifted online. Learn how one DMO has found a recipe for success.

Chris Chambers, Director of Digital Marketing, Tourism Queensland

CHANNELING THE INCREASINGLY POWERFUL ONLINE CUSTOMER

Presented By: **Tealeaf**

The online travel consumer faces a myriad of pricing and packaging options and with so many choices, consumer loyalty often changes on a dime. Poor experiences, even when small, can result in a quick click to a competitor's site and worse, the loss of consideration for future business. In such an immensely competitive and intertwined online environment, it is essential to have complete visibility into the online customer experience. Join Joe Megibow, vice president, global analytics and optimization at Expedia, as he discusses how to use customer behavior analysis to improve Web site optimization. In this session, you will learn how to maximize revenue and increase loyalty by improving customer experience.

Geoff Galat, Vice President, Marketing and Product Strategy, Tealeaf Technology Inc.
Joe Megibow, Vice President, Global Analytics and Optimization, Expedia

BLOGGER SUMMIT TOWN HALL

Presented By: **Tips From The T-List**

Join the panel in an interactive, town hall environment discussing community building and the best tools to utilize, the blending of blogging and journalism, how not to lose control of your brand with social media, if using social media is about selling products or about building a community, how social media marketing fits into your overall marketing plan, and (if there's time!) more.

Joseph E. Buhler, Blogger and Social Media Consultant, PhoCusWright Inc.

Kevin May, Editor, Tnooz

Elliott Ng, Co-Founder, UpTake Networks Inc.

Dennis Schaal, North American Reporter for Tnooz, Blogger and Research Analyst , PhoCusWright Inc.

Moderated by: **Stephen Joyce, Publisher, Tips from the T-List and Co-Founder and CEO, Sentias Software Corporation**

HOSPITALITY SEARCH ENGINE MARKETING: THE FUTURE OF DIGITAL DISRUPTION

Presented By: **TravelCLICK**

As the Internet continues to grow at an exponential rate, how can search technology keep up with the Web's explosive expansion? How can hotels compete in this increasingly unstable environment? The addition of millions of new Web site pages each year is straining and disrupting a once steady system—and changing what we thought were the golden rules of search. This workshop addresses key issues that hoteliers must consider in the years ahead to compete and win online, including:

- What is the current state of search technology?
- How are major search engines balancing the new challenges to improve coverage and relevance of their display results while maximizing advertising revenue?
- How does emerging competition from metasearch engines and social media networks affect hoteliers' search strategy?
- What effect do these new channels and their new search paradigms have on hotels as they consider an increasingly complex array of distribution choices?
- What can hotels do today to cost effectively improve their search engine placement results, for both organic and paid listings?
- How will the search marketing landscape shift in the next five to ten years—and how can hoteliers prepare to compete in the new order of the digital world?

John R. Hach, Vice President, Media & Industry Relations, TravelCLICK Inc.

EFFECTIVE TOURISM MARKETING IN TODAY'S DIGITAL WORLD

Presented By: **PhoCusWright Inc.**
The Battle for Smart Trip Planning

An expert panel discusses how to improve the research, planning and shopping experience for your destination Web site.

The “Perfect Storm”—theme of the 2008 PhoCusWright Conference—has not passed. If it seems quiet, it may well be because we are in the eye of the storm. Recent polls show growing customer dissatisfaction with the researching, planning and shopping experience for travel destinations. Major travel players and DMOs are not addressing this important issue fast enough, creating significant opportunities for innovative start-ups. Capitalizing on new technologies is the key. Will DMOs and others respond with investments in their Web sites, partnerships or co-opetition?

Moderated by: **Joseph E. Buhler, Senior Destination Marketing and Social Media Analyst, PhoCusWright Inc.**

VIDEO IN TRAVEL – “THE SHOP, EXPERIENCE, BUY” PHENOMENON

Presented By: **TripTelevision**

This informative workshop covers the newest frontier for the online travel marketer - **video**. When you consider that YouTube is now the second most popular search engine in the world, it tells you how today's consumers search, view and respond. How will you address the growing demand for video among travelers? How can you attract and engage the online consumer? This session will cover video production, syndication, mobile applications, social media distribution and different player technologies available for implementing a video platform. It will also include syndication, video monetization and statistical analysis of content views including the results of TripTelevision's recent “Prove It” campaign, offering “real world” metrics. Learn how to create an experiential sale through the implementation of a successful video marketing strategy!

Christopher Chong, Vice President, Sales and Marketing, TripTelevision
Kulin Strimbu, President and CEO, TripTelevision

10:00 am - 10:30 am (30 min)

BREAK

Pause for a moment to think about all of the valuable connections you have just made and how these new potential partners and deals will impact your bottom line.

Exhibitor and Innovator Showcase, National Ballroom

12:00 pm - 1:00 pm (60 min)

SPEAKER LUNCHEON AND BRIEFING

(Speakers and Talkbackers only)

11:30 am - 1:00 pm (90 min)

LUNCHEON

Have lunch with new friends and new clients. Enjoy a delicious meal and sort out the finer details of the big deal you have been working on.

Ballroom Commons

DEAL DAY

WEDNESDAY, NOVEMBER 18, 2009

2:00 pm - 2:30 pm (30 min)

BREAK

Signed the deal already? Congratulations. Take a quick break for a refreshing snack and then get back to business.

Exhibitor and Innovator Showcase, National Ballroom

CENTER STAGE (GENERAL SESSION)

Workshops are over but Center Stage (General Session) is just getting started! Join us at 4:00 pm sharp in the National Ballroom for Philip Wolf's Opening Monologue. (Today's Center Stage sessions are open to all ticket holders.)

CENTER STAGE (GENERAL SESSION)

WEDNESDAY, NOVEMBER 18, 2009

Welcome to the start of our Center Stage (general session) event! Today's sessions are open to all ticket holders. This year's theme—"Money. Media. Mobile. Moxie."—highlights four essential strategies for success in today's marketplace: financial stability, expanded revenue streams, technical innovation and the guts to achieve challenging objectives in a demanding, complex environment.

4:00 pm - 4:20 pm (20 min)

WELCOME AND OPENING MONOLOGUE

Philip C. Wolf, President and CEO, PhoCusWright Inc.

4:20 pm - 4:50 pm (30 min)

THE TRAVEL INNOVATION SUMMIT FINALISTS REUNION

Gregg Brockway, Co-Founder and President, Tripl

Kerry J. Cannon, Founder and CEO, interactive MOBILE @dvertising LLC

Jim Hornthal, Chairman, Triporati Inc.

Tom Romary, Co-Founder and CEO, Yapta Inc.

Mark Schroeder, CEO, Home&Abroad

Moderated by: Bob Offutt, Senior Technology Analyst, PhoCusWright Inc. and Norman L. Rose, Senior Corporate and Technology Analyst, PhoCusWright Inc.

4:50 pm - 5:15 pm (25 min)

EXECUTIVE INTERVIEW: THE RETURN OF THE HOTELS.COM FOUNDER

David Litman, Co-Founder and CEO, Getaroom

One-on-one interview with Carroll Rheem, Director, Research, PhoCusWright Inc.

5:15 pm - 6:10 pm (55 min)

KEYNOTE: NEW KIDS ON THE BLOCK

Barney Harford, President and CEO, Orbitz Inc. (20 min)

Hugh Jones, President and CEO, Travelocity Global (20 min)

Talkback (15 min): *Industry peers lead Q&A*

Flo M. Lugli, Executive Vice President, Marketing, Wyndham Hotel Group

Brian Silver, President and CEO, Travel Ad Network

6:10 pm - 6:15 pm (5 min)

PHOCUSWRIGHT TRAVEL INNOVATION SUMMIT FINALISTS ANNOUNCED

The four *PhoCusWright Travel Innovation Summit* finalists will move on to the coveted Five Minutes of Fame sessions during the capstone Center Stage event!

Bob Offutt, Senior Technology Analyst, PhoCusWright Inc.

CENTER STAGE (GENERAL SESSION)

WEDNESDAY, NOVEMBER 18, 2009

6:30 pm - 8:00 pm (90 min)

CENTER STAGE GALA PARTY

(Tue-Thu and Wed-Thu tickets only)

Courtesy of **TripAdvisor** and the **Omni Orlando Resort at ChampionsGate**

Main Pool, Omni Orlando Resort

9:00 pm - 11:00 pm (120 min)

BING BASH

(Tue-Thu and Wed-Thu tickets only)

Bing Travel will be featured as the host of this late night party located 20 minutes from the Omni Orlando Resort at ChampionsGate. B.B. King's Blues Club hosts a hand-selected 11 piece "B.B. King All Star Band" and will have you jamming and dancing to music inspired by the King of Blues, the Queen of Motown and the Soul of Funk. You'll receive VIP treatment in the mezzanine area and the dining area directly below. Each area will have an open bar featuring Bing's signature drink the "Bingtini". Shuttle transportation is available starting at 8:30 pm between the Omni and BB King's.

CENTER STAGE
THURSDAY, NOVEMBER 19, 2009

This year's theme—"Money. Media. Mobile. Moxie."—highlights four essential strategies for success in today's marketplace: financial stability, expanded revenue streams, technical innovation and the guts to achieve challenging objectives in a demanding, complex environment.

8:00 am - 5:00 pm (9 hrs)

PHOCUSWRIGHT RECEPTION DESK OPEN FOR CENTER STAGE

Register or check-in and collect your credentials and materials. PhoCusWright Reception is the "go-to" place for all your needs.

8:00 am - 9:00 am (60 min)

BREAKFAST

Stock up on energy for a day of thought provoking and insightful discussion and debate of the travel industry's hottest issues and trends.

Ballroom Commons

8:00 am - 6:00 pm (10 hrs)

EXHIBITOR AND INNOVATOR SHOWCASE

Meet with the exhibitors and *Travel Innovation Summit* Innovators one-on-one.

9:00 am - 9:05 am (5 min)

WELCOME

Gene Quinn, CEO, Tnooz and Chairman, PhoCusWright Inc.

9:05 am - 9:40 am (35 min)

STREET TALK. VC TALK. PE TALK.

Vispi Daver, Partner, Sierra Ventures

Brad Gerstner, Founder and CEO, Altimeter Capital

Mark S. Mahaney, Director, Citigroup Investment Research

Matthew McIlwain, Managing Director, Madrona Venture Group LLC

Robert E. Michalik, Managing Director, Kinderhook Industries LLC

Moderated by: Jake Fuller, Senior Research Analyst, Finance and Analytics, PhoCusWright Inc.

9:40 am - 10:15 am (35 min)

KEYNOTE

James K. Davidson, President and CEO, Farelogix Inc. (20 min)

Talkback (15 min): *Industry peers lead Q&A*

Christopher Lopinto, Partner, ExpertFlyer.com

Beatrice Tarka, Co-Founder and CEO, Mobissimo Inc.

10:15 am - 10:45 am (30 min)

THE NEXT BIG IDEA

Suzie Reider, Head of Advertising, YouTube LLC

Rob Torres, Managing Director, Travel, Google Inc.

10:45 am - 11:20 am (35 min)

KEYNOTE

Steve Singh, Chairman and CEO, Concur Technologies Inc.

Talkback (15 min): *Industry peers lead Q&A*

Talkbackers TBA

11:20 am - 11:25 am (5 min)

FIVE MINUTES OF FAME (1 OF 4)

The travel industry's four hottest, most innovative Web and mobile-based applications—selected by the audience of Tuesday's (November 17) *Travel Innovation Summit*—present their innovations. A blue ribbon panel of judges will select one winner.

11:25 am - 11:55 am (30 min)

BREAK

Coffee and snacks are served in the Exhibitor Showcase; a central point for attendees, speakers and sponsors to meet, relax and discuss the highlights of the morning's program.

Exhibitor and Innovator Showcase, National Ballroom

11:55 am - 12:00 pm (5 min)

FIVE MINUTES OF FAME (2 OF 4)

The travel industry's four hottest, most innovative Web and mobile-based applications—selected by the audience of Tuesday's (November 17) *Travel Innovation Summit*—present their innovations. A blue ribbon panel of judges will select one winner.

12:00 pm - 12:25 pm (25 min)

EXECUTIVE INTERVIEW

Stephen Kaufer, President and CEO, TripAdvisor

One-on-one interview with **Philip C. Wolf, President and CEO, PhoCusWright Inc.**

12:25 pm - 1:00 pm (35 min)

KEYNOTE

David V. Jones, President and CEO, Amadeus IT Group S.A.

Talkback (15 min): *Industry peers lead Q&A*

Rod Cuthbert, Founder and Chairman, Viator Inc.

Armin Meier, Chief Commercial Officer, Travelport Inc.

1:00 pm - 1:30 pm (30 min)

THE PERFECT TRAVEL GUIDE

John Boris, Managing Director, Lonely Planet Americas and Executive Vice President, Lonely Planet

Robert Flynn, Global Travel Publisher and Vice President, Frommer's

Pablo O'Brien, Director, Product Management, Yahoo! Travel

Marc Ruff, Co-Founder and CEO, TVtrip Inc.

Patrick Younge, President and General Manager, Travel Channel Media

Moderated by: Gene Quinn, CEO, Tnooz and Chairman, PhoCusWright Inc.

1:30 pm - 1:35 pm (5 min)

FIVE MINUTES OF FAME (3 OF 4)

The travel industry's four hottest, most innovative Web and mobile-based applications—selected by the audience of Tuesday's (November 17) *Travel Innovation Summit*—present their innovations. A blue ribbon panel of judges will select one winner.

1:35 pm - 2:35 pm (60 min)

LATE LUNCHEON AND MIDDAY BREAK

With so much groundbreaking conversation happening on Center Stage, do not forget to eat. Enjoy lunch and a relaxing break with other travel savvy attendees.

Ballroom Commons

2:35 pm - 2:40 pm (5 min)

FIVE MINUTES OF FAME (4 OF 4)

The travel industry's four hottest, most innovative Web and mobile-based applications—selected by the audience of Tuesday's (November 17) *Travel Innovation Summit*—present their innovations. A blue ribbon panel of judges will select one winner.

2:40 pm - 2:50 pm (10 min)

BEHIND THE SCENES

Philip C. Wolf, President and CEO, PhoCusWright Inc.

2:50 pm - 3:25 pm (35 min)

KEYNOTE

Gary Loveman, Chairman, President and CEO, Harrah's Entertainment Inc. (20 min)

Talkback (15 min): *Industry peers lead Q&A*

Tom P. Botts, Managing Partner, Hudson Crossing LLC

Christine Brosnahan, Vice President, Distribution and Reservation Services, Carlson Hotels Worldwide

3:25 pm - 3:55 pm (30 min)

META, MEDDLE AND METTLE

Brian Clark, Senior Vice President and General Manager, Fly.com (a Travelzoo company)

Hugh Crean, General Manager, Bing Travel (a Microsoft company)

Chris Cuddy, CEO, Cheapflights Ltd.

Steve Hafner, Co-Founder and CEO, Kayak.com

Moderated by: Lorraine Sileo, Vice President, Research, PhoCusWright Inc.

3:55 pm - 4:30 pm (35 min)

KEYNOTE

Jeffery H. Boyd, President and CEO, Priceline.com Inc. (20 min)

Talkback (15 min): *Industry peers lead Q&A*

Adam Healey, Co-Founder and CEO, hotelicopter

Feargal Mooney, CEO, Web Reservations International

4:30 pm - 4:55 pm (25 min)

EXECUTIVE INTERVIEW

Dara Khosrowshahi, President and CEO, Expedia Inc.

One-on-one interview with Philip C. Wolf, President and CEO, PhoCusWright Inc.

4:55 pm - 5:00 pm (5 min)

EPILOGUE AND PHOCUSWRIGHT TRAVEL INNOVATION SUMMIT WINNER ANNOUNCEMENT

Philip C. Wolf, President and CEO, PhoCusWright Inc.

5:00 pm - 6:00 pm (60 min)

COCKTAIL RECEPTION

(Tue-Thu and Wed-Thu tickets only)

Be sure to get the most out of your conference experience and enjoy a cocktail while connecting with the speaker or exhibitor you've been wanting to meet! Reflect on the value you have found this week; new trends and innovations to take back to the office, new deals and clients to boost the bottom line and a new vision for the future of travel.

Exhibitor and Innovator Showcase, National Ballroom

7:00 pm - 9:00 pm (120 min)

WINE TASTING AT TREVI'S HERB GARDEN

Relax and enjoy your final evening with a three-course dinner paired perfectly with wine tastings by ChampionsGate Executive Sous Chef, Tobias Cox. Learn how to match wine and food while indulging in the aroma of Trevi's working herb garden. (Call +1 860 350-4084 x500 for details. Cost: \$110)

Trevi's Herb Garden, Omni Orlando Resort

CENTER STAGE

THURSDAY, NOVEMBER 19, 2009

PLEASE NOTE: THE PROGRAM IS SUBJECT TO CHANGE WITHOUT NOTICE.

Location: Conference sessions during The Travel Innovation Summit and Center Stage events generally take place in the National Ballroom of the Omni Orlando Resort at ChampionsGate; other session locations are noted.

Hours: The conference will commence and continue punctually. Please take your seats early. The doors to the National Ballroom and Exhibitor Showcase will open at breakfast each day, and will remain open throughout each event until the end of the program each day.

Dress: You are welcome at all conference sessions and receptions to dress however you feel most comfortable.
