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CNIi Interactive Distribution Report Identifies Key Trends in Asia



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The Cornell Nanyang Institute of Hospitality Management has released the 'Thought Leaders in Interactive Distribution Roundtable Report' report.

This report is based on discussions between hotel industry professionals, travel distribution companies and academicians at the inaugural Thought Leaders in Interactive Distribution Roundtable held in Singapore in January 2008. The roundtable was sponsored by Amadeus and TravelCLICK and included participants from Accor Asia Pacific, Asia Pacific Preferred Hotel Group , Carlson Hotels, GoMacau, HolidayCity.com, Hyatt International, IDeaS , Indo.com, MacroVision Network Pte Ltd/HSMAL, Sabre, Shangri-la Hotels & Resorts and faculty members from Cornell University and the Nanyang Technological University . The roundtable report was prepared by Dr. Bill Carroll, Dr. Kanapaty Pelly Periasamy, Dr. Sunanda Sangwan and Dr. Judy A. Siguaw, Dean Cornell Nanyang Institute of Hospitality Management.

The report discusses the growing importance of online distribution in the Asia Pacific region, identifies key trends and issues pertaining to Interactive Distribution in travel, specifically with regard to Leisure Shopping & Buying, Business & Event Travel and Chains & Properties Distribution.

"The 'Thought Leaders in Interactive Distribution Roundtable Report' summarizes the observations of key thought leaders about the future trends of interactive distribution across the Asia Pacific region and its sub-regions including the roles of major travel distribution players. Dean Siguaw commented, "It analyses who the major players are and what we think will happen in the market over the next few years. I encourage anyone who has an interest in interactive distribution to download the report and read it".

The report is available free of charge and may be downloaded from the www.cni.ntu.edu.sg website.

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