

Customer Interface

Travel Intermediaries

Travel Suppliers



Pre-Travel Agent Era

The only way to book was to directly contact the travel supplier. Intermediaries simply did not exist.

The first company to rent cars was Sixt, established in 1912, starting with only three cars for rent!



Pre-Internet Era

GDS



Travel Agent - Independent agents



Tour Operator



Business Operators



Airline Tour Operators



Unique Operators



Airline



In 1946, American Airlines set up the first automated booking system, eventually leading to the 1959 venture known as the Semi-Automated Business Environment (SABRE).

Cruise



The first low-cost airline was Pacific Southwest set up in 1949, but the most famous in Europe, Ryanair, didn't come along until 1985 with a 15 seater Embraer Bandeirante turboprop aircraft.



Pre-Smartphone Era

OTA



Metasearch



Web Search



Review Platforms



Hotel



The first tour operator excursion was organised by Thomas Cook and took place from Leicester to Loughborough, a ground level of 11 miles (17km) via steam train.

Train



Travelweb.com launched in 1994 as the first comprehensive catalogue of hotel properties, with the first bookings coming a short time later.



Post-Smartphone Era

Social



Mobile Only Social



Mobile Only Booking



Sharing (C2C Economy)



App Based



Car Hire



One of the defining mobile-only companies, Hertz Tonight, introduced their app back in 2011. Now mobile/tablet bookings account for over 60% of same day hotel bookings.

Bus



The first purpose built cruise liner was the Princess Victoria Lusa, launched in 1900. Compared to the Abre of the Sea, today's largest ship, the princess would make up only 2% of the weight.

This content is produced in association with