

Technologies for travel planning and comprehensive information for travellers en-route have been developed in the past, but up to now, their market success has been limited. New technologies are needed to support the traveller services platform and the eMarketplace.

The aim of the i-Travel project is to elaborate a platform for the exchange of information between content suppliers and service providers, allowing the “the connected traveller” to receive context-aware, mobile, on-trip event-based information and trip re-scheduling. As well as these technologies, organisational models and commercial tools are needed to support the integration of suppliers’ and buyers’ systems.

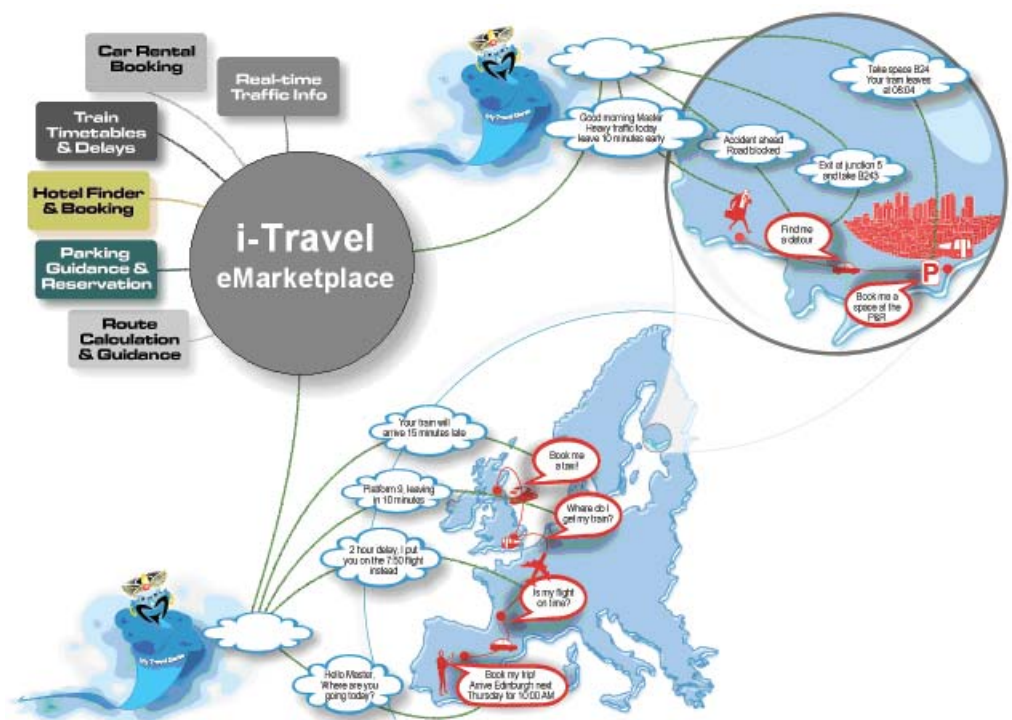
i-Travel project will analyse general business and institutional conditions across European travel information markets, including reviewing the available technologies, describing traveller profiles and analysing the aims, use cases and processes of the stakeholder groups. At the project’s end, a “roadmap for seamless travel services” will be outlined.

## i-Travel

### Consortium

Coordinator: ERTICO – ITS Europe

Partners: Aalborg University, ALTEA, Amadeus SAS, CERTH HIT, DLR, IDOM, ISMB, Logica, MIZAR, Navteq, Oracle, Orange, PTV, TA, Technolution, TNO, Vialis, Vlaamse Overheid, Ygomi



### Objectives

- Describe “snapshot” of existing travel and transport services, technologies and stakeholders.
- Identify main traveller scenarios, multi-modal use cases of i-Travel service platform, and requirements.
- Describe main stakeholder operational and business processes and needed cooperation.
- Evaluate standardised technological and architectural options for the i-Travel service platform to enable delivery of context-aware services.
- Create organisational models and business tools for the i-Travel supplier community, and begin acquisition of first community members.
- Make a feasibility and risk assessment, and propose a “roadmap for seamless travel services” setting out the milestones and development targets along the path towards deployment.
- Present “virtual demonstration” of i-Travel results, and identify scenarios and strategies for i-Travel demonstrations in major European & developing country cities.

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### Duration and Funding

January 2008 – June 2009. Funding through the EC Directorate General for Research