



WTTC develops world-class tourism Web site with Lotus Domino

Travel & Tourism is the world's single largest industry, generating some 10 percent of worldwide employment, and close to 11 percent of the world's gross domestic product. Helping it maintain those healthy statistics is the job of the World Travel & Tourism Council (WTTC). In fact, its 100 members—including the CEOs of industry heavyweights such as British Airways and American Express—rely on WTTC to continue to expand their reach and eliminate the barriers to growth in the industry.

resources, it was imperative that the Council find innovative and cost-effective ways of getting its messages out to a wider audience. Recognizing the huge increase in Internet use by governments, WTTC set out to build and maintain a world-class interactive Web site. Working with IBM Global Services, WTTC used Lotus Notes to establish a single platform for its publications and Lotus Domino on an IBM PC Server to cost-effectively deliver dynamic content to its site.

Application	Interactive Travel & Tourism industry Web site
Business Benefits	Rapid, cost-effective information delivery to a global audience
Software	Lotus® Notes® Lotus Domino™
Hardware	IBM® PC Server 310
Services	IBM Global Services

“We now have an in-house design and origination capability using Lotus Notes and Domino, which I don't think we would have achieved with anyone else but IBM.”

—Geoffrey Lipman, President, WTTC

To accomplish its mission, WTTC publishes a variety of special interest reports, conducts international symposia and stages related events. These are targeted at governments and decision-makers worldwide, with the aim of convincing them of the strategic and economic importance of the Travel & Tourism industry.

However, despite its broad charter, WTTC has fewer than 25 employees. With such limited

According to Giles Gurney of WTTC, who is heavily involved with the Internet project, nearly a third of all requests for WTTC publications now come from the Web site. The site was also very useful when WTTC lobbied the leaders of the Group of Seven (G7) industrialized nations. The Council was able to demonstrate to the G7 representatives the job

creation potential of the Travel & Tourism industry by means of a graphical, Domino-generated Jobs Clock, which is featured on the site.



WTTC's interactive Web site is helping convince decision-makers how important the Travel & Tourism industry is to the world economy.

Reliable hardware was imperative

Providing the high system availability required for 24-hour/7-day-a-week environments usually dictates redundant servers for fault tolerance. WTTC, however, decided to start simple, using a single server—the most reliable and affordable it could find—in the initial phase of its Web site development. The Council chose an IBM PC Server. As WTTC project advisor Richard Dickinson notes, “IBM’s range of PC servers is very wide and designed to cover the needs of any organization, from small concerns like us, right up to the multinationals.”

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—Giles Gurney, WTTC

The content crisis: Domino to the rescue

In selecting Lotus Notes for its content database, WTTC needed to migrate its existing publications—graphics-heavy QuarkXpress files—to Notes. Giles Gurney recalls, “We’re not a typical IBM shop. We had a Mac environment, and our machines were not networked.” Nevertheless, the IBM-WTTC team devised some innovative solutions to load the publication files into the Notes database.

When the time came to enable those files for the Web, WTTC’s limited staff didn’t think it would be possible to convert all the material into HTML within a reasonable time. “Domino changed all that,” says Gurney. “Because we had the right software tools, it took us less than a month to post everything we had to the Web site.”

Lotus Domino, a groupware and e-mail server for the Internet, is specifically designed to simplify Web site construction and maintenance, thereby reducing the cost of ownership. “Lotus Domino made it easy to put our large graphic files into an Internet-friendly format without recreating them,” Gurney says. “With Domino, the information simply clicks into place and appears on the screen just as it appears in the printed version.”

Domino is also behind the innovative Jobs Clock that WTTC features on its site. The clock is an algorithm generated by Domino that shows how many new jobs in the Travel & Tourism industry that have been created worldwide during the time that an Internet visitor has been on site.

Gurney notes that Domino includes every tool WTTC needs to maintain its Web site, including page management, search engines with automatic indexing, threaded discussions and forms design, and submittal programs. With these easy-to-use tools and guidance from IBM, WTTC was able to get its site up and running quickly and easily—two months ahead of schedule. The site has already received thousands of visits, which makes Richard Dickinson appreciate the reliability of the IBM/Lotus Web solution even more. WTTC plans to purchase a second server for Web site development purposes.

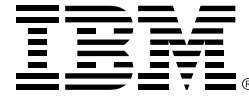
The next phase of the WTTC Web site project has already begun. A registration facility, discussion groups, and development of an intranet for WTTC members are all in progress. When completed, WTTC will be able to leverage Notes’ collaborative capabilities to bring together the talents of its regional workforce in Vancouver, New York, Michigan, and Brussels.

Geoffrey Lipman, WTTC’s founding and current president, says, “Although we’re a small operation, we feel that we received the same level of service that the big corporations enjoy. In setting up the site we wanted someone who would not only hold our hand, but who could also transfer the skills to us so we could maintain the site on our own. We now have an in-house design and origination capability using Lotus Notes and Domino, which I don’t think we would have achieved with anyone else but IBM.”

For more information please contact your IBM Marketing Representative or IBM Business Partner.

Visit our Web sites at
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www.lotus.com

WTTC’s interactive Web site can be found at
www.wttc.org



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