



## Andrew Aley

The Airline Industry came together more than 10 years ago under the banner of Star Alliance and One World Alliance.

Their alliance was as a result of market force that required them to work under a single platform for booking giving them greater control over their seat allocation, reducing frauds and bad debts, ability to share seats, share miles and build better more successful businesses through cooperation.

Sightseeing Alliance is independently owned and has been created to provide a platform and software for Experiences/Tours & Activities Industry to form their own Alliance. We enable local operators to collaborate with each other in one platform. Have one singular point of communication, managing inventory, pricing and offers. Whilst offering a ticketing validation service to allow for ease of accounting and fraud prevention.

### Contact data

**Andrew Aley**  
Managing Director  
Sightseeing Alliance



### Event

#### [What Drives The Industry In 2020](#)

Wednesday, March 4, 2020, 14.10 - 15.00

Hall 7.1b, eTravel Lab

Official Partner Country  
ITB Berlin 2020



Co-Host ITB Berlin Convention 2020

