

STAY TUNED:

The End Of An Era Leaves Elbow Room For ITA Software

“These are certainly exciting times,” ITA Software CEO Jeremy Wertheimer tells **TRB**, and he isn’t referring to general industry stirrings. Without citing specifics, he makes it clear that some major announcements will be coming from the ITA Software camp by the end of September.

“The world is starting to change in a big way because of the end of the GDS era,” he says. “Here’s a little-known fact: We’ve been building a reservation system for the last couple of years, and so now it’s going to get interesting.”

With the playing field opened, it looks like ITA Software is ready to rumble. ■