



Travel-commercial operating models for modern travel businesses.

Travel Spark helps DMCs, wholesalers, bedbanks and travel platforms turn supply, pricing, distribution, technology and operations into commercial advantage.

20+ years Travel and hospitality experience	A\$1.4bn+ Annual TTV covered by earlier executive global contracting strategy	A\$90m+ Annual income covered by earlier executive pricing initiatives
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WHO IT IS FOR

DMCs and tour operators

Wholesalers and bedbanks

Travel platforms and marketplaces

Suppliers and travel technology partners

See the commercial system as a whole.

Travel businesses create value through connected decisions. Supplier terms affect pricing. Pricing affects distribution. Technology determines which commercial rules can operate at scale. Team ownership determines whether any of it is executed.

01 Supply and product Portfolio strategy, contracting, connectivity, content, mapping and differentiated offers.	02 Pricing and margin Contribution, supplier choice, commercial rules, incentives, payments and cost to serve.
03 Distribution and partners Direct, trade, wholesale, OTA, API and partner economics with clear rights and ownership.	04 Technology and operations Capability design, build-buy-partner choices, workflows, controls and accountable delivery.

How Travel Spark works

DIAGNOSE	DESIGN	SEQUENCE	EXECUTE
Find the commercial value, constraints and decisions that matter.	Create the connected supply, product, commercial and capability blueprint.	Separate immediate priorities from later platform and operating-model decisions.	Stay accountable through implementation, governance, controls and optimisation.

Current consulting proof, earlier executive scale and working demonstrations.

Evidence is attributed by relationship. Confidential client work remains anonymised, and working demonstrations are not presented as completed production integrations.

TRAVEL SPARK ENGAGEMENT	Australian bedbank market entry Identified an opportunity of about A\$30m annual TTV and developed the market-entry, product, partner and activation model.
TRAVEL SPARK ENGAGEMENT	DMC commercial operating model Designed a model spanning 15 countries, 35 staff and more than A\$80m TTV across supply, product, leadership and execution.
TRAVEL SPARK ENGAGEMENT	Travel marketplace blueprint Connected supply, content, pricing, booking, distribution and operating priorities into an implementation-ready blueprint.

03 SOLUTION LAB See the operating model before investing in it. The public Solution Lab turns commercial ideas into working travel workflows across supplier activation, canonical content, pricing, booking, distribution and recovery.	WORKING EXAMPLES Supplier documentation to working adapter Live Hotelbeds search and content calls built within hours Commercial pricing and supply orchestration Deterministic checks and human review
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Start at the level of ownership the decision needs.

Travel Spark can provide an independent review, define and lead a strategic project, stay close through a retained partnership, or carry accountable authority through fractional and interim leadership.

FOCUSED ENTRY POINT	DEFINED OUTCOME	CONTINUING OWNERSHIP
Commercial opportunity review A 30-day independent view of value across strategy, product, supply, distribution, pricing, data and execution.	Strategic project Market entry, growth, supply, pricing, distribution, product, platform or operating-model work through implementation.	Advisory or fractional leadership Ongoing judgement, project accountability or embedded executive ownership during growth and change.

JAMES WHITING FOUNDER Independent travel expertise, close to execution. James brings more than 20 years of travel and hospitality experience across wholesale, supply, contracting, B2B distribution, pricing, product, market entry, commercial transformation and the operating decisions behind travel technology.	CONTACT hello@travelspark.com.au travelspark.com.au Brisbane, Australia Working across Australia, New Zealand and internationally
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A practical next step Start with the commercial opportunity or decision that matters now. Travel Spark will frame the smallest useful scope and the level of ownership required to move it forward.