



UNIVERSITY OF CENTRAL FLORIDA

## **Rosen College of Hospitality Management**

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**FOR IMMEDIATE RELEASE**

## **Travelocity.com and Kayak.com Founder Speaks at Rosen College**

*Innovation and Technology on the Edge focus of the future*

**Orlando, FL (Nov. 4, 2016)** The recently launched Wayblazer.com and travel at our fingertips were the topics of conversation when travel-industry pioneer Terry Jones spoke on Friday at UCF's Rosen College of Hospitality Management. Known for founding Travelocity.com and co-founding Kayak.com, Jones spoke before a group of more than 120 students and faculty about technology, innovation and hospitality, pressing the point that "we can't become dinosaurs when it comes to travel or we will become extinct".

"I stay in hotels about 150 nights out of the year, so I have a lot of experience in the hospitality industry. Using innovative technology to make that stay better, such as allowing me the ability to choose a property that is close to the Eiffel Tower or has a pool using voice or natural language search makes my travel experience more enjoyable," said Jones. "If I give you a bad review it's because you did not meet my expectations and chances are that's because the impression I had prior to booking was not what I received."

Jones, and his team of 20, launched Wayblazer, a smart software suite for businesses that allows their users to search for specifics such as, "romantic hotels with sunsets and massages" or "hotels with a pool for kids and golf nearby". The app searches for experiences and allows the user to tailor it to their ideal needs and income level. [Visit Orlando](#) is one of the first destination websites to use Wayblazer to allow the world's most popular tourist destination reach the next level. By answering questions such as "What are good activities to do in the day?" or "Where can I go for my wedding anniversary?"

Jones is also partnering with other travel and tourism industry leaders and organizations to bring this intuitive technology to more destinations.

Jones began his career as a travel agent, then spent 24 years in marketing and information technology at American Airlines. He served as chief information officer in the company's SABRE division, from which he launched Travelocity.com. He left the company when it went private and went on to co found Kayak.com, a search engine that aggregated multiple travel sites. He served as chairman of the company until it was sold to Priceline for \$1.8 billion in 2013. Friday's program included a Q&A afterwards and Jones spent more than half an hour beyond that time speaking one-on-one to students and faculty.

### **About the UCF Rosen College of Hospitality Management**

The UCF Rosen College of Hospitality Management located in Orlando, offers students an unrivaled opportunity to learn and work in the heart of hospitality. Ranked in the top five hospitality management programs worldwide, Rosen College has been an educational leader for over 30 years. Uniquely positioned in America's top tourism destination, we educate the next generation of industry leaders through internationally-recognized faculty, innovative academic programs, cutting-edge research and strong industry and community partnerships. To learn more, visit [hospitality.ucf.edu](http://hospitality.ucf.edu).

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