

WAND Travel Taxonomy



The WAND Travel Taxonomy utilizes six different categories which in combination can be used to describe all types of trip as varied as a quick business trip to Chicago and a two week African Safari.

The WAND Travel Taxonomy contains 1,418 Total Terms, including synonymous terms. The terms are each divided into one of the following six travel component categories which, when combined, describe a complete trip.

- 32 Accommodations
- 318 Activities
- 811 Destinations
- 17 Lifestyles
- 50 Modes of Transportation
- 38 Travel Services

The values in the six travel component categories can be combined to create over 266 billion distinct trips. The structure of the WAND Travel taxonomy, however, allows for users to quickly and easily drill down through the taxonomy to find or create any trip.

Unstructured data is believed to account for 80 to 85% of a typical organization's internal information. Company documents, articles, spend data, and other unstructured information needs to be quickly and easily accessible by your organization's employees. A company's products and service are its backbone and a high-quality and well-structured vocabulary of the standard product and service terms that are important to your company is crucial for your employees to unlock the value of unstructured data in your company.

Applications

The WAND Travel Taxonomy can be licensed and integrated into your existing intranet, content management application, spend management system, spend analysis application, knowledge management portal, or any other application that would benefit from the power of a robust taxonomy-based search.

Unstructured information from a variety of repositories can be consistently organized and searched by:

- Relevant and intuitive product and service categories
- Hierarchical drill-down browsing
- Numerous slices or segments of the taxonomy
- Related terms which may link to previously unknown information
- Filtered Search
- Any combination of taxonomy pathways which funnel the users to the information they need

Structure and Delivery

The WAND Travel Taxonomy consist of a controlled vocabulary of terms with multiple relationships such as hierarchical parent-child relationships, related terms, and synonyms. Many of the terms are associated to attribute and attribute value templates for specification based descriptions. Language translations of the product and service terms (not attributes/attribute values) are available in English, French, German, Spanish, Italian, Portuguese, Japanese, Simplified Chinese, Traditional Chinese, Korean, and Vietnamese. The Taxonomy is cross-mapped to many alternate classification systems including UNSPSC, NAICS, SIC, Harmonized Codes and Standard Yellow Page headings

Data can be delivered in a variety of format, including XML files, Access Database files, and csv, and is delivered via a password protected FTP site.

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Data Points:

- Total Product and Service Terms: 1,418

(As of June 10, 2008)

Below are the top level headings and a sampling of subheadings:

Accommodations

- Hostels
- Resorts
- Villas/Chateaus

Activities

- Business Travel
- Eating Out
- Outdoor Adventures

Destinations

- Africa
- Europe
- West Indies

Lifestyle

- Family
- Kids
- Singles

Transportation

- Air Travel
- Buses
- Train Travel

Travel Services

- Currency Converters
- Ticketing
- Travel Insurance

Example of the WAND Travel Taxonomy:

The screenshot displays a vertical navigation menu with the following sections:

- Top Level Term(s)**: (H) Activities
- Broader Term(s)**: Activities
- Selected Term**: Family Trips
Preferred term: Family Vacations
- Narrower Term(s)**:
 - Aquariums
 - Berry Picking
 - Bus Tours
 - Camping
 - Culinary
 - Driving Tours
 - Family Reunions
 - Farms
 - Fitness and Health
 - Gardens
 - Holiday Travel
 - Motorhome Tours
 - Outdoor Mazes
 - Shopping
 - Sightseeing
 - Summer Camps
 - Theme Parks
 - Whalewatching
 - Zoos and Animal Parks
- Related Term(s)**: Fairs and Festivals