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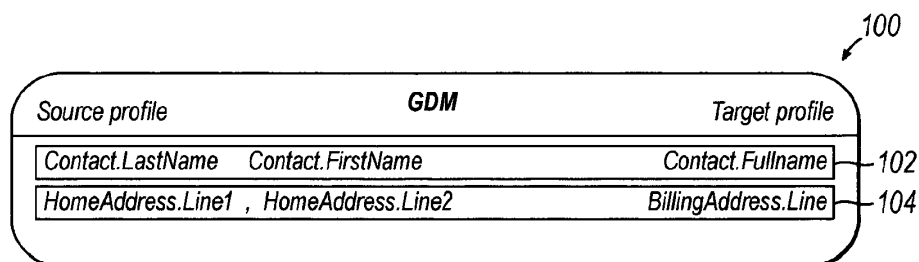
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(54) **Dynamic and hierarchical generic data mapping for traveler profile publication**

(57) A method, apparatus, and program product suitable for use in the travel industry utilize a dynamic and hierarchical generic data mapping model (28) to facilitate the publication of traveler profile data from a source system (12), such as a profile management system, to a plurality of downstream target systems (14). A generic

data mapping model may be utilized to dynamically build a target-specific publication data mapping (22), e.g., in association with the publication of a traveler profile (18), such that the traveler profile may be transformed into a target format using the dynamically built publication data mapping.



**FIG. 3**