

## Topaz Low-fare Study: The Global Leader Travelport e-Pricing™



### *Where Do You Turn for Breaking Low-Fare Shopping News?*

Travel professionals worldwide rely on key benchmark data from Topaz International, the global leader in airfare auditing. Even travel industry publications look to Topaz as an unbiased resource to separate fact from fiction. If you haven't heard the news, the results are in on the newest, broadest and most accurate international audit of low-fare shopping technologies and search engines worldwide.

### *Topaz International Benchmarking Study Shows e-Pricing Superiority*

The new and expanded Topaz study shows that Travelport e-Pricing performs better, by far, than other prominent low-fare search tools from competing global distribution system (GDS) and travel technology providers.

Our e-Pricing low-fare shopping tool consistently delivers the lowest available fares on the top 500 domestic and international city pairs across Asia Pacific, EMEA, North America and Latin America. It also generates substantial savings on ticket prices for corporations and consumers everywhere. The bottom line? Travel companies using e-Pricing have a confirmed competitive advantage in serving today's travellers.

### **THE INDUSTRY'S BEST PERFORMING LOW-FARE SHOPPING TOOL**

Conducted in December 2008, the new Topaz study produced the following results:

**e-Pricing finds the lowest available fare four times more often than the low-fare search tool from the Amadeus GDS.** Compared to Amadeus, e-Pricing finds the same or lower fare more than 78 percent of the time.

**e-Pricing finds the lowest available fare twice as often as the low-fare search technology from ITA Software.** Compared to ITA, e-Pricing finds the same or lower fare more than 70 percent of the time.

**e-Pricing finds the lowest available fare twice as often as the low-fare search tool offered by the Sabre GDS.** Compared to Sabre, e-Pricing finds the same or lower fare more than 67 percent of the time.

**e-Pricing generates the highest average ticket price savings – up to \$111.51 compared to Amadeus, \$48.88 compared to ITA, and \$44 compared to Sabre.**

**e-Pricing presents a \$68.13 average consumer ticket price savings – an average of 9.4 percent lower fares compared to competitive products.**

**e-Pricing obtains lowest fares 297 times out of 500 city pairs – or 59.4 percent of the time compared to competing products.**

## Facts About the New Topaz Low-Fare Study

The latest Topaz benchmarking study reveals the most accurate data available on GDS low-fare search technology to provide demonstrated, proven facts about low-fare shopping offerings on the market today.

**A Truer International Reflection:** Topaz used the top 500 domestic and international city pairs. These were selected based on the most frequently booked city pairs globally, with many originating outside of North America. An older study used city pairs originating only in the United States.

**Broader In Scope:** Over 150 more city pairs were tracked in the study than in previous audits. This expansion represents the largest range of itineraries studied by Topaz over the past year to produce GDS low-fare search benchmark data. The new results are more comprehensive and reliable, and clearly confirm Travelport e-Pricing as the global market leader in low-fare shopping technology.

**Standardised Searches:** The travel date was defined using a seven-day advance purchase, and a three- to five-day minimum stay, and flights were requested to depart at 9:00 a.m. and return at 5:00 p.m. (local market times). All shopping tools queried for published fares, and all search engines were simultaneously queried for each itinerary request. The lowest fares returned were recorded for comparison.

**Like-for-Like Technology Comparisons:** Topaz used comparable shopping entries for each competing product, with all system defaults applied, to ensure true like-for-like comparisons.

### EXPERIENCE THE SHOPPING POWER OF TRAVELPORT E-PRICING

Where the Good News Just Keeps on Coming

**Deliver the Best Fare Options – Again and Again**  
You will boost traveller satisfaction and loyalty by consistently providing the lowest fares and best available itinerary choices. e-Pricing greatly increases your odds of meeting the desired flight times, carrier preferences and budgets of today's travellers.

**Reduce Costs and Increase Productivity – Daily**  
You'll find all available low fares, including public, private and advertised fares, through one dynamic source, saving you time and keystrokes. With the capacity to return from 25 up to 350 unique available itinerary options – in a single search, with results in one integrated display – e-Pricing ends your days of shopping multiple sources and Web sites to find the lowest fares.

**Quote and Sell Accurate Fares – Every Time**  
Correct fare data is paramount to your success in today's dynamic travel shopping environment. e-Pricing uses an exclusive fare caching technology that minimises hits on airline reservations systems whilst maximising fare data integrity for airlines and travel retailers worldwide.

For more information about e-Pricing, contact your Travelport representative or visit us on the Web at: [www.travelport.com](http://www.travelport.com)

