

# Accelerate your search for conversion

## Are you looking for a performance boost for your search credentials?

### In an increasingly mobile world, response times are critical

The explosion of the internet and digital technologies since the turn of the century has transformed forever the way that we plan, book and experience travel.

In today's super competitive world, having gone to the effort and expense of acquiring a potential customer, and informing them of possible options and offers, it's the conversion from looker to booker that ultimately matters most for the travel reseller.

At the same time, travelers' shopping habits and preferences continue to evolve, setting new expectations for travel resellers before they are ready to commit to that booking. For example, mobile is no longer a trend, it's a must. A Travelport forecast predicts that within three years, 70% of travel transactions will originate on our platform through mobile devices.

For travel resellers, and those developing booking tools or apps, that means making sure consumers on mobile devices can find and browse their offers, but also making sure they remain happy during that experience. It's paramount to deliver an experience that is fast, as well as one that delivers results that are not only relevant, but also accurate and bookable to ensure confidence.

Solution:	Air search solution
Capability	Search
Customers:	Travel resellers and developers



### Where are we heading?

Our vision is to power the world's travel search needs with fast, accurate and relevant results that convert and increase the value of every trip.

We continue to invest in several methods of analyzing and learning from previous calculations. This will allow Travelport's search solution to focus and reuse calculations, reduce response time, align diversity algorithms to consumer interest, defend against failures, and efficiently deliver content to create conversion.

**Coming soon:** Air search kits through Travelport Trip Services (APIs) will continue to set the bar for increased or optimum speed, enabling industry-first GDS asynchronous\* responses. For example, you can set rules to determine how many offers you want returned in your first set of results and then in subsequent pages (pagination).

\* Asynchronous: Content will be returned as it is processed in the GDS. The response will include aggregated NDC and LCC content but without the delays normally associated from surfacing results from multiple APIs.

## The need for speed, accuracy and relevance

Search is complex and volatile. It is the 'ultimate' perishable product; with any combination of fares, schedules and availability potentially existing for only a split second. There is an art, as well as a science, to managing this complexity and delivering it with speed to our travel resellers.

An additional challenge is that in recent years the industry has seen an exponential growth in search queries, and with that set to continue, it is crucial that this remains a cost-effective solution for travel resellers while at the same time, shielding airlines from the full volume of traffic.

**Fast search matters.** Travelers demand fast results. Taking retail research as a guide, 47% of consumers expect web pages to load in under 2 seconds, while 40% will abandon a page if it takes over 3 seconds. It's generally accepted in retail that a mobile result cannot take over 5 seconds, increasing pressure to reduce response time.

**Relevant content is key.** Travel resellers need to be able to continue to offer their travelers the broadest range of content including new non-traditional/NDC-connected content, while optimizing the response set with relevant content. They do not want to waste their real-estate with offers that never convert.

**Accuracy is crucial.** With schedules, availability, seats and fares all constantly changing, travel resellers need to provide their customers with accuracy and highly bookable content to ensure a great booking experience and ensure there are no barriers to conversion.

## What is Travelport's air search solution?

Part of our search capability, Travelport's air search solution uses advanced analytics, AI, machine learning and a complex set of algorithms to search across millions of fares and itinerary options. By removing undesirable content with a history of non-conversion and reducing polling demands on our airline supplier systems our strategies and architecture optimize the results returned in response to a given query. Exposed to travel resellers through Travelport's APIs, it is continuously enhanced to balance accuracy, relevance and speed to efficiently deliver content for conversion.

## What's the value of Travelport's air search solution?

Unlike competitor search capabilities that can't match the breadth of rich content available, Travelport's air search solution intelligently optimizes speed, and accuracy on every search from multiple sources of content, enriched with branded fares and attribute data for OTAs, TMCs and leisure agencies. By providing a shopping experience at speed it improves conversion by surfacing relevant results, with an accuracy that minimizes sell failures, improving customer retention and loyalty and at the same time reduces acquisition costs.

## What do our customers say?

To find out how **Travelport's air search solution** transformed the **performance** of our customers, see our case studies.



"I'm in year 15. If I'm not a customer in year 2020, I'd be very dramatically surprised."

Rick Seaney,  
Co-founder and CEO, FareCompare.com



"Travelport has proven to be a valued partner over the last twenty years in helping Priceline customers find and book the best deals."

Brigit Zimmerman,  
Senior Vice President of Flight,  
Hotel and Packages, Priceline.com





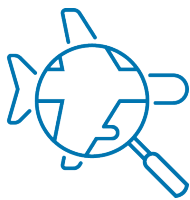
## What can Travelport's air search do for me?

Your business needs to:	How we help:	Enabling you to:
Ensure search is fast enough to overcome conversion loss	Significant algorithmic enhancements and smarter caching techniques continue to maximize our air search speeds available through our API portfolio	Minimize site abandonment and achieve higher conversion and profitability and more repeat visitors through better experiences
Optimize site content or maximize sales through new delivery channels such as mobile or tablet	Travelport has strategically invested to reduce search response using machine learning and AI to identify and remove content that cannot be combined and that, based on extensive market data, does not convert	Ensure a great mobile experience that delivers the performance boost that can help you attract and convert new customers
Ensure the quality and accuracy of the content you display on your site or booking tool. Inaccurate, unavailable, unbookable content hurts your business	Travelport's air search solution offers improved schedules, availability, and pricing accuracy to increase bookability. By investing heavily in accuracy optimization strategies and AI, Travelport is committed to delivering the most trusted results of any provider towards 100% bookability	Minimize sell failures and customer dissatisfaction. A better performing site or booking tool will result in higher conversion, increased visitor trust and ultimately better revenue performance
Deliver search results that are relevant to the customers you serve daily	Split Ticketing Search uncovers lower one-way fares that beat traditional roundtrip pricing and with more schedule combinations provide more options	Provide more choice and display offers that are more relevant Presenting the right content to the right buyer at the right time leads to higher conversion and higher profitability
Manage your costs regarding customer acquisition and shopping and content with increasing search volume and look-to-book [L2B] ratios	Our Meta indicator added to your existing search XML improves cost effectiveness of the Meta channel through a set of targeted itineraries that are more likely to convert  In addition, you will benefit from improved speed performance through a lighter faster response	Compete in brand discovery and customer acquisition at a lower cost through meta
Search across all relevant content regardless of the source, while avoiding coding to multiple APIs	The aggregated shopping exposed through our API portfolio enable API and GDS content to be shopped together, as well as giving you access to branded fares and ancillaries	Boost conversion and drive loyalty through this richer, broader and normalized content. You will be giving travelers access to the same content they would be tempted to find through airline channels.



## What's great to know?

### The fastest, most accurate live search in the industry



Travelport has been strongly investing in our air search solution and today it is the fastest live search in the industry. Less than 2 seconds on any channel, faster through our new Trip Services API.

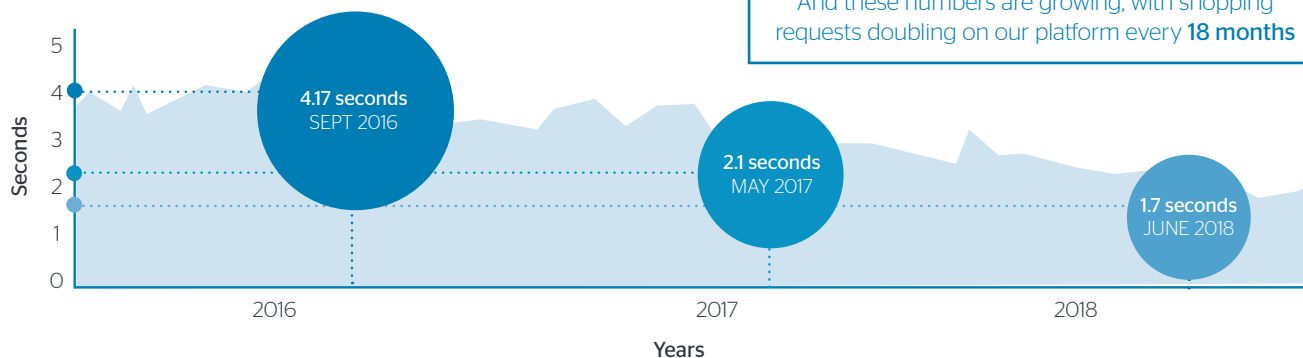


We have reduced global search response time to 1.7 seconds, down from ~5 secs in 2016 and ~3 secs in 2017.



Almost 40% of searches are currently returned sub-second, and 83% are returned in < 3 secs.

#### Average global response times



#### Did you know Travelport processes:

**4bn** travel-related messages a day

**15bn** API calls a month

**550m** fare updates an hour

And these numbers are growing, with shopping requests doubling on our platform every **18 months**



To find out more please contact your local  
Travelport representative or visit us at [travelport.com](https://travelport.com)

