



E Commerce – Session 7

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"Never regret.
If it's good, it's wonderful.
If it's bad,
it's experience."



Review

- Information, Affiliation based businesses
- Payment Systems
- Assignment 3
- Today
 - Travel ..

Travel & E-Commerce

- High Level
 - Walking <-> Space
 - Information, Service, Product
- Focus on airline industry
- Price comparison, route selection, bookings
- The players
 - User
 - Agent
 - Affiliates / Tour Operators
 - End-Supplier

Airline industry & ticketing

- Quiz – top 3 airlines by airplanes?
 - Definition?
 - By Customers:
 - By passenger-kilometers:
 - By aircrafts:

What effects the fare?

- Time gap between purchase, flight
- Medium of purchase, and why
- Departure days and time, Sat night *panga*
- *Bumping* strategy
- Holiday period
- High Traffic Routes
- Neighboring airports
- Red-eye (hotel)
- Students and Seniors, military, staff
- Medium of purchase (Points, agency)

Ways of researching, booking

- Traditional Travel Agent
- Single airline booking process
- Search Engine
- Meta Search Engine

Airlines

- Guaranteed lowest fair
- Search/booking options
 - One way, round trip, multi-city
 - Sort by time or by budget
 - Flexible date
 - Award based booking
 - Interest free tickets, cards, bonus points
- Post booking
 - Account mgmt
 - Seat, meal, entertainment selection
- Examples:
 - www.aa.com
- Software vendors
 - Attachmate
 - Amadeus

Search Engines

- Not always find the cheapest fair (SW, JB)
- Offer a combination of air, rail, car, hotel, cruises, activities & packages
- Corporate travel solutions
- The usual: Orbitz, Travelocity, Expedia
- Hotwire – time of day is not know
- Priceline – name your own price
- Forecast – update on trends

Meta Search Engine

- Search the search engines
- Travel Grove
- Mobisimmo
- Fact check

Ayen baeen shaeen

- Online check-in
- The notification services, personalized svc
- Insurance
- Delivery
- Airport security
- Penalties and fine print

TODO

- Good luck with Amazon assignment ..