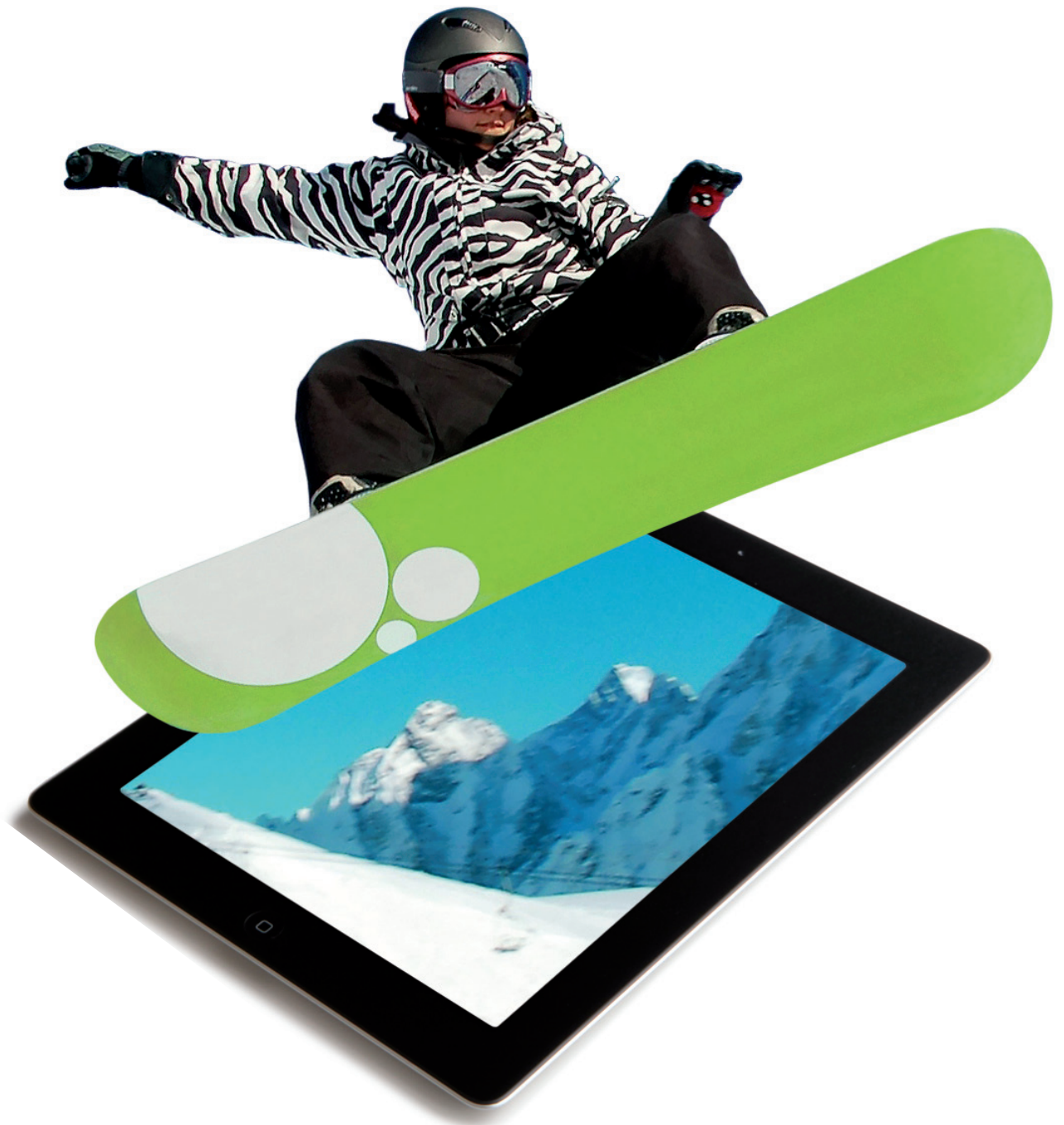


**a** **Extreme Search**  
*Breaking the boundaries of travel inspiration*



# When it comes to online travel we have entered a new age...

Amadeus Extreme Search is the unique inspirational shopping solution for online travel agencies that revolutionises the way customers search for air travel online.

Using breakthrough technology Amadeus provides an intuitive, powerful solution which engages travellers right at the beginning of the shopping chain even before they have decided on a destination.

Amadeus Extreme Search provides invaluable insights for online travel agents into customer search behaviour while inspiring travellers with an innovative search experience. It can answer pertinent questions such as:

“Where can I go, within a given budget?”

“I want a three week adventure in Africa but don’t know where to go exactly”

...and provides enticing travel suggestions instantly.

With full integration into the booking flow, provided by Amadeus Master Pricer, the traveller is engaged into booking directly from the pre-search environment and the sale is secured swiftly and seamlessly all on the same website.

**Amadeus Extreme Search provides our customers with intuitive and efficient options where users can explore and determine their trip based on their holiday requirements. The ability to inspire the traveller to search easily in the same way they think, with quality content, gives us a considerable competitive edge and serves the interests of today’s traveller.**

**Johan Elwin,  
Director of Business Development  
at European Travel Interactive (eTRAVELi)**



## Inspire

### Capture travellers during their discovery phase...

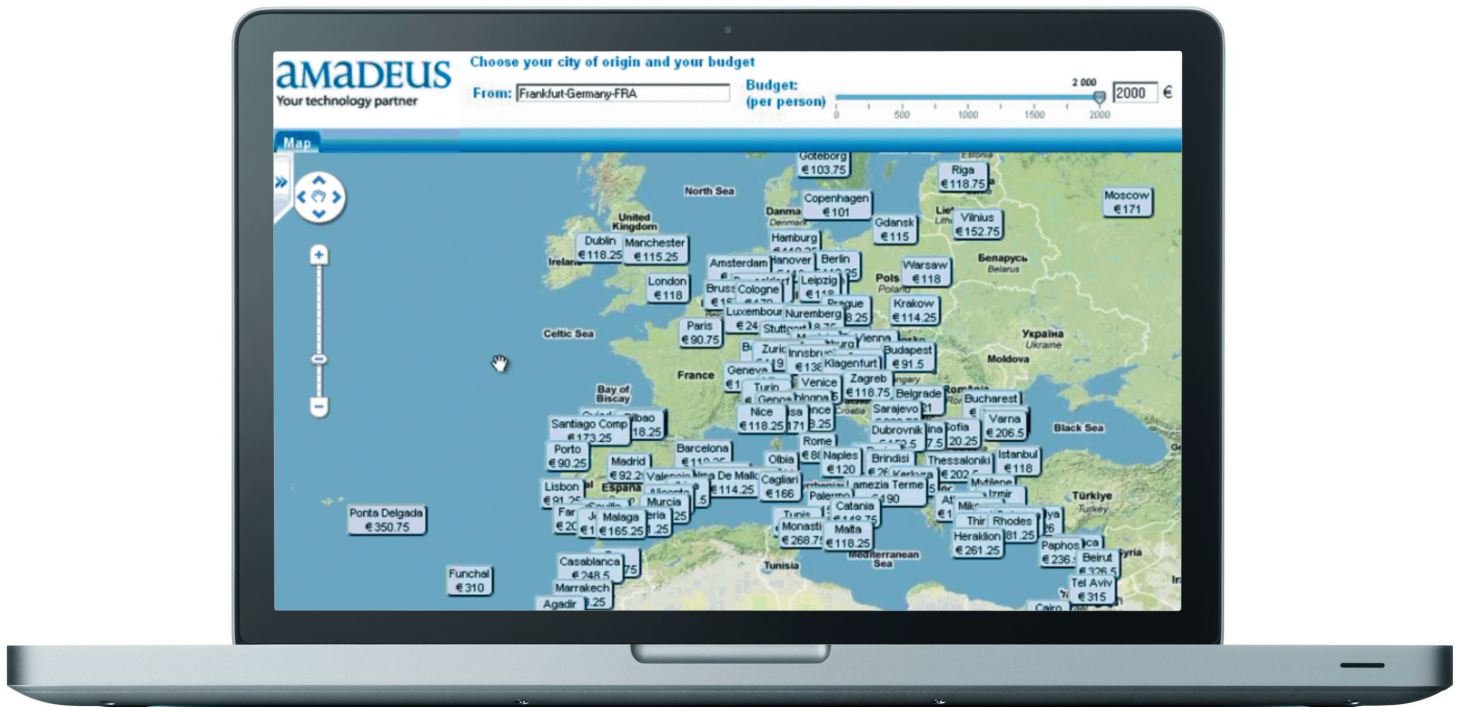
Up until now the Internet has conditioned travellers to search for air travel online by entering origin, destination and date information. The next generation travellers are seeking a change to this model. They look for guidance, opportune travel proposals and a search process that reflects the way they choose their holidays

With Amadeus Extreme Search you become the reference site for travel inspiration. Encourage repeat business by engaging travellers with a unique search experience from a source they’ll bookmark. Provide the best air fare recommendations and exciting travel ideas tailored to their specific needs.

Using flexible parameters and open search criteria the best deals from hundreds of airlines are returned instantly over a full calendar year and results can be displayed using interactive maps according to your own customised web design.

### Breakthrough technology

Unbeatable accuracy and diversity of destination and dates are available thanks to the powerful and unique Amadeus Massive Computation Platform. Billions of results are pre-computed in batch mode. Cached results are then searched in transactional mode enabling an instantaneous result for the best prices over multiple destinations and dates for up to a year in advance.



Amadeus Extreme Search map view

## Convert

### Gain detailed insight into what travellers are looking for and monitor customer desire...

As an online travel agency, benefit from invaluable business intelligence obtained at the pre-search phase on how your customers search. Identify and home in on the travellers you have the greatest potential to influence: subsequent offers can be created and marketed accordingly. Amadeus will tailor the data you require enabling the queries you need for your specific customers.

### Hook travellers early and get them to book on your site

**Drive traffic to your site** by providing your own unique combination of search criteria in line with your customers needs, and offer combined results in just one click, including cheapest fares, multiple destinations and dates

**Strengthen your value proposition** where provider websites can't with open ended type searches across hundreds of airlines

**Increase visibility of the offer** by populating destination and affinity landing pages

**Boost conversion rates** from landing pages with fast easy access to a powerful price cache and massive route coverage.

## Save

### Optimise marketing spend

Reduce expenses on cache development and maintenance by optimising on superior cache technology and save on fulfillment with fewer subsequent shopping transactions.

Decrease acquisition costs by increasing direct traffic and save on marketing spend with Search Engine Optimisation, Search Engine Marketing and Return on Investments improvements.

# Key benefits

## For online travel agencies

- > Optimised marketing spend
- > Increased conversion rates: better look-to-book ratio with improved user experience and quality of advice available
- > Improved customer loyalty and growth in website traffic: user-friendly search functionality with high level of accuracy to find the best bookable fares
- > Highly accurate results returned over full calendar year with 1-30 day stay duration.
- > Ultra fast response times for the best prices over multiple destinations and dates
- > Fully integrated booking flow
- > Invaluable business intelligence on how customers search
- > Ability to respond instantly to new trends
- > Improved brand image
- > Increased understanding of fare evolution

## For travellers

- > Increased customer satisfaction. New online shopping experience. Fun, fast locations of the best offers that fully correspond to traveller expectations.
- > Inspiration and wide choice of competitive destinations in a matter of milliseconds: intuitive, graphical interface with price results returned over a full calendar year
- > Flexible search and easy comparison of travel options all in one place
- > More information: when is the best time to travel etc...

80% of travellers do online research when selecting a travel destination.

40% of European travellers do not have a destination in mind when they start planning their trip.

Source: PhoCusWright, "Destination Unknown: How US and European Travellers decide where to go (October 2010)"



Extreme Search Technology: winner of the Travel Innovation Summit award at the PhoCusWright Conference 2009 for innovation in travel technology.