

## The Low Fare Study Gimmick

*Recently the low fare study published by Fried & Partner claimed that Sabre offers the lowest fares compared to all other GDSs. It highlights through a German point of sale access, which was used to get all the data that Galileo's Super Best Buy fares were way higher than its competitors. But are these claims authentic? Let's have a look. Travelport brings more on this...*

**O**n analyzing, we have found a number of loopholes in the study which points out Sabre's direct influence in the outcomes which makes this study stand out as nothing more than a marketing Gimmick.

**First, it was funded by Sabre clearly indicating the inherent bias. Then the methodology used for the research points out that Travelport's Super Best Buy and Amadeus' Master Pricer was used to get the results. However, there is nothing to indicate that actual GDS desktops or any API product was used for execution. The study lacks authentic data to prove its claims. Neither does it mention any pseudo-city – code (PCC) nor does it throw light on the version of the product that has been used.**

Further analysis to the study shows the use of point-of-sale access, which is crucial while verifying performance of the search product because most airlines use the Point of sale information to make their availability decisions and these decisions vary from one country to the other. If you are not based in the country you are searching for, then the results will not be accurate. Also, fares are influenced by factors like the host country's taxes and local currency. Therefore, there

is a potential of huge variance in the search results.

And what makes us sure that Sabre's study did not effectively use point-of-sale access across various countries? In the list of countries where Sabre has conducted the survey, Mexico and United States were included. Mexico is one of the few countries where Galileo GDS is not certified. Travelport distributes only Worldspan and Apollo to the travel agencies in Mexico and though US travel agents do use Galileo, it is not regularly accessed by travel agents there.

Although the results were biased, this low fare study still reveals that Travelport has the lowest number of booking failures, which is great news for us. This reflects the labor induced by the Bookability team to keep booking failures at their minimum. However, we would like to underline the fact that the study has been based on German Point-of-sale limitations and therefore, its results remain flawed, even though it is endorsing our strength on different occasions.

Travelport does not longer engage in such sponsored studies. It works with a number of customers to analyze the e-Pricing search platform just to ensure that its products shows competitive result. Additionally, our Technology Optimization team is regularly engaged with our key customers to monitor the content and performance of the product.

Therefore, there is no doubt that the low fare study conducted by Sabre is just a marketing stunt as most of its observations are highly disputed. As per Travelport's own findings through our valued customers- 96 percent of the times our e-Pricing technology finds the same low fares as compared to the competition and the remaining times the low fare found by any agency, is almost equally distributed among various system providers.

Furthermore, Travelport is more focused on offering best solutions to its travel partners rather than launching sensational marketing news. We use authentic data to improve our performance and deliver highest quality technology, and offering lowest available fare is not the only parameter for our performance. We also focus on conversion, ease of use, and result efficiency in order to measure and increase our performance and success rate.

## ITQ appoints Taruna Soni as Head Marketing & Communication



**Taruna Soni**  
 Head Mkt & Communication  
 ITQ

**T**aruna brings with her more than 15 years of rich experience in marketing and communications. Previously she was engaged as the Communication and Brand Manager at SAFRAN, a leading international high-technology group. During her innings at SAFRAN, she has successfully executed multiple well-planned strategies to create brand awareness and its positioning through active offline media usage and online engagement. Her initiatives to strengthen brand position in the market were met with great achievements.

In her professional journey she has moved from success to success by inclining her processes with insight into the customers' thought process. She has done masters in dual specialization – International Business & Marketing from Institute of Management Technology.

She joins InterGlobe Technology Quotient to take up yet another challenge of establishing and creating unmatched brand value.