

OTA & Package Vacations for Airlines

DATA SHEET

POWERING
TRAVEL
EXPERIENCES

Product Overview

- World class OTA
- Matches your brand and messaging
- Integrates with existing website

Advanced Functionality

- 200,000 hotels offered from multiple suppliers
- Access your air API
- Car offered through direct connects and aggregators

Other Benefits

- Enhanced agent tools
- Premium content
- Sophisticated pricing tools

ONLINE TRAVEL AGENCY

With Switchfly, you have the ability to choose whether to offer customers select stand-alone products or complete vacation packages, including bundled rates on package deals that automatically calculate savings over published rates.

HOW SWITCHFLY INTEGRATES TO YOU

Switchfly has the ability to replicate our clients' existing air reservation system or GDS. Our sophisticated system can search price and availability through any GDS or ITA and book in a completely separate system.

INVENTORY

Hotel

You gain access to over 200,000 hotels using our multi-source inventory approach. Inventory providers compete for your customers' business in real time, offering your customers the lowest rates on every customer search. Our hotel network incorporates most OTAs, as well as local wholesalers, to make sure you have access to both low rates and broad coverage.

Car

Car inventory is available to be picked up at nearly any airport location worldwide. Switchfly has the ability to support car inventory through direct connects or through online aggregators. If you have a partnership with a car company, Switchfly can connect to their API and display previously contracted rates. If you prefer to offer customers a variety of car suppliers, Switchfly can connect you to one of our car aggregators for unparalleled selection and discounted pricing.

OTHER TRAVEL PRODUCTS

Activities

Switchfly offers activities on a standalone basis or in a cross-sell after the user has selected any other product in the Switchfly suite.

Insurance

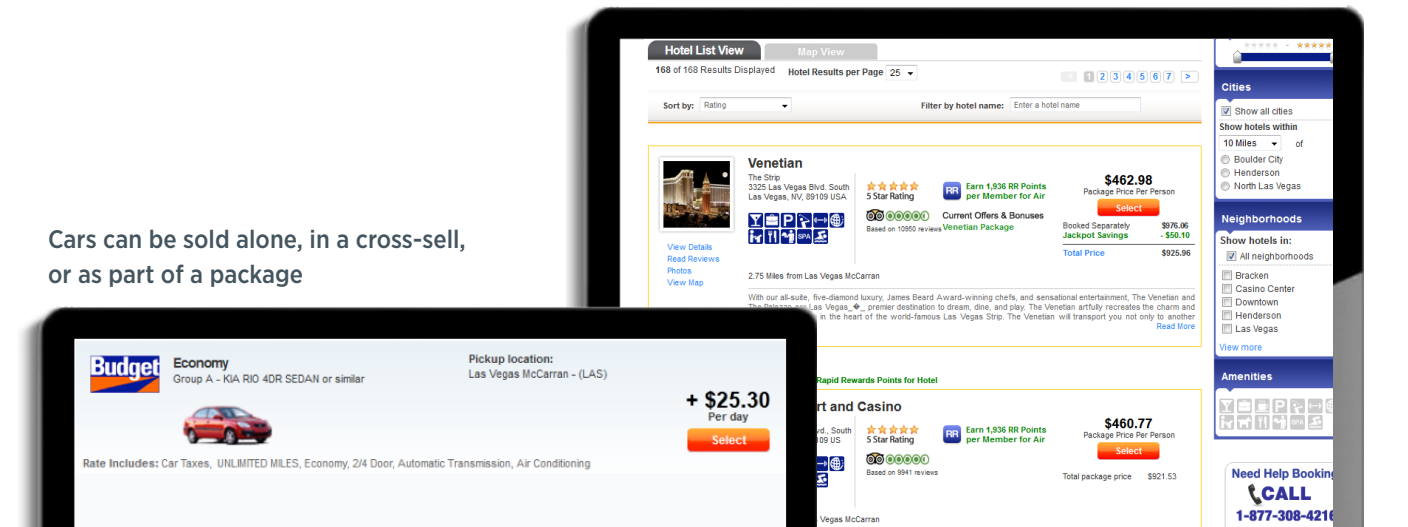
Switchfly has the ability to provide customers with insurance before checkout to help protect the costs of their upcoming trip. Insurance can be offered through one of our many providers.

Package Savings

Switchfly has the ability to create real-time accurate package-savings messaging to customers. Our package savings framework prices your flights as both a package and standalone, then does the same for our hotel providers. This delivers a powerful package savings message to the customer.

Hotel card with special offers, package savings and premium content

Cars can be sold alone, in a cross-sell, or as part of a package



INTEGRATED SEGMENTATION RULES

Airlines and FFP scan differentiate pricing, messaging, and inventory based on multiple member segments. The Switchfly platform can be configured to match pre-existing member segments in order to provide continuity with overall corporate segmentation marketing efforts. Airlines or FFPs simply define their segments and then work with Switchfly to configure the settings in our system.



PREMIUM CONTENT

- TripAdvisor user reviews
- Virtual tours
- Bing maps
- Mapfluence neighborhoods
- Leonardo premium images
- Northstar hotel content

ADDITIONAL FEATURES

- **HOTEL BUILDER** — The Hotel Builder feature supports a seamless integration between your pre-negotiated hotel contracts and the many inventory sources available on the Switchfly network.
- **PRICING** — Partners have the ability to price by product, destination, dates, supplier and a host of other options. Switchfly has built automated revenue management tools that allow you to optimize your hotel and vacation package prices for each customer search.
- **EARN** — Switchfly offers earn loyalty integrations, which allow loyalty program members to earn points for cash spent on their site.
- **HOTEL SORTING** — Our Hotel Choice Model is developed to simulate the decision process, and make those hotels most likely to be purchased available to the customer on the first page of results
- **PROMOTIONAL TOOLS** — Switchfly provides landing pages, promotion groups, and a deals harvester to help you promote your product and drive additional traffic to your switchfly site.