



Innovation through Technology

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From Restricted search to “Extreme Search”

New York (IYYC) to Frankfurt (FRA) ?

■ Lowest Price¹ ▣ Change dates

	Returning Wed 25 Nov	Returning Thu 26 Nov	Returning Fri 27 Nov	Returning Sat 28 Nov	Returning Sun 29 Nov	Returning Mon 30 Nov	Returning Tue 1 Dec
Departing Tue 17 Nov	<input type="radio"/> \$ 1087	<input type="radio"/> \$ 1087	<input type="radio"/> \$ 1112	<input type="radio"/> \$ 1112	<input type="radio"/> \$ 1120	<input type="radio"/> \$ 1087	<input type="radio"/> \$ 1087
Departing Wed 18 Nov	<input type="radio"/> \$ 1087	<input type="radio"/> \$ 1087	<input type="radio"/> \$ 1112	<input type="radio"/> \$ 1112	<input type="radio"/> \$ 1120	<input type="radio"/> \$ 1087	<input type="radio"/> \$ 1087
Departing Thu 19 Nov	<input checked="" type="radio"/> \$ 698	<input checked="" type="radio"/> \$ 698	<input type="radio"/> \$ 878	<input type="radio"/> \$ 918	<input type="radio"/> \$ 926	<input type="radio"/> \$ 853	<input checked="" type="radio"/> \$ 698
Departing Fri 20 Nov	<input type="radio"/> \$ 747	<input type="radio"/> \$ 747	<input type="radio"/> \$ 927	<input checked="" type="radio"/> \$ 967	<input type="radio"/> \$ 975	<input type="radio"/> \$ 902	<input type="radio"/> \$ 747
Departing Sat 21 Nov	<input type="radio"/> \$ 718	<input type="radio"/> \$ 718	<input type="radio"/> \$ 898	<input type="radio"/> \$ 938	<input type="radio"/> \$ 946	<input type="radio"/> \$ 873	<input type="radio"/> \$ 718
Departing Sun 22 Nov	<input type="radio"/> \$ 2171	<input type="radio"/> \$ 2171	<input type="radio"/> \$ 2171	<input type="radio"/> \$ 2171	<input type="radio"/> \$ 1080	<input type="radio"/> \$ 1007	<input type="radio"/> \$ 853
Departing Mon 23 Nov	<input type="radio"/> \$ 2171	<input type="radio"/> \$ 2171	<input type="radio"/> \$ 2171	<input type="radio"/> \$ 2171	<input type="radio"/> \$ 926	<input type="radio"/> \$ 813	<input checked="" type="radio"/> \$ 698

🔍 New search ➔ Continue

1 Please select a fare. Flight choice and ticket conditions may vary according to the fare chosen. ?

	Lowest Price ■	Prices for other flights	Fare rules and Currency converter
Economy Basic	<input checked="" type="radio"/> \$ 967	<input type="radio"/> \$ 967 - \$ 1662	Changes permitted: USD250. Refund: not permitted.
Economy Basic Plus	<input type="radio"/>	<input type="radio"/> \$ 1097 - \$ 2577	Changes permitted: USD250. Refund permitted: USD250.
Economy Flex	<input type="radio"/>	<input type="radio"/> \$ 4000 - \$ 4037	Flexible and refundable.



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Departing Wed 18 Nov	\$ 1087	\$ 1087	\$ 1112	\$ 1112	\$ 1120	\$ 1087	\$ 1087
Departing Thu 19 Nov	\$ 698	\$ 698	\$ 813	\$ 926	\$ 926	\$ 853	\$ 698
Departing Fri 20 Nov	\$ 747	\$ 747	\$ 927	\$ 927	\$ 975	\$ 902	\$ 747
Departing Sat 21 Nov	\$ 718	\$ 718	\$ 813	\$ 938	\$ 946	\$ 873	\$ 718
Departing Sun 22 Nov	\$ 2171	\$ 2171	\$ 2171	\$ 2171	\$ 1080	\$ 1007	\$ 853
Departing Mon 23 Nov	\$ 2171	\$ 2171	\$ 2171	\$ 2171	\$ 926	\$ 813	\$ 698

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What about travelers who don't know where they want to go?

1 Please select a fare. Flight choice and ticket conditions may vary according to the fare chosen. ?

	Lowest Price ■	Prices for other flights	Fare rules and Currency converter
Economy Basic	\$ 967	\$ 967 - \$ 1662	Changes permitted: USD250. Refund: not permitted.
Economy Basic Plus		\$ 1097 - \$ 2577	Changes permitted: USD250. Refund permitted: USD250.
Economy Flex		\$ 4000 - \$ 4037	Flexible and refundable.

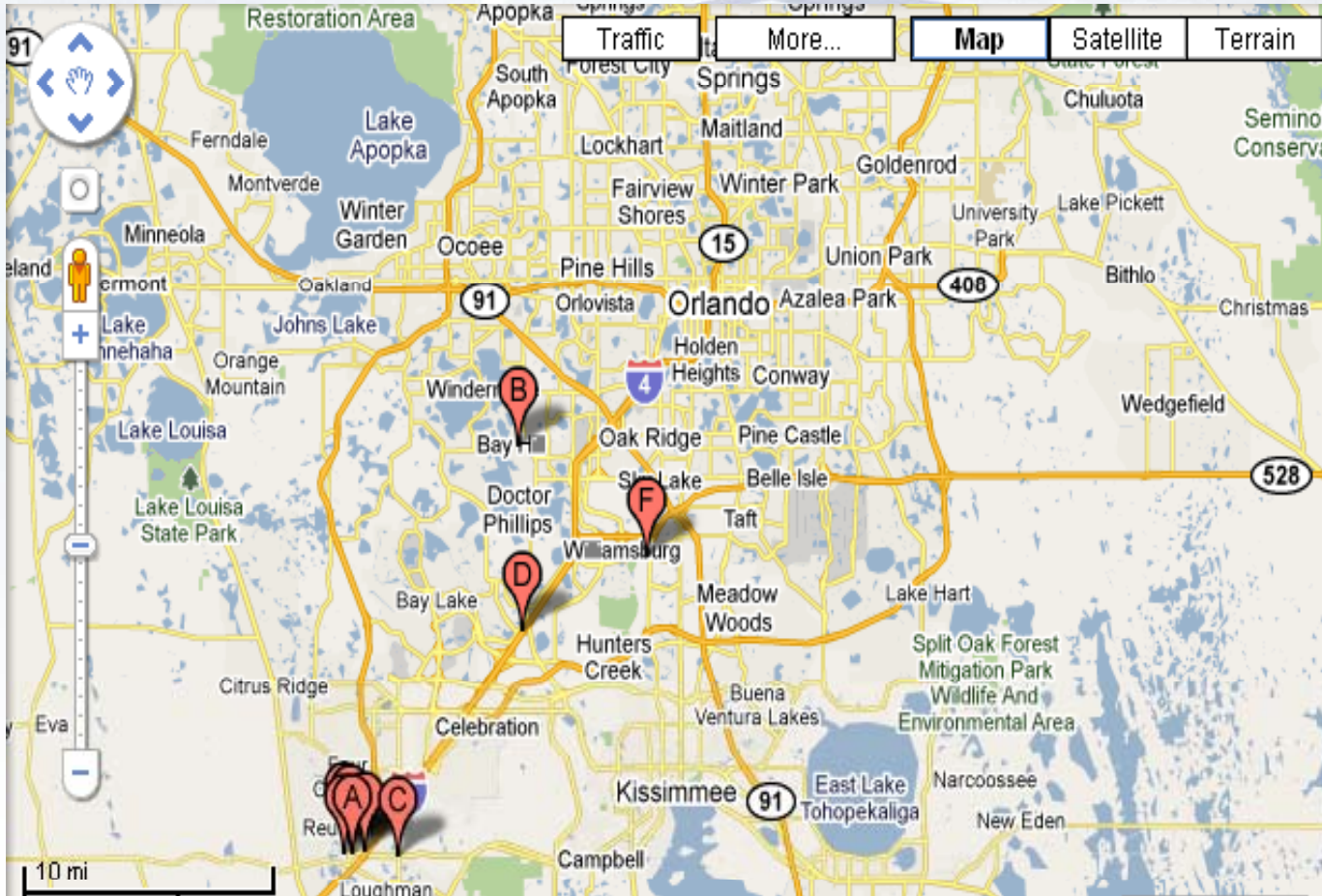


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 Round-trip
 One-way

 From [→ Cities](#)
 Depart on

 To [→ Cities](#)
 Return on
 Lowest fare/week

 Lowest fare/day

Adults (>12 years)	Children (2-11 years)	Infants (up to 2 years)
<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="0"/>

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 I have an access code

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Innovation through technology

The right mix between customer partnership and technology

- ▶ **working with our customers to spot the next opportunity**
- ▶ **adopting emerging behaviours**
- ▶ **stretching technology**



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Affinity Shopper Takeaways

1. **Completely unrestricted air search**
2. **New, inspiring user experiences**
3. **Great response time**
4. **Airlines can promote events, destinations**
5. **Deliver “next generation” award search**
6. **Scales to the needs of OLTAs**



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Thank You !



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