

IXEO Press Release

IXEO launches IX-e, extending its Dynamic Travel Packaging to Hoteliers, Travel Suppliers and Affiliates

Zurich, Switzerland - January 23, 2006 - IXEO Interactive Travel SA, the global gateway for tourism, is making available its dynamic tailor-made packaging and its interactive personalised IX-concierge to hotel groups and travel suppliers through its white label travel booking engine IX-e. IX-e immediately turns a hotel's, a supplier's or a travel affiliate's website into a complete travel planning resource for its clients without incurring the upfront and ongoing costs required in owning and controlling a customized dynamic packaging solution. It helps suppliers to strengthen relationships with their customers and to keep them coming back to their sites enhancing brand awareness and improving customer loyalty.

The new online booking tool developed in collaboration with ZTS, a leading European Travel Software specialist, allows hoteliers, airlines, tour operators, travel agents and other travel affiliates to offer airfare (over 850 international scheduled airlines) and tourism activities (ground services) along with lodging for a tailor-made holiday or travel arrangement from anywhere to anywhere in the world on their own website in real time and in a single transaction. The single transaction feature which is unattainable when travel agents use their Global Distribution System (GDS) in traditional mode, is now available via the IX-e link in GDS leisure-tour mode, a mode that enables hoteliers and travel suppliers to receive bookings from travel agents that wish to access tour operator offerings. The engine is supported by complete multilingual fulfilment service from the company's centre in Germany (ticketing from anywhere to anywhere, call centre, credit card transactions, commission payments, voucher processing, etc.).

The IX-concierge is the industry's first interactive personalised tool, that enables consumers and travel agents to create a travel plan based on travel motive (e.g. Getaway) or life style (e.g. Adventure), or simply geographically (e.g. World), from the

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industry's richest product classification and utilising user friendly interactive maps. It is available to all users that book online. The white label IX-e can be enriched with full destination information – provided by Lonely Planet, the world's leading guide and mapping service. This feature enables hoteliers, travel suppliers and affiliates to offer their guests and agents the travel intelligence they need leading up to their trip.

For hoteliers, IX-e has a connection to Pegasus and can instantly display all live rates and availability via the hotel's existing CRS without any set-up or on-going maintenance. IX-e can be an extension of what they're already doing (less channels to manage), so that makes it easier and provides instant access to packaging.

Kostas Trivizas, VP of Sales and Global distribution states: 'Dynamic packaging is a key business strategy in today's travel industry. Major airlines were first suppliers to acknowledge that. But the hotel booking engines available today, at best, package internal hotel services only. Our service is embedded within the web site and is a complement to a hotel or supplier's existing room only or air only, booking engine. Suppliers that offer airfare and hotel accommodation online to their guests, along with other activities, especially activities that traditionally are hard to book online (e.g. diving, safari excursions, sailing, etc.) in a single transaction usually book many more reservations and have higher yields. Also, travellers with an air commitment are much less likely to cancel a reservation', Trivizas states. 'Another reason that travel packaging is so popular is because consumers and agents now have a better idea of the total cost of their trip before they buy it and it takes them less clicks from a single site or a single GDS reservation to establish that.'



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About IXEO

IXEO Interactive Travel SA is a registered corporation with head offices in Kuesnacht-Zurich, Switzerland. The IXEO objective is to provide the global market with the largest live tourism product in the world including hotels, resorts, lodges, camps, transport and ground suppliers, online ticketing for special events and ground services. IXEO is the only company providing a complete gateway integrating both the hospitality and travel industry.

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