

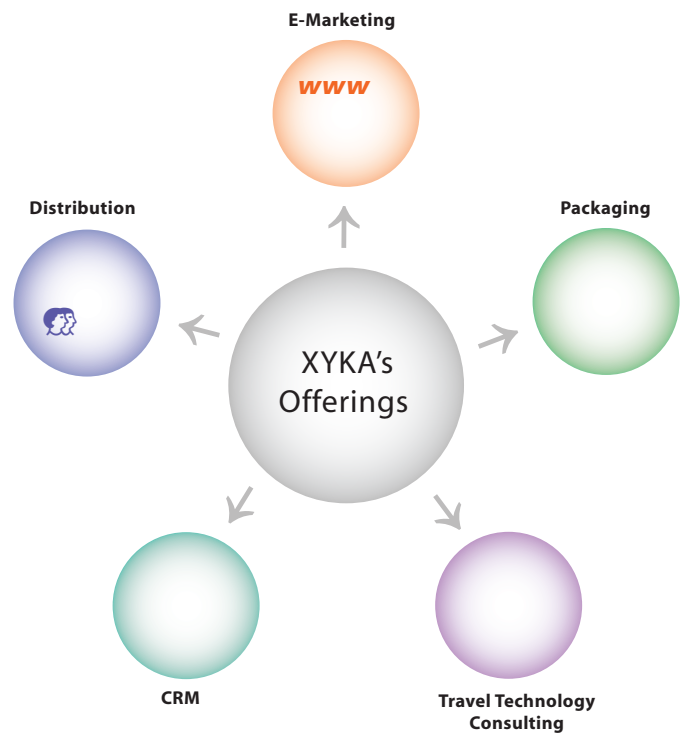


xyka™

driving success. delivering value.



**XYKA Solution for
Travel Suppliers**



Challenges and Opportunities for Travel Suppliers Today

- ◆ With more customers booking travel direct on supplier web sites, how do customers find you and how do you keep the customer engaged?
- ◆ Is your web site Travel 2.0 enabled for online interactions and user collaborations?
- ◆ Do you offer a one-stop web site where customers can book your core product as well as buy other ancillary travel products?
- ◆ Are you minimizing your distribution costs thru direct connect?
- ◆ What strategies do you have in place for rewarding your loyal customers?
- ◆ How do you track site statistics and improve on these?

These are the questions that XYKA tries to answer through its Travel Supplier Solution offerings.

XYKA's offerings for travel suppliers include the following:

- 1) E-Marketing
- 2) Packaging
- 3) Distribution
- 4) CRM
- 5) Travel Technology Consulting

“ We were able to mold the XYKA Travel Platform to better suit our unique sightseeing needs... This has always been lacking for the attraction travel industry ... ”

Robert Graff,
Vice President of Marketing,
Grand Canyon Airlines

One of the important goals for travel suppliers today is to build a rich engaging web site, increase booking conversion ratios, optimize the site for search engines and track the effectiveness of the online marketing activities.

XYKA's extensive experience in building travel portals and web sites makes it a perfect partner for travel suppliers looking at using the web as an effective marketing and distribution channel.

XYKA offers the following e-Marketing services for travel suppliers

- 1) Web Portal Design and Production
- 2) Travel 2.0 features integration
- 3) Search Engine Optimization and Search Engine Marketing
- 4) Site Analysis and Review

1) Web Portal Design and Production

The objective over here is to build an intuitive user friendly web site with rich engaging content and eye-catching designs which is closely integrated with the booking process. XYKA will work closely with you to understand your online goals and deliver solutions which meet these goals. It is our endeavor to ensure that the web site effectively communicates your brand and enables you to sell more. The Site Manager and Enhanced Content Viewer components of the XYKA Travel Platform can be used to create intuitive interfaces and a rich user experience. The feature rich XYKA Travel Platform can be used to provide core booking engine functionality.

2) Travel 2.0 Features Integration

As Web2.0 meets travel a new genre of travel web sites are evolving which encourage new forms of online interactions and user collaborations. The Travel 2.0 plug-in component in the XYKA Travel Platform enables travel suppliers to take advantage of this next generation of technology to create more compelling products. The Travel 2.0 plug-in provides features like user generated reviews, blogs, trip journals, map and destination rich content markups, integration into independent reviews and social networking sites, user forums, user experiences, photos and video storyboard, integration with rich multimedia content providers.

3) SEO / SEM

Once the travel web portal is built, it is important that travel suppliers increase its visibility in the search engine results. XYKA will partner with you to help with search engine marketing. As a part of the search engine optimization strategy, XYKA will ensure that your travel web portal is optimized for search engines for optimum organic search placement. Services include keyword research and selection, meta tags creation, optimization for search engine crawlers, linking strategy development and implementation

and web page submissions. Additionally XYKA can assist with your pay-per-click (PPC) and paid inclusions advertising campaigns.

4) Site Analysis and Review

As a travel supplier it is important for you to measure, analyze and understand the effectiveness of your online marketing activities. It is important for you to understand the leads generated, unique and repeat monthly visitors, areas of site visited, time spent, drop out rate, referring sites, campaign response rates and conversion rates by keyword, by search engine natural search results, by paid inclusion or pay-per-click program. It is important for you to understand which affiliates are generating the maximum revenue. XYKA has enormous experience in effectively setting up 3rd party web analytics tools such as Google Analytics and Web Trends. XYKA will work with you to configure and set up these tools. Once the tool has been setup, XYKA can help with analysis and interpretation of the web analytics data. Interpretation of data is the key for assessing site performance, identifying marketing channels that deliver the highest ROI and optimizing the site content and layout for generating maximum conversions.

Packaging

The XYKA Packaging Solution for Travel Suppliers enables travel suppliers to package their core product offering with other travel products. As a hotel supplier, this solution empowers you to package your hotel room with flights, activities, travel insurance or car rental and sell it as a pre-assembled package or a dynamic package on your web site. An air supplier can use the same solution to package air with hotels, activities, car rental or travel insurance. The solution enables travel suppliers to offer a one stop travel web site for the consumer as well as generate ancillary revenue.

Distribution

One of the primary goals as a travel supplier is to lower your costs of distribution. XYKA can partner with you to build a direct connect distribution channel and put you in control of your content and pricing. The travel supplier can then choose to distribute through partners that provide real value. XYKA's solution for distribution involves XML / Web Service implementation which allow distribution partners to make requests directly into the reservations systems. The XYKA solutions support OTA interfaces for direct connectivity.

