

Travelport Cruise & Tour™ - Canada Launch

Product Advisory Number: 587	Version: 01	Effective Date: 11AUG2008				
High Level Description	Travelport Cruise & Tour – Canada Launch					
Impact Summary	New Product Offering					
Reason For Issue	Notification of new market.					
Customer Impact	N	Internal Only				
	Y	Subscribers				
	N	Developers *				
	N	Air Suppliers				
	N	Surface Suppliers				
System	N	Galileo	Y	Apollo	Y	Worldspan
Product Area	N	Host Function				
	N	Desktop				
	N	Fares				
	N	Web Services (API and Messaging) *				
	N	Galileo Fares Interface (ATO/CTO)				
Load to Production	August 11, 2008					
Load to Copy						
* Additional Information						
Web Services (API and Messaging)						

OVERVIEW

According to the Cruise Lines International Association's (CLIA) 2008 Cruise Market Profile Study, for those "satisfied customers eager to travel more, despite the uncertain economy, the cruise industry is well-positioned for continued growth and success. The study also shows that travel agents, who sell the great majority of cruises, remain a vital part of the industry and are perceived by travelers as providing the best service in vacation and cruise planning."¹

Why? Consumers rely on agents for their expertise because the purchase price is so high and vacation-time so scarce. They also rely on agents for the convenience because leisure transactions are complex. For travel agents, due to the complexity of booking, the bulk of cruise transactions are still conducted offline.

For those not booking offline, agents have had access to leisure booking automation tools from disparate sources. LeisureShopper is one that many agents love. It employs legacy technology, however, that makes it difficult to access offsite. The lack of graphics also puts agents at disadvantage with consumers who can get graphical content via the web. Other tools include third party tools, such as VAX or Vacation.com, or supplier web sites. These tools are also limited because they integrate with neither the agent GDS desktop, nor the back office. Finally, eCruise and Galileo Cruise were great steps forward, but offer only half the solution for leisure, and not nearly the powerful technology as Travelport Cruise & Tour.

Travelport partnered with Revelex, a well-known industry leader in leisure technology, to introduce Travelport Cruise & Tour. This product is a web-based portal where any agent with internet access can book Cruise & Tour, with guaranteed access to source inventory and best available rates, rich graphical content, and CRM capabilities. Furthermore, it offers complete integration with the back office for a single source solution.

CUSTOMER BENEFIT

If an agency owner answers yes to any of these "Agency Needs", then Travelport Cruise & Tour is their solution.

- Need to drive revenue/profit/commission potential for my agency
- Need low cost tool that can be easily implemented and distributed to my staff
- Need tool that allows a minimally trained agent to look like an expert
- Need to hold onto my leisure clients, and not lose them to the internet over price
- Need to increase agent productivity
- Need to automate offline bookings to online; reduce phone usage, idle hold times, redundant data entry from hand scratched notes or print-outs from multiple booking interfaces
- Need tools to ensure independent sales people funnel their bookings through my agency
- Need to improve accountability

If an agent answers yes to any of these "Agent Needs", then Travelport Cruise & Tour is their solution.

- Need to make more sales, and retain my position as the expert with my customer.
- Need guaranteed access to all the best pricing, including negotiated rates, past passenger rates, internet specials, and all other promotions – source inventory
- Need broad and deep graphical content and product descriptions for all major vendors
- Need a tool to manage communications with my clients, both during the sale and afterwards to position me for repeat sale
- Need a tool that is easy to use – it has a logical booking flow with all the required functionality
- Need a tool that allows me to get credit for my transaction

PRODUCT FEATURES

Enrolled agencies will see the following features, making searching/booking cruise packages easier than ever:

- Shopping flexibility - search across multiple vendors and destinations
- Search by region, destination, or vendor
- Intelligent price comparison tools
- Quote building features allows customer to receive and submit a payment online via a secured web form
- Full content photos and descriptions via print or email
- Best available rates to agency based on their eligibility (consortia rates, specials etc.)
- All agency/supplier commission structures (including consortia, and automation bonuses) apply on Travelport Cruise & Tour

- Ability to book commissionable shore excursions through Port Promotions and pre and post options offerings by the cruise lines
- Fast Path cruise booking allows agents to bypass the shopping cache when they know what they want to book

PRODUCT FUNCTIONALITY DESCRIPTIONS

Dedicated url www.travelportcruiseandtour.com

Anywhere/anytime access

Web interface booking application

An internet based booking application that allows user to make shopping calls across multiple vendors or a specific single vendor. Shopping results returned are based on a nightly and instant cache update. Once an agent chooses a specific selection the system validates in real-time if that selection is available and opens up a connection with the desired supplier to complete the booking process

Build a quote for a customer

Travelport Cruise & Tour allows agents to build a complete custom quote for a customer and forward it to their travelers via email. A quote will allow travelers to view detailed ship, cabin, and a complete list of destination information in HTML graphics before making the decision to purchase.

Passive & Active PNR creation

Travelport Cruise & Tour offers agencies both active and passive PNR created with all bookings upon completion. Passive PNR samples can be found in the agent quick reference documentation. If the user makes changes through the product or additional payments to the booking these changes will be reflected in the Apollo/Worldspan PNRs. Travelport Cruise & Tour uses various connections to connect to the content offered by the cruise lines. Based on the connection used you will see slight differences on the type of PNR created by the system.

Payment processing

Agents can make full payment, deposit or hold options during the course of the booking process through the web interface. If an agent is required to make a future payment for a transaction, those payments are supported through the product. It is a best practice for agents to make future payments through the tool so all updates are reflected properly in any PNR created for the booking.

Reporting

The following reports come as a standard feature with the product.

- Agency Transaction Report
- Agent Booking Reports
- Agent Commission Reports
- Agency Booking Report
- Cruise Sales Report

Interface to TRAMS Live Connect

Travelport Cruise & Tour has been designed to interface directly to the TRAMS ClientBase Res Card "Live Connect" feature; which, integrates with supplier web sites and electronically passes the login and client data to Travelport Cruise & Tour. Reservation data is seamlessly imported back into ClientBase to print itineraries, generate invoices and store travel history.

For instruction on how to implement Travelport Cruise & Tour with Live Connect simply go to trams.com and select the Live Connect link on the left side of screen. Then select Travelport Cruise & Tour to view or print the instructions.

Questions related to Live Connect should be directed to support@trams.com.

DETAIL AND CUSTOMER EXAMPLES

Those features that are unique to the Canada Version

- Canadian version will not offer Tour at this time (August 2008).
- Ability to identify by login, if the agency is registered in Canada or US, whereby the Terms & Conditions, Terms of Use and Privacy Policy will be displayed appropriately in either French Canadian or English.
- Canadian currency will be displayed only if supported by the cruise line. Some cruise lines will allow agent to select faring in CAD or USD currency. Some cruise lines will only show CAD if the agency is registered as a Canadian agency. See Appendix A of this document for more information
- Canadian taxes are accounted for in sum and displayed in one line item.

SYSTEM REQUIREMENTS

SOFTWARE REQUIREMENTS:

1. Browser - Mozilla Firefox 5.0 or Internet Explorer (IE) 6.0 or higher
2. Operating System - Microsoft Windows 98 or newer

HARDWARE REQUIREMENTS:

1. Any reasonable Pentium processor with 128 megs of RAM
2. Internet connection. Broadband connection is recommended

PRODUCT REGISTRATION

Travelport Cruise & Tour requires its own unique Login ID and Password. Registration is available to travel agency owners or Agency Administrators. No client download is required. Additionally, agencies are required to complete a secondary registration with the individual Cruise Lines and Tour Operators to establish negotiated rates and commissions.

The process will take between 2 - 4 weeks to complete ***.

Online Registration Steps:

1. Registration available at www.travelportcruiseandtour.com
2. Administrator clicks on the registration link from the Travelport Cruise & Tour landing page
3. Travelport Cruise and Tour Terms and Conditions displays
4. Administrator checks the box agreeing to the terms and conditions, and then clicks 'continue'.
 - Note: Users will not be able to continue with registration unless they have acknowledged agreement of the Terms and Conditions
5. The registration form will display. Administrator is to input all required fields
 - Note: Within the registration form, the Administrator is asked to select the suppliers they are currently registered with. If they are NOT registered they should NOT select the supplier. Revelex will only ensure those suppliers listed are contacted and advised the customer will be booking through the Travelport Cruise & Tour channel.
6. Submit the form with all the required details and Administrator will be done with the initial set-up requirements
7. Upon submit, the Administrator will receive a registration acknowledgement email.
8. Once confirmation has been received from each cruise supplier that agency is a valid customer on their cruise system, the agency will be set up in the Travelport Cruise & Tour product.
9. Agency Administrator will receive a confirmation from Travelport that their access has been granted and they will receive their username and password along with any other agents that may have registered at the same time.

*** If an agency fills out the registration form completely and accurately, the timeline is 2 weeks. If there is any discrepancy or a delay on behalf of the cruise supplier, the timeline can take longer.

PRODUCT SUPPORT

All current procedures/process will be used. agencies will report all problems/discrepancies to the Travelport Help Desk.

APPENDIX A – CRUISE SUPPLIER AND CAD CURRENCY

The following three Cruise Suppliers allow the agent to select USD or CAD currency when pricing a sailing.



The following three Cruise Suppliers will always return CAD currency when the agency is registered with their cruise lines as a Canadian Agency.



The following four Cruise Suppliers will always return USD currency.



GLOSSARY

Term	Definition
CLIA	Cruise Lines International Association's

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¹CLIA RELEASES 2008 CRUISE MARKET PROFILE STUDY- June 11, 2008
www.cruising.org/CruiseNews/news