



HOTEL & TRAVEL

Drive Measurably Higher Revenue and Customer Loyalty



Drive Measurably Higher Revenue and Customer Loyalty



Benefits To Your Business

Akamai solutions for travel and lodging companies provide a predictable, high-quality user experience that measurably improves conversion rates and builds loyalty with your best customers. By delivering significantly faster page and application download times, and backing your site with service levels that guarantee 100% site uptime, Akamai ensures that more customers buy on your site and return time and again.

► Improve Conversion Rates

Given the unprecedented number of reservations now transacted online, even a .01% increase in conversion rates can lead to millions of dollars of incremental sales each year. By improving your Web site's performance and availability, Akamai keeps customers on your site and away from costly call centers—or worse—your competitors. With Akamai solutions, your users are guaranteed a consistent, high-quality interaction regardless of Internet conditions or end user locations. Akamai's Online Commerce and e-Business Continuity solutions optimize your secure online transactions while compensating for infrastructure weaknesses that can take down your reservation and ticketing systems. Finding your site consistently able to provide inventory and reservation information and complete their transactions, customers make it their preferred destination for booking reservations.

► Keep Your Web Site Open for Business

Your most critical revenue generating application is your Web-based reservation system. When it goes down, your e-business grinds to a halt, causing a potential revenue loss of thousands of dollars with every minute of downtime. Akamai responds within seconds

to conditions that may cause site downtime, ensuring that users are never turned away. A Web site with 100% uptime ensures that dollars can keep coming in the door—the travel desk is always open, even when your Web infrastructure is unreachable. Akamai solutions are key to this assurance because they're built on the world's largest globally on demand distributed computing platform with more than 20,000 servers in 71 countries within 1,000 networks. Your customers can predictably and continually complete transactions, keeping your e-business running smoothly.

► Support Peak Travel Seasons

Delivering a superior end user experience is most critical during peak travel seasons, when traffic can stretch your infrastructure to its breaking point. Instead of adding equipment and complexity to handle your expanding e-business, with Akamai solutions your Web site simply scales on demand by using as much or as little of the global Akamai *EdgePlatform*SM as you require. Requests for critical applications like room/seat availability, hotel locations, and even reservation transactions may be transferred to the Akamai *EdgePlatform*, ensuring a continuous revenue stream while also decreasing the load on your origin servers. All of these capabilities combine to deliver prompt, predictable service to your customers, every day of the year.

► Drive Adoption of Secure Extranets and Portals

Unpredictable Internet experiences can keep your branches, franchises, agents and customers from embracing your online processes, forcing them to use more expensive forms of doing business with you. With the Akamai solution for Optimized Extranets, Akamai keeps more of your extranet and portal users online by enabling predictable, LAN-like communications across the extended enterprise. Whether your franchises are checking the latest pricing, inventory and schedule information, or remote offices are consulting training materials and corporate manuals, Akamai solutions ensure they can conduct their online business predictably and quickly. By delivering a consistently high quality Internet experience, you drive faster adoption, increasing your constituents' ability to upsell new services, personalize their customer interactions, and ultimately, contribute more to your revenue stream.



"All the evidence shows that Web shoppers are very impatient. If an airline Web site is unavailable for more than a few seconds the customer will go elsewhere—either to buy the airline's seat through another and probably higher cost channel—or to a competitor product." —Giga Research, November 2003

Hotel & Travel Experience and Expertise

- Global hotel operator increased online sales by \$28 million annually with Akamai's improved user experience.
- Leading travel companies book over \$3 billion in flights, car rentals and hotels on Akamai-enabled Web sites.
- A leading travel agency experienced record online sales after extending its site to the Akamai EdgePlatform.
- International hotel chain generated over \$4 million in reduced call center costs and recovered online sales annually through working with Akamai.
- Two of the world's largest travel agencies run their online channels via the Akamai EdgePlatform.
- A leading global travel provider reduced training costs and increased adoption of its online portal with Akamai.

▶ Akamai solutions enable e-business initiatives for thousands of enterprises and government agencies worldwide, including leading travel companies such as:

- **AirTran Airways**
 - **All Nippon Airways**
 - **InterContinental Hotels Group**
 - **Travelocity.com**
- and many more...*



"Akamai provides us with a complete e-business solution that addresses our requirements for 100% availability of critical Web applications, massive reach to support world-wide customer demands, and the use of an extended infrastructure to support widely varying traffic on demand. Akamai has had a positive impact on our Web business, which has translated into increased revenues for InterContinental Hotels Group." —Del Ross, Director, Global E-Commerce Services, InterContinental Hotels Group



Akamai's Network Operations Command Center (NOCC)

About Akamai

Akamai® is the leading global service provider for accelerating content and business processes online. Thousands of organizations have formed trusted relationships with Akamai, improving their revenue and reducing costs by maximizing the performance of their online businesses. Leveraging the Akamai EdgePlatform, these organizations gain business advantage today, and have the foundation for the emerging Web solutions of tomorrow. Akamai is "The Trusted Choice for Online Business." For more information, visit www.akamai.com.



Akamai Technologies, Inc.
U.S. Headquarters
8 Cambridge Center, Cambridge, MA 02142
Tel 617.444.3000
Fax 617.444.3001
U.S. toll-free 877.4AKAMAI
(877.425.2624)

European Headquarters
Park Village, Betastrasse 10 bD-85774
Unterföhring, Germany
Tel +49 89 94006-0

www.akamai.com

© 2006 Akamai Technologies, Inc. All Rights Reserved. Reproduction in whole or in part in any form or medium without express written permission is prohibited. Akamai, the Akamai wave logo, EdgeSuite, and EdgeComputing are registered trademarks. Other trademarks contained herein are the property of their respective owners. Akamai believes that the information in this publication is accurate as of its publication date; such information is subject to change without notice.

AKAMVM-TRAVEL-0806