



Introduction

During January, 2009, Rovia contracted with Topaz International to conduct an independent study of the performance of their travel website in obtaining the lowest airfare on 100 city pairs. Using independent auditors, Topaz requested and priced trips and tracked the performance of Rovia with two competitive websites: Expedia.com and Travelocity.com.

Methodology

Topaz International conducted comparisons between the three travel websites on 100 air markets. Flights were requested with a variety of advance departures. Length of stay was random with a minimum of 2 nights and maximum of 5 nights. Flights were requested to depart at 9a and return at 5p with all system defaults applied. Booking fees were included in the fare where applicable.

Results

The overall results as indicated in the chart below show that Rovia obtained the lowest fares 68% of the time, with Travelocity following at 28%.

Percent of Low Fares Returned

