Sabre Virtually There Web Site

Reach travelers before they reach their destination

Sabre® Virtually There™ is the premier online source for personalized, real-time itinerary, destination information and travel tools. When travelers book a trip through a Sabre Connected™ travel arranger or online booking site, Virtually There provides them with a personalized itinerary and real-time information about their travel plans — 24 hours a day, 7 days a week. It is an invaluable resource that is used frequently by travelers before, during and after their trip.

Visitors to the site are confirmed travelers, so you know specific information about their trip and can target your advertising with greater focus. Our TravelTargeting program gives you the potential to reach millions of unique travelers with enough lead-time to really influence their buying decision. And because travelers have instant access to a wide array of features included on their itinerary, (such as weather, destination information, maps, and other ‘real-time’ features), you have multiple advertising opportunities.

Here’s what advertising through Sabre Virtually There has to offer:

**BENEFITS**
- Event-triggered, contextual, targeted marketing
- Largest site of confirmed travelers on the Internet
- Deep targeting capability
- Strong demographic
  - 59% male, 41% female
  - 83% ages 25-54
  - 70% professional, managerial
  - 74% own a mobile phone
- Highly-qualified market
  - 100% confirmed travelers
- 65% college graduates
- Average individual income of $79,500
- 25% have an electronic organizer
- 42% work for companies of 5000+ employees

**SITE STATISTICS**
- Over 4,000,000 site visits per month *
- Over 1,500,000 unique visitors per month *
- Approximately 225,000 daily site visits ++

**RIGHT PEOPLE, RIGHT TIME**
- Ability to target precisely based on trip information
  - Dates of travel
  - Length of trip
  - Many more . . .
  - Departure/arrival cities
  - Car/hotel booking presence
  - Gender
  - Airline class of service
DATABASE MARKETING OPTIONS
Site visitors complete a preference-based profile indicating their interests across a variety of categories including entertainment, sports and the arts. This information, combined with our TravelTargeting capability, lets you send the right marketing message to the right people at the right time.

You can also target your audience through:
• The Virtually There Newsletter, e-mailed to travelers monthly
• Virtually There branded e-mail offers
• Ad hoc e-mail campaigns using travel-related targeting and preference criteria

In addition, you can sponsor an invitation to current users to fill out their My Virtually There preferences with their interests, giving you even more opportunities to aim your message to the right audience.

ADDITIONAL PLACEMENT OPPORTUNITIES
You also have the opportunity to place ads that will be viewed by travelers using the following Virtually There features:

**E-Ticket Receipt.** Provides online access to receipts for e-ticket reservations.

**Specialty Services, Car, and Hotel Bookings.** Travelers click here to book thousands of products and services including tours, limousine services, attractions, events and more. They can also book new car or hotel reservations through Virtually There.

**Wireless Viewing and Download.** Travelers can view their itinerary and pertinent trip information anytime, anywhere via their WAP-enabled cellular phones or wireless handheld devices. They can also download their Virtually There information and itineraries to a Palm or Microsoft CE personal digital assistant (PDA)

**Restaurants.** The Restaurant Guide feature lets users research and book restaurant reservations by name, cuisine, ambience and location.

**Online Maps/Driving Directions.** Travelers can request point-to-point driving directions to locations in their itinerary or use the Quick Maps feature to view any location or address.

**Real-Time Flight Information.** Allows users to view real-time flight information for North American flights, including departure times and estimated arrival times.

**Flight Notification.** Travelers can be notified of events, such as flight or gate changes, via a text message to email, pager or mobile phone.

**Destination Guides.** Provides detailed information including local museums and tours, nightlife, business services and more for cities around the world.

Advertising through Sabre Virtually There enables you to personalize your message, focus your advertising and target your customers. It gives you the audience and context to help you deliver a highly effective marketing message to the right people at the right time.

* June 2001 statistics
++ Monday – Friday