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## The Launch: Fairquote is live

April has been an exciting month at Fairquote HQ as we counted down to launch some 600 city pair websites. Our betaPlus launch was set for 15 April 2010 and due to some outstanding work by the team, particular the developers, we made it.

Our flight search engine displays the lowest fares from a multitude of suppliers in a user-friendly pictorial format with plus/minus 2 days of the selected travel dates. Entering the website the consumer can directly see who is selling that flight combination and at what price.

On making the selection the consumer is taken directly to the supplier of that fare to complete the booking. Returning to the city pair website, the consumer can find out more information about, and latest news from, the destination city on the "city" page as well as a trip planner tool from TripSketch and a hotel booking tool.

As we move forward we will have different content in this area but the flight search will be a constant and we hope the consumer will enjoy this combination of familiarity and subtle differences.



Frederik de Cock, Co-Founder, discusses our thinking behind the launch: "Whilst our goal is to encompass the globe, our home base of Switzerland offers a good test environment. So our betaPlus launch concentrates on cities that may be accessed from Geneva, Zurich and Basel. By analyzing market data and listening to local travel industry experts we chose six hundred city-pairs that we felt would fill the needs of online travel customers. Over the next few months we will canvass opinions of users, members and industry experts on various aspects of the city-pair websites which will help us improve the websites and target new segments as we roll out more city pairs."

With thousands more city pairs to come, you can be sure the Fairquote team will be kept busy bringing clearer information to the consumer who, we believe, will come to value the fair quote obtained from us.

We've made a simple video showing how to use the Fairquote city pair websites and highlighting some of the features we offer. You can access this, along with other information and keep in touch with us on our blog – <http://fairquote.me/blog>.

**Fairquote has been designed with the traveller in mind and we'll continue to develop tools that you value.**



## Fairquote's Advisory Board

The full Advisory Board met on the day Fairquote launched some 600 websites as part of our betaPlus launch. Fortunately the launch went without a hitch – we made our launch date which pleased the Board.

### So who makes up our Board?

Travel Industry leader **Don Birch**, former CEO of Abacus, Asia's leading provider of travel solutions and services, worked at SITA, Swire Group and Cathay Pacific.

**Dr. Carlo Cattani** runs an Advisory Practice in Geneva and Rome with clients including EC and UN bodies and brings extensive experience in Development & Project Financing.

Airline industry executive **Kevin Dobby** was at IATA for 35 years where his varied responsibilities included Secretary of the Board of Governors, Head of Corporate Communications, Government Affairs, Member and Regional Relations.

Entrepreneur **Manmohan Makhni** is owner of India House Group and has set up numerous companies across the globe.



Management Consultant **Benedict Stalder** has been a CEO (Electronic Engineering Solutions), Sales & Development VP (SourcingParts.com) and Strategic Alliances Director (Temenos SA).

Recently appointed Director General of Geneva Tourism & Convention Bureau, **Philippe Vignon**, headed up easyJet in Switzerland and was a member of the Directorate General of Edipresse.

With this level of experience and each with a proven track record of success, you can be sure that your cooperative will be steered in the right direction.

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## New to the Fairquote Crew

We are delighted to announce that **Jonathan Eshel** joins Fairquote Cooperative as "Manager Networks", where his IT experience will be of great importance.

An Israeli citizen who has lived in Switzerland for over 20 years, Jonathan's professional background is entirely within Information Technology.

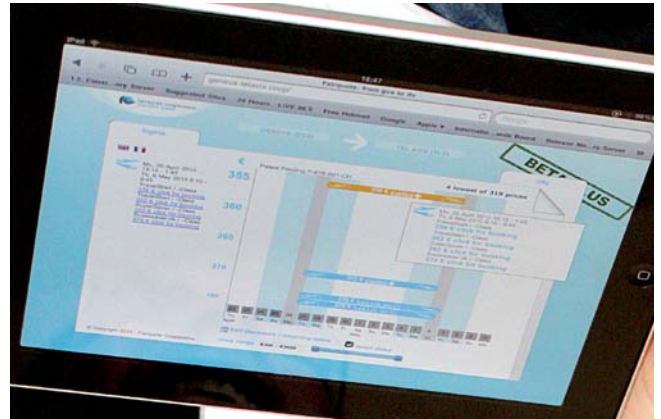
First he worked within the Israeli military then at DuPont and most recently at the International Air Transport Association (IATA) where his system implementation skills insured that the airline industry's trade association was always on for business!

Jonathan in the Fairquote office, Geneva

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## iPad has landed... in Switzerland

**Being an early adopter of technological innovations,** Fairquote's President couldn't wait to get his hands on Apple's latest marvel, the iPad. Whilst some of his colleagues were still eyeing the empty box with a certain amount of envy, Dr Boeing had already got the iPad up and running in a couple of minutes. "This is absolutely wonderful. The iPad will be in the hall of fame of great inventions!" he declared. "And you know what...? Fairquote's flight search and traveller tools look fantastic. This is the future and Fairquote is already there".



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## Volcanic Ash – No Cash

**Mother Nature reminds us from time to time of her immense power** which no amount of technological advancement can conquer.

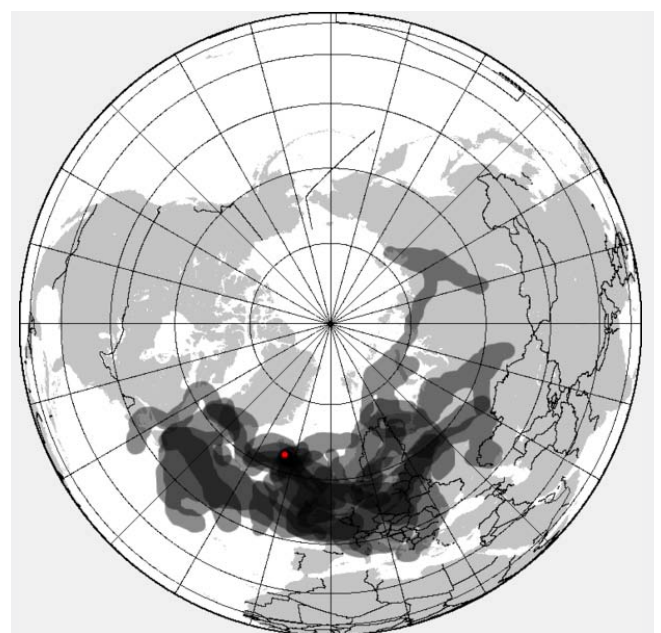
The eruption beneath Iceland's Eyjafjallajökull glacier began on 20 March and created an ash cloud that forced the unprecedented act of closing airspace across northern Europe – planes were unable to fly over much of Europe for six days.



**Volcano plume on 17 April 2010**

Source: Wikipedia

According to the International Air Transport Association (IATA), at its height this crisis hit almost a third of global flights and cost the airline industry about **\$1.7bn** at a time of great economic difficulty for airlines. With airspace now back open, it seems the time for seeking blame and compensation has arrived.



**Composite map spanning 14-24 April 2010**

Source: Wikipedia

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