Date of issue: 6th September 2005   **Doc. S4-3**

Session 4: Content and Applications
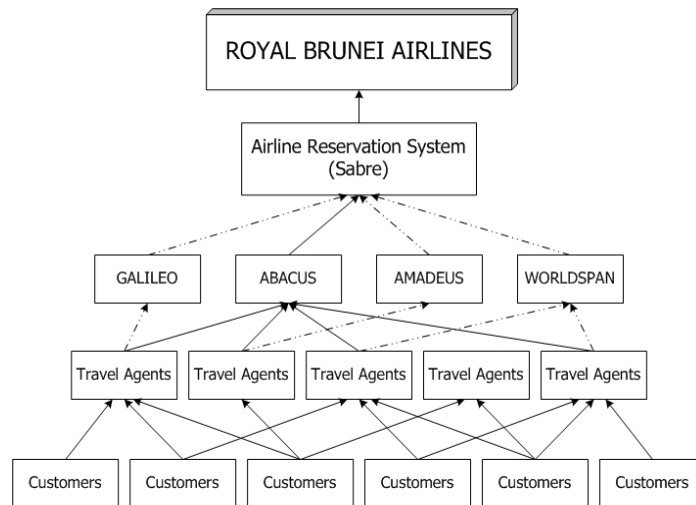
Online booking – is it easier?

By Hajah Sukinah Haji Ghani,
Manager of E-Commerce
Royal Brunei Airlines
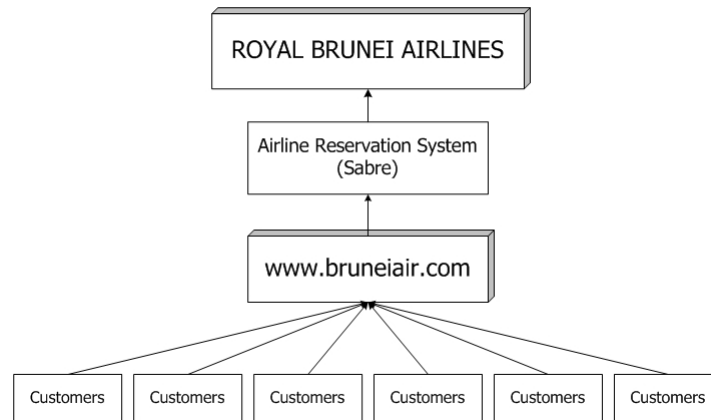
(Thursday, 8th September 2005, 8.15am – 10.00am)

Royal Brunei Airlines

Online Booking

An Overview - Conventional Booking

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An Overview - Online Booking

ROYAL BRUNEI

Online Booking – What's on offer?

ROYAL BRUNEI

Products and services

- Bluesky fares for point-to-point journeys for Brunei market

- Special discounted internet fares for non-Brunei markets

- Provides guaranteed lowest fare searches within the flight parameters entered

- One stop shopping experience by offering air travel, hotel and car reservations

- Provides efficiency in booking process for those with time constraints

- Offers transparency in quotation and derivation of multiple levels of fares

Slide 5

Online Booking – What's on offer?
ROYAL BRUNEI

We started of with this advert

And our latest product

Slide 6

Online Booking
ROYAL BRUNEI

Response

- **To date, RBA's online booking averages 100 bookings a day**
- **Bookings coming in from Brunei, Malaysia, United Kingdom, Indonesia, Australia and Germany**
- **Majority of bookings from Brunei are by travel agents**

Security

- **International online booking engine provider with standard security features**
- **Existing pages protected using AES-256 algorithm encryption cipher approved by US National Security Agency (NSA)**

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Online Booking

Challenges

- **Limited growth of online booking from public**
  - **Constraints relating to internet access**
  - **Constraints relating to payment**
  - **Acceptance to change**
- **Diversification of products available online**
  - **Limitation to existing online booking engine**
- **Increasing security level in line with online booking site's growth in usage and popularity**
  - **Awareness from outside of Brunei**
- **Varying response time**

Conclusion

Effectiveness of RBA's online booking dependant on

… public acceptance and confidence

… continuous evolution of Royal Brunei Airline's online booking facility

… increasing use of internet and improvements in bandwidth speed

Thank You …

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