

Real-time Auctions “Quik-Auction”

Voyager offers an Internet “live” airline seat auction called “QuikAuctions”. This patented technology gives an airline the opportunity to maximize the yield on “sale” inventory, achieve a low distribution cost on discounted seats, and conduct sales with low promotional expenditures.



QuikAuctions features the following:

A declining price auction. The auction begins at a price level designated by the airline, and declines toward your pre-established floor level every 10 seconds. Each auction runs for a preset period of time – typically 4 minutes. Auctions can run continuously as long as there is inventory available for sale.

“Live”, fast paced, and highly interactive. Participants observe both price declines, and remaining inventory available to the current auction. Since the participant is not sure when the remaining inventory will be purchased – a buy decision is made when the price level represents a good value to the purchaser. Importantly, the purchaser receives immediate feedback confirming a successful bid. Unlike more traditional fare sales, many purchasers will pay more than the floor level sales price.

Integrates seamlessly with your existing systems. The QuikAuctions application builds a reservations record (PNR) for the purchaser in the airlines’ central reservations system. The credit card payment and ticketing process is handled by the airline once the transaction is complete.

Scalable design. The auction may be scaled to accommodate both a considerable database of inventory/dates and a large number of participants.

Highly secure. QuikAuctions employs state-of-the-art online security software to protect the participants’ proprietary information.

Low distribution costs. There are no agency commissions or CRS booking fees associated with Voyager’s QuikAuctions since the transactions are created and processed directly in the airline host. Costs are limited to Voyager’s low transaction fees.

Airlines may easily respond to demand. QuikAuctions allows airline yield managers to add inventory at any time. For example, if seats are being purchased at higher than anticipated average prices, your yield managers may elect to offer additional inventory for sale.

Vacation packages. In addition to seat auctions, airlines may elect to promote vacation package specials where participants may purchase bundled air+hotel packages via the auction site.

Summary of Benefits to Airlines:

- Lowest cost method of offering discounted inventory
- Auctions can parallel, augment, or replace regular sales promotions
- Reduce excessive telephone demand during promotions
- Maximize your yield – You don’t need to “guesstimate” the right price!
- You establish the maximum discount available through the auction
- All parameters established/controlled by airline yield managers – normal yield management requirements such as Saturday night stay can be employed
- Easy to adjust inventory and city pairs offered based on observable demand and yield
- Minimal lead time required to set up an auction
- Retain vital CRM data for future promotions

For more information, or to schedule a product demonstration, contact us at: 407.831.2305 or via email at: sales@voyagertec.com