

# A GUIDE TO AIRLINE PRICING ONLINE - BOOKING THE LOWEST FARE



Orbitz for Business (OFB) works hard to ensure the prices we display are as accurate as possible. In fact, a third party audit conducted in December 2014 found that travelers and travel arrangers were offered the lowest fare in OFB search results **98%** of the time.

However, there are times when you see different prices on Orbitz for Business or when comparison shopping on other sites. Why? Today's airline systems are highly sophisticated and can dynamically add, change and delete the fares you see at any time.

The reasons fares are not always the same everywhere and seem to change frequently are:



**Timing:** Most airlines file their schedules and fares through many channels. Each of these channels may update at different times.



**Open seat availability:** Because airline information is shown thru multiple distribution channels, many people can view the same flight/date at the same time. As a result, a fare or flight may no longer be available when you select it.



**Customer demand:** When a flight has high demand, the airline rates are more volatile. Low demand = low volatility.



**Advance purchase rule:** A search yesterday versus today is influenced by an advance purchase requirement; key periods are 3, 7, 14 and 21 days in advance of travel.



**Stanford-negotiated fares:** These are special fares only found on Orbitz for Business as your designated booking tool. They will not be shown on other websites used by the general public, including the airline's website.



**Service fees:** The Orbitz for Business fee is included in the total cost of the ticket. Remove service fees from the airfare total if comparing across sites.

## How Does Orbitz For Business Help Navigate These Fluctuating Rates?

OFB uses industry-leading search technology to identify the most low fare options. However, if you see an alert that inventory is low, your selected flight has a higher chance of being unavailable or increasing in price upon selection. Either quickly book the rate or choose a different option that will be less volatile.

**\*Low Fare Promise:** Should you find a lower price on another website for the exact same flights by midnight of the same day as your Orbitz for Business booking, Stanford may be entitled to a credit. Please see the 'Low Fare Promise' terms and conditions and process for submitting a claim.

Please note that *\*If comparing OFB results to other sites, users should select a flight option to confirm the most up-to-date pricing.*

If you have any questions, please contact [Stanfordtravel@stanford.edu](mailto:Stanfordtravel@stanford.edu).



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