

TRAVELTRENDS™

Monthly travel insights from Compete

By Gregory Saks

WILL YAPTA CHANGE THE TRAVEL BUYING GAME?

THE NEWS: Yapta, a new online travel startup, is looking to change how consumers compare and shop for flights. Users who download free Yapta software are able to tag specific flights as they research on OTAs and suppliers, the details of which are then saved to Yapta. Once tagged, Yapta keeps track of prices for the selected trips, silently returning to check prices, and then informing users if a change has occurred.

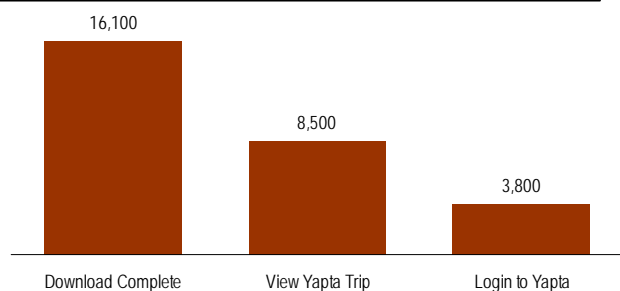


application download page and 16,000 (15%) completed the download. The strong interest level in downloading suggests that people are curious about the Yapta concept, but need more convincing before they will install software on their computers.

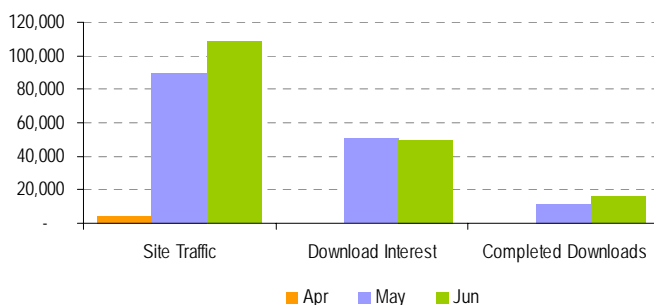
Although there were only 16,000 downloads in June, 8,000 of these used the application to tag a trip, and 4,000 separately followed up by logging into their Yapta account, most likely to view the details of the trip(s) they tagged. On a per download basis, the activity levels for Yapta exceed those of other applications, such as the popular Southwest Ding! application.

TAKEAWAYS: Yapta has come up with an innovative way for consumers to more monitor flight prices and it appears that once consumers download the application they are highly likely to become active users. As a result the top priorities for Yapta appear to be generating

Yapta Member Activity June 2007



Yapta Registration Performance April 2007 – June 2007



Yapta's application-based approach to eMarketing has proven to be a competitive advantage in the

Compete's Travel practice researches the entire online consideration and booking process for consumers, offering an unmatched level of insight into how travelers engage, cross-shop, and convert across all agency and supplier destinations.

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