

**PERSIDANGAN KEBANGSAAN MENGENAI MASYARAKAT BERMAKLUMAT
NATIONAL SUMMIT ON INFORMATION SOCIETY (NASIS)
7 – 8 SEPTEMBER 2005
INTERNATIONAL CONVENTION CENTER, BRUNEI DARUSSALAM**

Date of issue: 6th September 2005

Doc. S4-3

Session 4: Content and Applications

Online booking – is it easier?

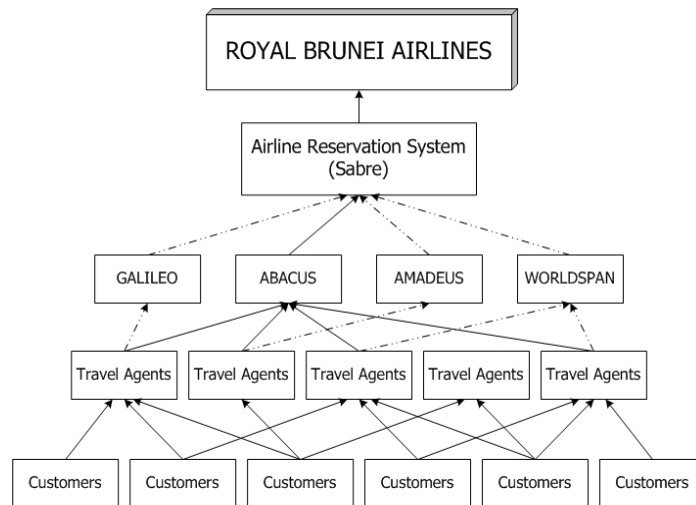
**By Hajah Sukinah Haji Ghani,
Manager of E-Commerce
Royal Brunei Airlines**

(Thursday, 8th September 2005, 8.15am – 10.00am)

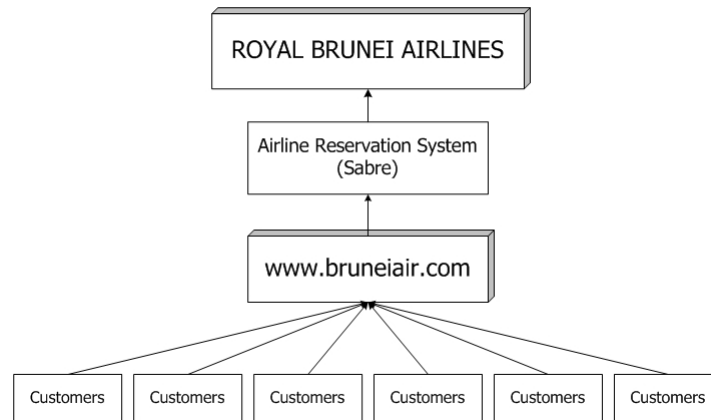
Royal Brunei Airlines

Online Booking

An Overview - Conventional Booking



An Overview - Online Booking



Online Booking – What's on offer?



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**

Online Booking – What's on offer?



We started of with this advert

Introducing...
BLUESKYFARES
Exclusively available @

Address <http://www.brunelair.com/>

Book Now Timetable

One Way

Departure City:
Bandar Seri Begawan

Destination City	From	Remark
Kota Kinabalu	B\$38	✈ 1 + +
Kuala Lumpur	B\$68	✈ 1 + +
Kuching	B\$68	✈ 1 + +
Jakarta	B\$68	✈ 1 + +
Surabaya	B\$68	✈ 1 + +
Denpasar	B\$68	✈ 1 + +
Darwin	B\$138	✈ 1 + +

Full fare service and meal arrangement
SATISFACTION in-flight entertainment
Departure: February 1 - March 31
Available only at select international routes
Convenient hotel pickup at RBA Airport Service Centre
Lombard only. *Terms and conditions apply.

Start Booking

www.brunelair.com

And our latest product

product
BLUESKYFARES Flexi

About Royal Brunei | Royal Rates | Product & Services | Hot Deals | Booking & Schedule | Travel Info

Can you be **THIS** flexible?
We can!
Now you can change your departure dates or time when ever you wish - be flexible!

Return One Way

Bandar Seri Begawan 16 Aug

Kuala Lumpur 23 Aug

1 Adult 0 Child Economy

Change Date **Book Now**

*Only available for flights from Begawan to Kuala Lumpur and Kota Kinabalu.
*Terms & Conditions Apply.

www.brunelair.com For more details, visit our web page or FlyPhone Sales at 02222 2289. Last Modified: 01/08/2005

Online Booking



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)**

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 ...

Visit us at www.bruneiair.com