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Orbitz Worldwide, Inc. Q1 2009 Earnings Call Transcript.

Question-and-Answer Session

Thank ma'am. (Operator Instructions) Our first question comes from Mr. Michael Millman of Millman Research.

Michael Millman - Millman Research

Thank you. Just have a couple of questions. I was kind of curious as how given what's occurred in the marketplace, and what your competitors are doing. How do you want to position yourself, and where do you think you are in that process today. How do people look at you today? And also had a couple of other questions.

Barney Harford

Well, I think we're very clear that we want to position ourselves as the innovator, and a Company that is extremely focused on building out a strong hotel business. As I said in my prepared remarks, we launched Total Price hotel search results couple of weeks ago, making us the only online travel site; it shows customers the Total Price upfront. And establishing ourselves as a clear force of transparency in the industry, making it easier for customers to see the price they are going to pay. And with Hotel Price Assurance, we think we are layering on another layer of value for consumers when they are booking a hotel. In the case of Hotel Price Assurance you book a hotel Orbitz and if another Orbitz customer books the same hotel for rest, we will send you a check automatically.

We believe that innovations like these that line up well with the strong track record for innovation that Orbitz has had Orbitz history. And we believe that these are establishing ourselves clearly as a Company that is focused on innovation and focused on the customer.

Michael Millman - Millman Research

Can you give us an idea as to, very early but what the Total Price has accomplished in terms of customer interest, in terms of actual purchase?

Barney Harford

Sure, yes, I mean its still pretty early days for looking at the actual impact on our results. There is obviously a number of different factors that have been kind of a player in the last couple of weeks, so trends are not completely easy to notice. However, we have certainly seen a great deal of press interest, and we think that the Total Price hotel search results is really striking a chord with customers, as we think about it is a, it is remarkable that it's 2009 the online travel industry is been around for

over 10 years. Yet now consumers still have to click, click through and select their hotel before knowing how it's going to cost.

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