

# COMING AND GOING



## REPORT FROM ELECTROLAND

### ITA's True Debut

Ever since the Travel section started breathing heavily about **ITA Software's** revolutionary airfare search engine ([www.itasoftware.com](http://www.itasoftware.com)), readers have said, "Cool stuff, but wake us up when you can **use it to actually book a flight.**"

This is your wakeup call.

**Travelbyus**, a consortium headquartered in Canada but serving mostly U.S. customers, has **adopted ITA's search engine** and attached it to its agencies' booking and fulfillment operations. This makes it the first agency group to let you search all the routing, carrier, itinerary and fare options ITA Software presents and then **complete your booking online**. Unlike Travelocity and Expedia, which often give fewer and more expensive flight options, Travelbyus charges a **\$5 per transaction fee**. You can book electronically, use a local Travelbyus agency (find local affiliates via links on the Web site, [www.travelbyus.com](http://www.travelbyus.com)), or call Travelbyus at 800-487-2835.

*Since ITA was introduced, online and terrestrial agencies have accused the site of overstating availability. With online booking now possible, this will be the first reality check of ITA fare availability. If it produces, it will provide the first consumer alternative to the often biased and incomplete fares cited by industry computer systems.*