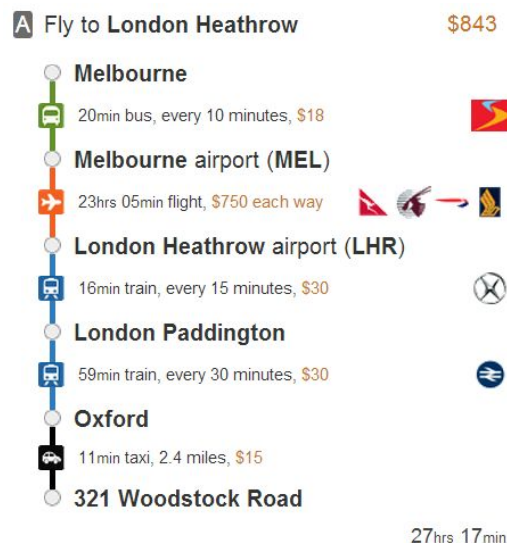Monday, March 26th, 2013
Melbourne, Australia

Rome2rio Delivers Fare Estimates for Every Component of Journey, Door to Door
Travel search site's instant pricing is a world first: estimated fares for air, train, taxi and other transport elements included in all search results.

Rome2rio, a company specializing in door-to-door travel search, has announced a major upgrade to its platform. The Rome2rio web site and API now feature estimated fares for all trip components, door to door.

"That means a trip that begins with a shuttle to the airport, then a flight, a train from the destination airport to a regional city and finally a taxi to the hotel will be priced down to the final component", said Rome2rio CEO Rod Cuthbert. The attached screenshot shows an example search result for downtown Melbourne to the Marlborough House Hotel at 321 Woodstock Road, Oxford, UK.

Cuthbert said the company believes travelers will obtain significant benefits from the new functionality. "For the first time, the frustration many travelers feel with itineraries that stop at the destination city airport rather than their *actual* destination can be addressed. Travelers can now make more informed decisions, choosing transport options based on a better understanding of costs and the options available to them. We expect this new functionality will spur even more OTAs and Business Travel specialists to plan integrations of the Rome2rio platform in their own sites and apps."

Pricing and Technology Considerations
Displayed pricing is indicative, and the company says many factors can impact the actual fares that travelers will pay. "Internally, we're aiming to be within 10% of the actual price," said Rome2rio co-founder Michael Cameron, "but we expect that over time we can improve on this target. Last year we developed a machine learning approach for modeling the fares of 196 airlines based on historical data. We have now applied a similar approach to over 1,500 train, bus, ferry and taxi operators across the globe. To create models for such a diverse range of transport companies we used a global team of data researchers and collected thousands of pricing data points. The result is almost complete coverage for the 185,000 routes currently in our transport database. While the coverage is comprehensive it is not 100% complete, and we will continue to add routes and operators in all parts of the globe," he said.

Availability
Estimated pricing is now live on the Rome2rio.com web site, and to users of the company's API and White Label solutions. More information is available at www.rome2rio.com/API/.