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(71) Applicant: EXPEDIA, INC. [US/US]; 13810 Southeast Eastgate Way, Suite 400, Bellevue, WA 98005 (US).

(72) **Inventors:** **MATOS, Tomas, A., D.;** 2439 204th Terrace NE, Sammamish, WA 98074 (US). **MURCH, Steve;** 3520 E. Conover Court, Seattle, WA 98122 (US). **BOGDANOVIC, Maja;** 514 14th Avenue East, Seattle, WA

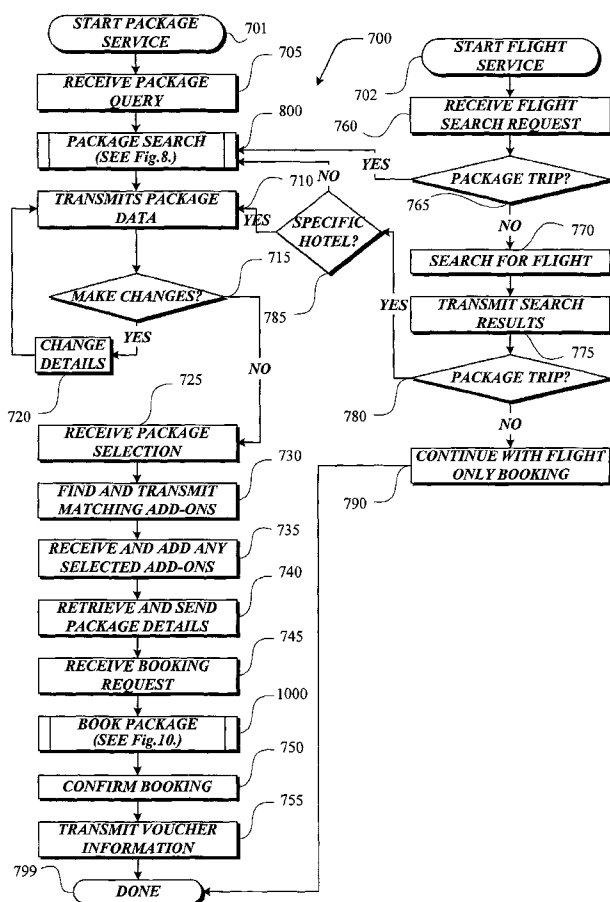
98112 (US). **MONSOWITZ, Eric**; 2900 First Avenue, Apt. P405, Seattle, WA 98121 (US). **FRINK, Lloyd**; 1400 39th Avenue East, Seattle, WA 98112 (US). **ROBERTS, Christopher**; 3635 42nd Avenue NE, Seattle, WA 98105 (US).

(74) Agent: PHILIPP, Adam, L., K.; Christensen O'Connor Johnson & Kindness PLLC, 1420 5th Avenue, Suite 2800, Seattle, WA 98101 (US).

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(54) Title: METHOD AND SYSTEM FOR CREATING TRAVEL PACKAGES



(57) Abstract: The present invention relates in general to on-line transportation reservation processing and, in particular, to a system and method for identifying and purchasing travel packages on-line. In one embodiment, package components are retrieved by a package server in response to a query from a consumer. A best package component is identified from the retrieved package components. Then a listing of packages matching the best package component is depicted for the consumer with real-time prices to the consumer. In another embodiment of the present invention, real-time prices corresponding to travel packages are related to published fares for package components. The relationship is calculated to maximize the real-time price relative to the price for published fares for the travel components.



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