## CLAIMS

1. A method for generating desired simulation data performed by a faring computer system having a production facility comprising ~~at least one~~a production facility fare shopping server~~,~~; a staging facility comprising ~~at least one~~a staging facility fare shopping server~~,~~ and a traffic generation subsystem; and an entry point for conducting bi-directional communications with customer devices, ~~characterized in that~~ wherein the method comprises:

- receiving a request at the entry point from ~~a~~at least one customer computer device for information relating to a first product at the production facility fare shopping server ~~at the faring computer system~~,

- sending the request to the production facility fare shopping server ~~of the production facility~~ for processing and also to ~~a~~the traffic generation subsystem as a duplicate request~~that forms a part of the staging facility~~;

- if the ~~received~~duplicate request is determined to be one suitable for use in generating the desired simulation data, selecting at least one rule from a set of transformation rules and from a set of execution rules stored in a rules database, the set of transformation rules comprising at least one of data mapping rules, valuation rules, distribution rules and relation rules; the set of execution rules comprising at least one of looping rules and regulation rules.

- modifying the ~~received~~duplicate request at the traffic generation subsystem in accordance with the at least one rule to ~~create at least one modified request~~ generate the desired simulated data; and

- sending the desired simulated data ~~at least one modified request~~ to the staging facility fare shopping server, but not to the production facility fare shopping server, in order to perform operational validation of a second product at the staging facility fare shopping server. ~~of the staging facility for processing.~~

2. The method as in claim 1, where a data mapping rule specifies which fields and associated field values are copied from the received request to the ~~modified request~~desired simulated data.

3. The method as in claim 1, where a valuation rule specifies a list of fields to be inserted into the desired simulated data~~modified request~~ and a value to be used for each inserted field.

4. The method as in claim 3, where a distribution rule specifies a frequency at which a particular value from a valuation rule is used when generating ~~modified requests~~the desired simulated data.

5. The method of claim 1, where the relation rule specifies an effect of one value of a field in the desired simulated data~~modified request~~ on a value of at least one other field.

6. The method as in claim 1, where the looping rule specifies a number of ~~modified requests~~desired simulated data to be generated from one received request.

7. The method of claim 6, where the regulation rule specifies a maximum number of desired simulated data~~modified requests~~ per unit time to be sent to the staging facility fare shopping server~~ of the staging facility~~.

8. The method as in any one of claims 1-7, performed as a result of the execution of computer software instructions by at least one data processor.

9. The method as in any one of claims 1-8, where the staging facility fare shopping server~~ of the staging facility~~ processes the desired simulated data~~modified request~~ for evaluating a potential new or modified functionality of the faring system.

10. The method as in claim 9, where the step of modifying is contingent on a particular received request being relevant to the evaluation of the potential new or modified functionality, otherwise the received request is ignored.

11. A faring computer system ~~(10) for~~ generating desired simulation data, comprising a production facility ~~(12) comprising~~having ~~at least one~~a production facility fare shopping server ~~(14)~~, a staging facility ~~(16) comprising at least one~~having a staging facility fare shopping server ~~(18)~~, a database and a traffic generation subsystem, and an entry point ~~(20)~~ for conducting bi-directional communications with at least one customer~~s~~ device, the entry point being arranged to receive a request from the at least one customer device for information relating to a first product at the production facility fare shopping server and to send the request to the production facility fare shopping server and also to the traffic generation subsystem as a duplicate request, wherein ~~characterized in that the staging facility further comprises:~~

- ~~a~~the database ~~(26)~~ is arranged to store~~ing~~ transformation rules and execution rules; and

- ~~a~~the traffic generation subsystem ~~(24)~~ is configured to ~~receive a request via the entry point from the customer device, to~~ determine if the ~~received~~duplicate request is one suitable for use in generating the desired simulation data for the staging facility fare shopping server ~~of the staging system~~ and, if so, to modify the ~~received~~duplicate request in accordance with at least one rule retrieved from the database to ~~create at least one modified request~~generate the desired simulated data, and to send the desired simulated data ~~at least one modified request~~ to the staging facility fare shopping server, but not to the production facility fare shopping server, in order to perform operational validation of a second product at the staging facility fare shopping server. ~~of the staging facility for processing.~~.

12. The faring computer system of the preceding claim comprising computer means arranged for implementing the method of any of the claims 1 to 10.