

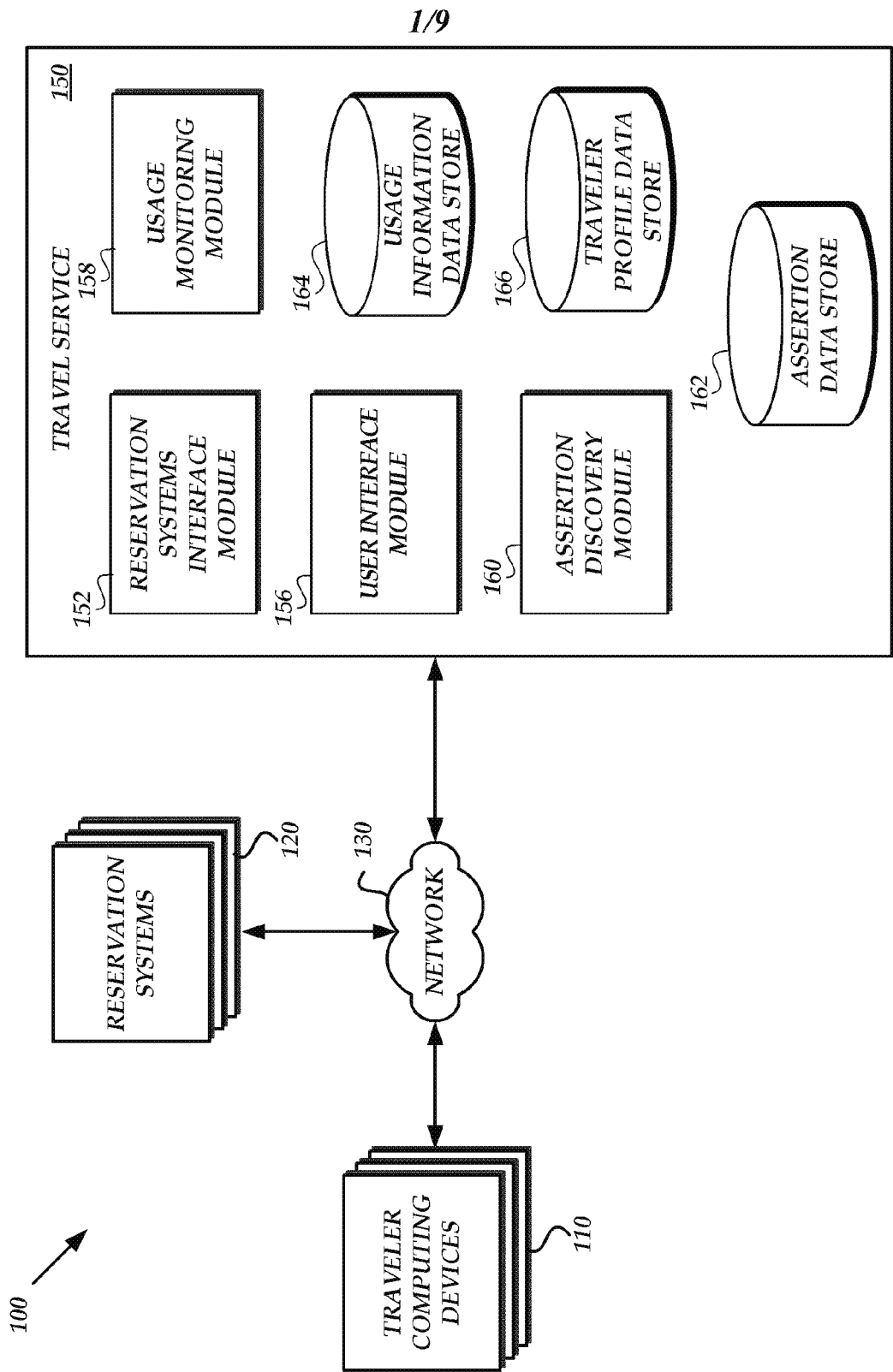


Fig. 1.

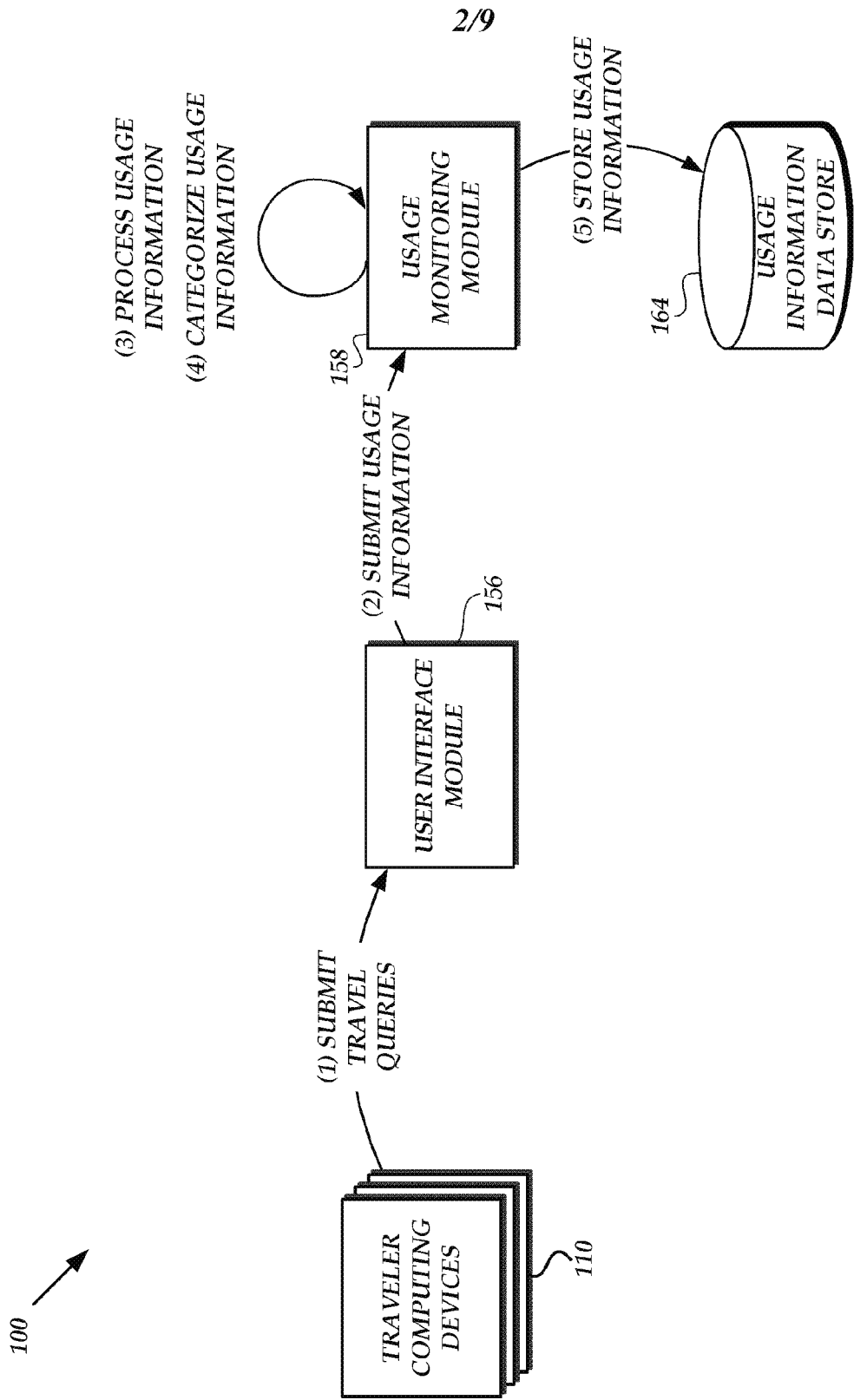


Fig. 2A.

100 ↗

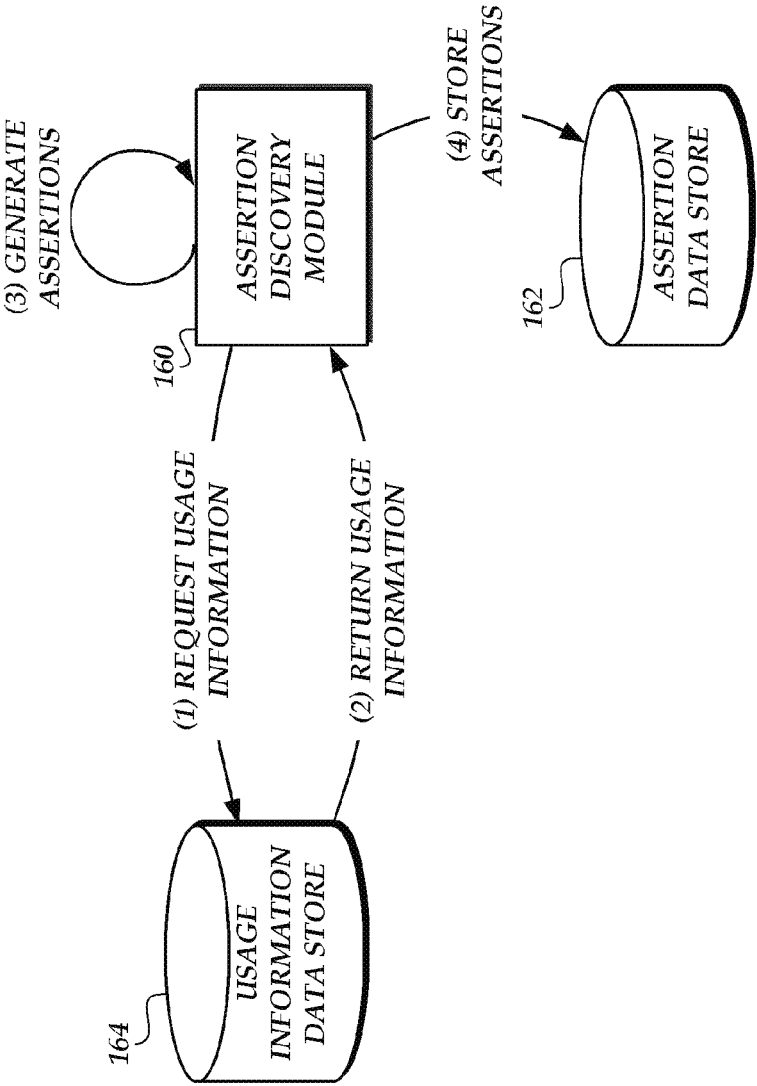


Fig. 2B.

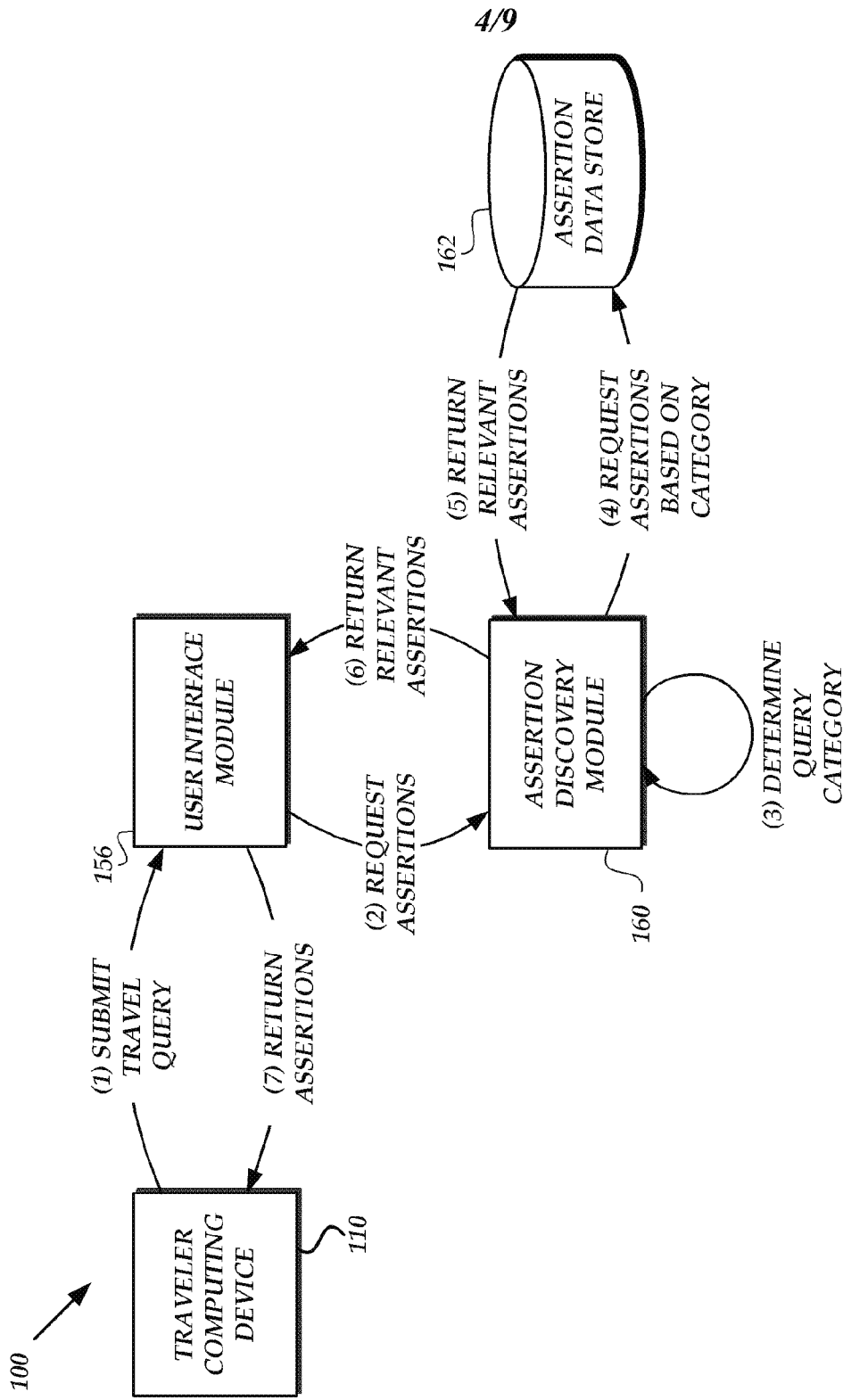


Fig.2C.

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FLIGHT SEARCH

LINKS

[HTTP://WWW.TRAVELSERVICE.TLD/RESULTS](#)

WELCOME - TOM TRAVELLER | MY ITINERARIES | MY ACCOUNT | CUSTOMER SUPPORT

TRAVEL SERVICE

HOME

PACKAGES

HOTELS

CARS

FLIGHTS

CRUISES

DEALS AND OFFERS

REWARDS

NEW FLIGHT SEARCH

DEPARTING FROM

SEATTLE, WA (SEA)

ARRIVING AT

DALLAS, TX (DFW)

DEPARTING

01/01/2013

RETURNING

01/07/2013

SEARCH

DISCOVERY SEARCH

OF 9585 BUSINESS TRAVELLERS...

85% BOOKED A NON-STOP FLIGHT

60% FLEW TO DALLAS LOVE FIELD (DAL)

45% SEARCHED FOR FLIGHTS ON AIRLINE A

SEATTLE, WA TO DALLAS, TX

TUE., JAN. 1 - MON., JAN 7

CHOOSE YOUR DEPARTING FLIGHT

AIRLINE	DEPARTS	ARRIVES	DURATION	PRICE
AIRLINE A	9:55 AM SEATTLE (SEA)	6:25 PM DALLAS (DFW)	6HR 30M 1 STOP SAN FRANCISCO	\$291 SELECT
AIRLINE B	5:40 AM SEATTLE (SEA)	1:21 PM DALLAS (DFW)	5HR 41M 1 STOP DENVER	\$303 SELECT
AIRLINE A	3:35 PM SEATTLE (SEA)	9:15 PM DALLAS (DFW)	3HR 40M NON-STOP	\$368 SELECT
MULTIPLE AIRLINES	5:40 AM SEATTLE	1:24 PM DALLAS	5HR 44M 1 STOP	\$400

310 314 316 318 320 322 324 326 328 300 302 304 306 311

Fig.3A.

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FLIGHT SEARCH

LINKS >> HTTP://WWW.TRAVELSERVICE.TLD/RESULTS Go Home

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TRAVEL SERVICE 302

HOME PACKAGES HOTELS CARS FLIGHTS CRUISES DEALS AND OFFERS REWARDS

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NEW FLIGHT SEARCH

DEPARTING FROM
SEATTLE, WA (SEA)

ARRIVING AT
DALLAS, TX (DFW)

DEPARTING RETURNING
01/01/2013 01/07/2013

SEARCH

310

DISCOVERY SEARCH

OF 5312 BUSINESS TRAVELLERS...

77% FLEW TO ON
AIRLINE A

50% SEARCHED
DEPARTING JAN. 3, 2013

15% FLEW TO DALLAS.
LOVE FIELD (DAL)

314

SEATTLE, WA TO DALLAS, TX

TUE., JAN. 1 - MON., JAN 7 NON-STOP

306

311

CHOOSE YOUR DEPARTING FLIGHT

AIRLINE	DEPARTS	ARRIVES	DURATION	PRICE
AIRLINE A	3:35 PM SEATTLE (SEA)	9:15 PM DALLAS (DFW)	3HR 40M NON-STOP	\$368 SELECT
AIRLINE B	12:15 PM SEATTLE (SEA)	6:01 PM DALLAS (DFW)	3HR 46M NON-STOP	\$446 SELECT
AIRLINE B	7:00 AM SEATTLE (SEA)	12:46 DALLAS (DFW)	3HR 46M NON-STOP	\$489 SELECT
AIRLINE A	8:50 AM SEATTLE	2:40 PM DALLAS	3HR 50M NON-STOP	\$489 SELECT

300

Fig.3B.

FLIGHT SEARCH

LINKS

[HTTP://WWW.TRAVELSERVICE.TLD/RESULTS](#)

WELCOME - TOM TRAVELLER

MY ITINERARIES

MY ACCOUNT

CUSTOMER SUPPORT

HOME

PACKAGES

HOTELS

CARS

FLIGHTS

CRUISES

DEALS AND OFFERS

REWARDS

TRAVEL SERVICE

SEATTLE, WA TO DALLAS, TX

TUE., JAN. 3 - MON., JAN 7 NON-STOP

NEW FLIGHT SEARCH

DEPARTING FROM

SEATTLE, WA (SEA)

ARRIVING AT

DALLAS, TX (DFW)

DEPARTING

01/01/2013

RETURNING

01/07/2013

SEARCH

DISCOVERY SEARCH

OF 3517 BUSINESS TRAVELERS...

83% BOOKED FROM THIS SEARCH

78% FLEW TO ON AIRLINE A

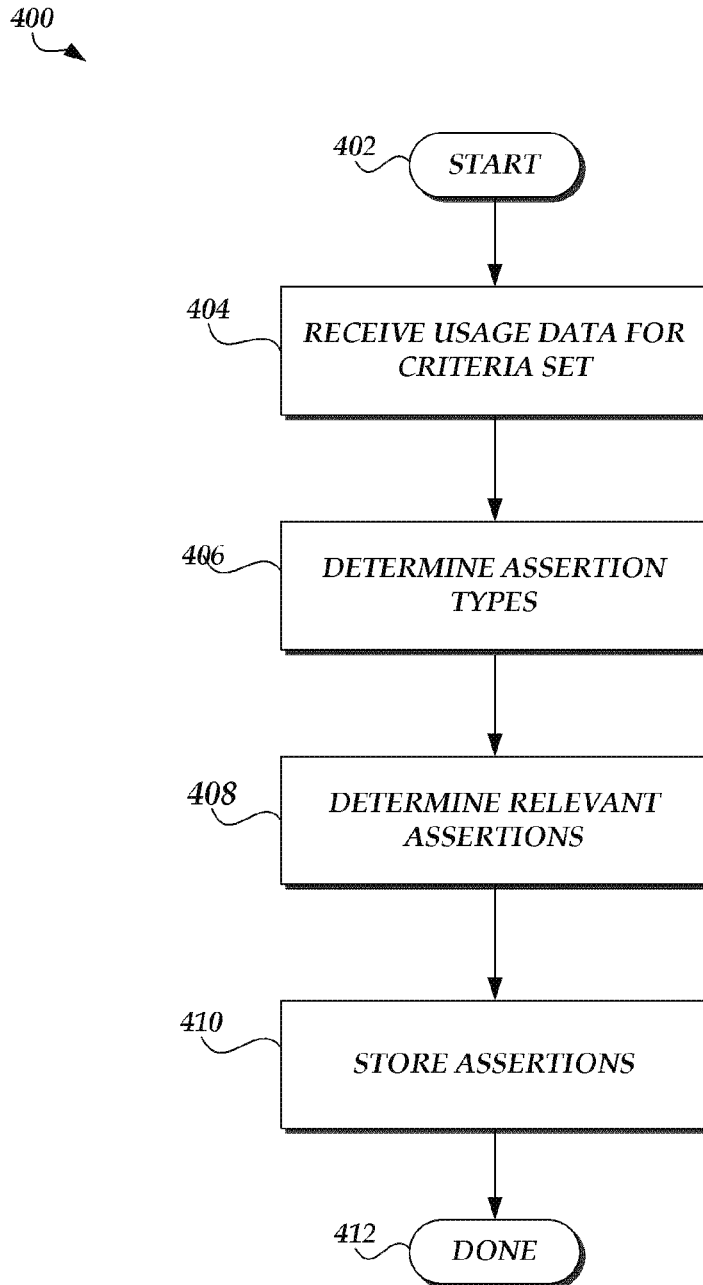
20% SEARCHED RETURNING JAN. 10, 2013

CHOOSE YOUR DEPARTING FLIGHT

AIRLINE	DEPARTS	ARRIVES	DURATION	PRICE
AIRLINE A	3:35 PM SEATTLE (SEA)	9:15 PM DALLAS (DFW)	3HR 40M NON-STOP	\$250 SELECT
AIRLINE A	8:50 AM SEATTLE (SEA)	2:40 PM DALLAS (DFW)	3HR 50M NON-STOP	\$270 SELECT
AIRLINE B	12:15 PM SEATTLE (SEA)	6:01 PM DALLAS (DFW)	3HR 46M NON-STOP	\$446 SELECT
AIRLINE B	7:00 AM SEATTLE (SEA)	12:46 DALLAS (DFW)	3HR 46M NON-STOP	\$489 SELECT

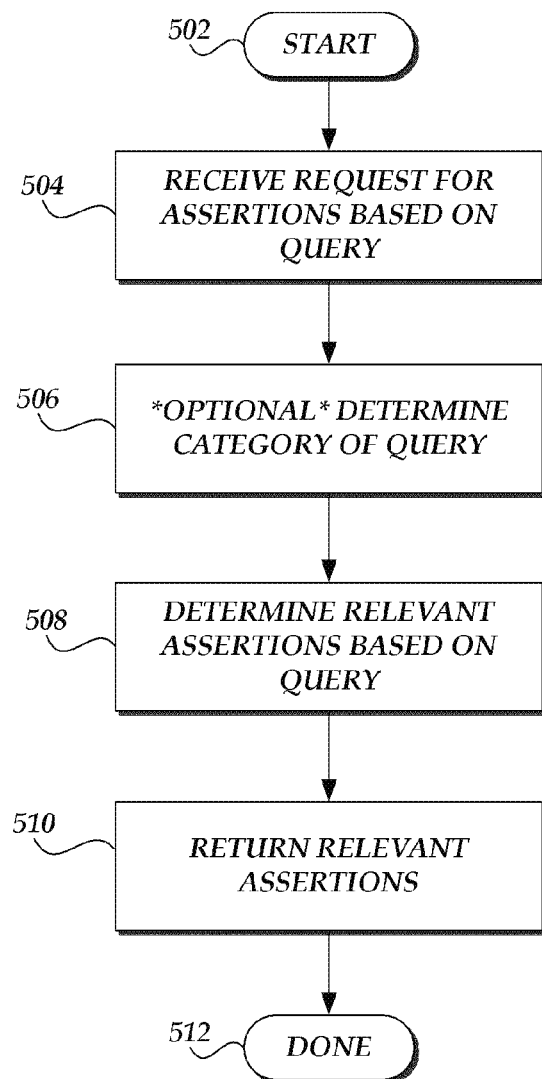
Fig.3C.

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*Fig. 4.*

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*Fig.5.*