


atpco

BRANDED FARES

The importance of presenting fare attributes in modern airline retailing





Join the world of modern airline retailing by taking the first step in achieving best-in-class merchandising. ATPCO Branded Fares improves your revenue generation, ensures your products appear in attribute-based shopping filters, and sets your airline up for the future of dynamic pricing and dynamically generated offers.

WHAT ARE BRANDED FARES?

Branded fares group fare attributes to create distinct products that clearly convey features of the offer. Simply put, when an airline bundles its airfares with options and features like seat selection and a meal, they're using branded fares.

Branded fares essentially create distinct products that flight shoppers see as one unit for one price but that includes multiple attributes and ancillaries. A branded fare tells your customers what services are included and what are not included in each offer. Bundling your fare attributes also ensures your products are clearly defined and consistently represented across all channels.

FLIGHT SHOPPING MADE SIMPLE

ATPCO makes presenting your fare attributes simple with our Branded Fares tool. It's such an easy process that over 220 airlines accounting for 74 percent of global ASKs are already Branded Fares partners. Since 2017, the number of airlines using ATPCO to leverage branded fares strategies to improve revenues has tripled.

ATPCO's intuitive and versatile input system allows not just the simplest, but also the most robust, targeted ancillary strategies possible to work for you and your customers.

However you choose to start, the process of augmenting your fares with attributes is not a significant effort because it is based on your existing products.

Our team makes it simple for airlines of all sizes to enhance their fares with attributes. First we work closely with your team to define your fare brands. Then, using meticulous testing, we ensure your customers receive the experiences and products they want. Finally, we help you learn how to maintain your Branded Fares through various training options. In just a few steps, you can be on your way to improved revenue generation.

You can take a simple approach

08:55 LHR — 11:10 CDG
British Airways
Non-stop 1h 15m
[FLIGHT DETAILS](#)

Economy Basic	Economy Plus	Business
£144	£162	£269
<ul style="list-style-type: none"> Allocated seats or pay to choose anytime Hand baggage only Airport, online or mobile check-in Flights to and from centrally located airports 	<ul style="list-style-type: none"> Free seat choice from 48 hours before departure 1 x 23kg / 1 x 51lb checked baggage allowance Airport, online or mobile check-in Flights to and from centrally located airports 	<ul style="list-style-type: none"> Guaranteed window or aisle seat 2 x 32kg / 2 x 70lb checked baggage allowance Fast Track security to help you speed through the airport Airport, online or mobile check-in Flights to and from centrally located airports
Select	Select	Select

Or take a more sophisticated approach

21:15 IAD — Direct — +1 day 18:15 AUH
Duration 13 hrs 0 mins
EY 130 Etihad Airways

	Economy	Business
From	From	From
	USD 514.60	USD 3,497.60
	For all guests	For all guests

[Flight details](#)

Value	Recommended Choice	Choice Plus
Budget friendly	More benefits	More flexibility
<ul style="list-style-type: none"> 2x 23kg checked baggage Change permitted with fee 3532 miles per guest Eligible for upgrade Cancellation permitted with fee 	<ul style="list-style-type: none"> 2x 23kg checked baggage Change permitted with fee Refund permitted with fee 5298 miles per guest Eligible for upgrade 	<ul style="list-style-type: none"> 2x 23kg checked baggage Change permitted with fee Refund permitted with fee 7064 miles per guest Eligible for upgrade Free selected seats Priority check-in
USD 514.60 For all guests	USD 734.60 For all guests	USD 1,484.60 For all guests
Select	Select	Select

DON'T GET LEFT OUT OF ATTRIBUTE-BASED SEARCHES

Flight shoppers are no longer just looking for the lowest-priced flight to their destination. They're searching for flights that offer the baggage, lounge access, Wi-Fi, entertainment, food, beverage, and seat selection options they need.

Shopping channels are recognizing the demand for these attribute-based searches, and many are beginning to implement search filters for fare attributes earlier and earlier in the shopping experience. To make sure their offers aren't left out of these filters and searches, airlines must file the relevant attribute data to ensure their products aren't getting left behind.

London Heathrow Airport, UK (LHR) to New York JFK Airport, NY (JFK)
Mon, Oct 17 to Sun, Oct 23

Stops: Direct \$467, 1 stop \$473, 2+ stops \$473

Fee Assistant: Carry-on bag 1, Checked bag 0

Flexible options: No change fees, Refundable

Amenities: Power, Wi-Fi, Lounge Access, Priority Boarding

FARE CATEGORIES: STANDARD, MORE COMFORT, LUXURY

	Economy	Premium Economy	Business
Airline	Nonstop 7:20am LHR 10:19am JFK	Round Trip from \$821	Round Trip from \$1,285
Seats	Advanced seat selection Extra legroom seat Included +\$40	Included	Included
Baggage	1 free carry-on + personal item 1st checked bag 2nd checked bag Included + \$20 + \$30	Included Included + \$30	Included Included
Fares	Eligible for upgrades Early boarding Lounge access No No + \$50	Yes Yes + \$50	Yes Yes Included

POSITION YOUR AIRLINE FOR THE FUTURE OF DYNAMIC OFFERS

Clearly presenting fare attributes with branded fares is no longer a differentiator or a “nice to have” piece of your retailing strategy. Branded fares are an essential merchandising practice and are necessary to remain competitive in the future of modern airline retailing.

As the industry continues to transform to a world where the majority of offers are going to be dynamically created, creating products out of bundled fare attributes separate from price now will help airlines lay the foundation for a smooth transition to dynamically priced offers in the future.

CDG > BKK

Paris Bangkok

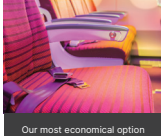

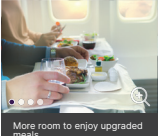
Fri, 11 June 2023

16:20 - Paris-Charles De Gaulle (CDG)

Travel time: 11h 25m

08:45⁺¹ - Suvarnabhumi Airport (BKK)

Nonstop Airbus A350 (widebody) · TWA 10

BASIC	STANDARD	SELECT
\$699	\$799	\$999
		
Onboard experience <small>VIEW ALL</small> <ul style="list-style-type: none">30" seat pitchFast web browsing (fee)No power outlet	Onboard experience <small>VIEW ALL</small> <ul style="list-style-type: none">32" seat pitchFast web browsing (fee)USB outlet	Onboard experience <small>VIEW ALL</small> <ul style="list-style-type: none">Recliner seat (38" pitch)Fast web browsingPower & USB outlets
Ticket features <small>VIEW ALL</small> <ul style="list-style-type: none">1st checked bag for \$35 per passenger1 personal itemSeat assigned	Ticket features <small>VIEW ALL</small> <ul style="list-style-type: none">1st checked bag free per passenger1 carry on bag & personal itemSelect seat anytime	Ticket features <small>VIEW ALL</small> <ul style="list-style-type: none">2 free checked bags per passenger1 carry on bag & personal itemSelect seat anytime
Book flight	Book flight	Book flight

TAKING THE NEXT STEP TO BEST-IN-CLASS MERCHANDISING

Many airlines who already have fares with attributes have taken the next step to best-in-class merchandising by visually representing these offers with imagery that clearly shows differences between branded fare options. Using visuals in your fare presentation adds undeniable value to the flight shopping experience for your customers. In fact, 78 percent of flight shoppers surveyed in ATPCO's 2023 annual flight shopping survey said they are more likely to select flights that show images of the seat and flight amenities. Shoppers want to see the seat, in-seat power, aircraft layout, and more information about where they will be sitting during their flight.

Modern airline retailing is all about presenting offers to customers in ways that resonate with them—and it is a huge step forward in differentiating and customizing the value of your offers.

ATPCO's Routehappy merchandising solution is the key that unlocks true airline retailing and helps your customers see these amenities in a brand-new way. Branded Fares is the basic necessity that get your products in front of customers in a modern way, but Routehappy transforms them into the meaningful and irresistible offers that today's customers are craving, unlocking untapped revenue for your airline.

74%

of flight shoppers said they would be more willing to purchase a higher-priced flight with additional amenities when they are presented with images.

Source: ATPCO annual shopper survey, January 2023

INCREASE YOUR REVENUE

In the 2023 ATPCO survey, 69 percent of respondents said they consider upgrading from the base fare when shopping for flights. Airlines can benefit from this upselling opportunity by using branded fares to present flight shoppers with additional products or ancillary services that are relevant to them.

Ancillaries continue to be a large source of airlines' total revenue. As travel continues to near and even surpass pre-pandemic levels, studies by Cartrawler and Ideaworks show that ancillary revenue increased from just USD 65.8 billion in 2021 to over 100 billion in 2022. With an over 50 percent increase in just one year, the time to better merchandise your products and improve your upselling is now.



BOOST YOUR CUSTOMER SATISFACTION AND RETENTION

Branded fares help improve revenue generation in more ways than just increased ancillary sales.

Effective bundling and merchandising helps set and manage customer expectations, which leads to improved levels of customer satisfaction. When you clearly and transparently present fare attributes and simplify the shopping process, customers feel confident in their purchase and have a clearer understanding of what to expect as soon as they step on board their flight.

Having a better understanding of what to expect, combined with an easier, quicker shopping experience, leads to more satisfied customers who keep coming back to your brand.

	Basic economy	Economy	Premium economy	Business class	First class
Carry on	None	Free	Free	Free	Free
Checked bag	\$30	\$30	\$30	1	2
Seat selection	Not available	Available for a fee	Free	Free	Free
Advance change	Not allowed	For a fee	Free	Free	Free
Same-day change	Not allowed	For a fee	For a fee	Free	Free
Cancellation	Non-refundable	Credit for \$100	For a credit	Free	Free
Upgrade eligibility	Not available	Not available	Available	Available	Available
Priority boarding	Standard	Standard	For a fee	Free	Free
Priority check-in	Standard	Standard	Standard	Standard	Standard
Lounge access	Not included	Not included	Not included	Included	Included

The number of fare brands can vary from 2 to 40

Branded fares are a crucial component to airlines' retailing strategies. In addition to contributing to an airline's transformation to dynamic offer creation and dynamic pricing, and ensuring products appear in attribute-based searches, clearly presenting fare attributes and creating upsell opportunities have proven to be a successful strategy. Whether or not your offers include certain attributes or ancillary services, branded fares enhance transparency, manage customer expectations, and unlock the door to increased revenue opportunities. They are a win-win for all—for your airline and for your customers.

Branded Fares are included as a part of ATPCO's Community Participation membership. If you're ready to

- show your offers in attribute-based flight searches,
 - position your airline to be ready for the future of dynamically created offers, and
 - increase your revenue and customer satisfaction while taking the next step toward best-in-class merchandising,
- talk to ATPCO's team today and we will help you get started.



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The foundation of
modern airline retailing

atpco.net