

Routehappy to Community Participation Integration

What is changing with Routehappy and Community Participation in 2026?

Starting 1 January 2026, all ATPCO Community Participation airlines will gain access to the full Routehappy suite:

Visuals, Attributes, the API, and self-service tools. That means modern seat visuals, immersive cabin tours, and branded attributes across direct and indirect channels. Airlines will no longer need separate contracts—access is streamlined through Community Participation.

As part of this change, Community Participants will gain the ability to

- Create Routehappy Visuals using self-service tools in the Routehappy Hub
- Integrate Routehappy merchandising content directly onto their websites and other touchpoints
- Access the Routehappy API at no additional cost (up to 1 million queries included per month, with additional queries at a usage-based rate)
- Enhance their NDC offers with Routehappy merchandising content
- Access training materials and best practices guidelines to get going

Why are we making this change?

Travelers expect a modern shopping experience—one that lets them clearly see and understand what's included in their flight. This expectation is especially strong for premium products like airline tickets. Our recent flight shopper survey highlights just how influential visuals are no longer a nice-to-have—they're a deciding factor in:

- 66% of flight shoppers say that seeing visuals of seat types makes them more likely to pay for a better seat.
- 56% are more likely to purchase ancillaries like priority boarding, extra baggage, preferred seats, or lounge access when visuals are available.
- 76% say that visual merchandising of in-flight services such as Wi-Fi and meals influence their purchasing decisions.

Yet, many flight shopping experiences still default to price and schedule, leaving product differences hidden and

missing opportunities to upsell, differentiate, and meet customer expectations.

To help close this gap, Routehappy will be included in ATPCO's Community Participation subscription. This evolution makes it easier to activate the content, broadens merchandising abilities and reach, and provides airlines and sales channels with the tools they need to deliver more personalized, transparent, and visually engaging shopping experiences. No new contract is required.

Who will be able to access Routehappy through Community Participation?

All airlines on the ATPCO platform.

What happens if I am a current Routehappy airline subscriber?

There will be no disruption to your service. You'll continue to have full access to your content and supporting resources.

Starting 1 January 2026:

- Charges under your existing Routehappy contract will terminate.
- Your organization will transition to the updated Community Participation Terms of Use, which will include Routehappy services.

Your Account Manager will reach out to discuss next steps to ensure a smooth transition.

What if I am not a current Routehappy subscriber but am a current Community Participant?

Great news—you don't need to wait until 1 January 2026 to get started.

You can begin creating your merchandising content today so it's ready to go live in January. Early preparation ensures a smooth rollout and a stronger merchandising presence across sales channels.

By starting now, you'll be ready for 1 January 2026 to:

- Showcase visuals across both direct and indirect channels

- Manage and update content easily through a centralized self-service hub
- Activate visuals on your own direct channel via the Routehappy API
- Deliver a consistent, modern brand experience throughout the booking journey
- Support traveler confidence and boost conversions with visually appealing and informative content

We're here to support you every step of the way as you prepare for 2026. Please reach out to your Account Manager to help you get started. [Learn more and get started.](#)

What will be included in Community Participation and what will be optional?

As part of your Community Participation membership, the following **will be included at no additional cost**:

- Routehappy Visuals
- Routehappy Attributes
- Routehappy API access
- Up to 1 million Routehappy API queries per month for direct channel usage
- Training documentation and videos to easily build and update your content

The following services will be optional and billed separately:

- Special projects (custom development, consulting, or merchandising support)
- Routehappy API queries above the 1 million per month allowance

What tools, capabilities, and resources will be available?

Airlines will have access to the Routehappy Hub, a self-service platform where you can create and manage your Routehappy Visuals. The Routehappy Hub provides tools to upload, update, and assign visuals (images, seat infographics or virtual tours) by route, aircraft, schedule, fare brand, and much more in near real-time, giving you full control over your visual content.

Starting 1 January 2026, free training and support materials will be available through MyATPCO to support content creation, management, and API integration. These resources are designed to help airlines onboard quickly and maintain high-quality, engaging visuals that enhance the flight shopping experience.

Can airlines still get custom support to create content?

Yes, optional support services for content creation or complex projects are available for an additional cost. No separate contracts will be required; hourly pricing will be published in the official price list, consistent with how support services are offered for other ATPCO products.

When can I start distributing or integrating Routehappy Visuals content?

Community Participation members can begin creating and managing their Routehappy Visuals today at no additional cost—no contract is required for content creation.

Starting 1 January 2026, all Community Participation members will be able to distribute the visuals content they've created without needing a separate Routehappy agreement. At this time, you will also be able to use the Routehappy API to integrate Routehappy Visuals and Attributes directly on your websites and other touchpoints.

If you're interested in distributing Routehappy Visuals or integrating Routehappy content in 2025, please reach out to your ATPCO Account Manager to discuss setting up a Routehappy contract.

Are Virtual Tours and Seat Characteristic Targeting included?

Yes, these capabilities will be standard with Community Participation. ATPCO will assist airlines with configuring this content at no additional cost.

How will airlines be able to activate Routehappy?

Airlines will gain access to the Routehappy Hub through ATPCO's User Management System. As with other ATPCO tools, designated Authorizers can grant access to individual users.

For a Routehappy API direct channel integration, airlines will initiate the process by submitting a request via [ATPCO Support](#). The Routehappy onboarding team will then support the setup, including issuing API credentials and providing onboarding tools to facilitate integration.

I am a current Routehappy channel subscriber. Will distribution to indirect sales channels change?

No, distribution remains the same. However, starting 1 January 2026, indirect sales channels will benefit from broader coverage automatically, with no added integration work.

ATPCO will be providing additional visual content from even more airlines. As this expanded content becomes available in January, your platform will be able to

- Automatically receive increased coverage of airline visuals with your same API access
- Skip the manual back-and-forth of collecting content from individual airline partners
- Present a clearer, more informative shopping experience that builds traveler confidence
- Ensure consistency across both desktop and mobile displays
- Support higher conversion rates and improved flight shopper satisfaction through better merchandising

See what's coming and chat with your ATPCO Account Manager to learn how to prepare for the expanded visuals.

[Learn more.](#)

What are the plans to ensure content quality under Community Participation?

As a Community Participation member creating content through self-service, you'll be supported by a clear set of quality standards and an oversight policy established by ATPCO to ensure the integrity, consistency, and accuracy of Routehappy Visuals.

Content quality standards

- Routehappy Visuals must be relevant, align with associated text, and reflect the actual product offering.
- Misrepresentation is not allowed (e.g., showing seatback screens where none exist or displaying newer cabin products than those installed).
- Routehappy Visuals must not be heavily edited or fully AI-generated. However, realistic renderings or AI-enhanced images are acceptable.
- Routehappy Visuals must follow ATPCO's published best practices, including accurate descriptions, correct targeting, and factually-based content.

Oversight policy

- ATPCO retains final authority over all published Routehappy content.
- Content violating standards may be disabled or replaced by ATPCO without prior airline approval.
- Regular quality-control checks will be conducted, with airlines notified of any issues needing correction.

This framework ensures that while airlines have greater control, visual content remains high quality, accurate, and trustworthy across the platform.