

COMMUNITY PARTICIPATION

Your airline.
Your tools
Your community.

Airline retailing is moving faster than ever. The proof is in the **427 million** fares filed on our database and the **6 billion** updates we process each year. Community Participation gives airlines the stability of trusted data, plus the power to reinvent dynamic offers and the future of retailing.

Global reach

Connecting your airline to the world's largest retailing network.



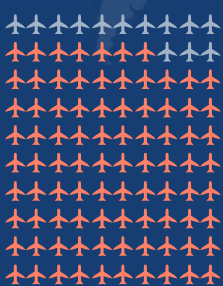
454

Airlines



146

Countries



87%

of the global
airline market

Growth & adoption

Expanding access to the tools that drive smarter retailing.

40 new airlines
since 2021

+750% growth in **Express Contracts** adoption

+170% growth in **Routehappy** merchandising

+47% growth in **Branded Fares**

Collaboration & enablement

Giving your teams the training and influence to shape what's next.

550+
participants

from

92
companies

in

13
active design
teams

2,400+ training
attendees
from **268** airlines
since **2023**

Future ready

Helping your airline scale smarter, move faster, and stay ahead of change.

427
million
fares

and

6
billion
updates

**EVERY
YEAR**

31% of all sold offers now
include dynamically
created elements

82% increase in dynamic
offers since **2022**

Five years of continuous expansion

2021: Community Participation launched
Giving airlines easy access to tools and solutions that simplify the pricing and retailing journey across the offer life cycle—create, strategize, present, and distribute.



2021: Routehappy Attributes included
Enabling clearer communication of offer details and supporting comparison shopping across channels.

2024: Express Contracts added
Streamlining contract handling, automating fare class creation, and updating rules to cut processing time from weeks to hours.



2024: Architect Query introduced
Helping you monitor, track, and analyze public and private fare data in one place to streamline competitive analysis.

2025: Membership reached 454 airlines
With record engagement and rapid adoption of solutions like Dual RBD and Positional Match—essential steps to enabling Dynamic Offers.



2026: Routehappy expansion
Adding access to Visuals and the Routehappy API to broaden merchandising content reach; new self-service Hub introduced, enabling airlines to manage and publish content faster and flexibly.

