

Branded Fares and Optional Service Fees



Frank Socha
Director Sales & Customer Service
EMEA





Optional Services/Branded Fares

	Saver	Economizer	Attitude	Elite
★ Options you can add or remove from your fare		<div style="border: 1px solid black; padding: 2px; text-align: center;"> MOVE UP TO ECONOMIZER FROM AS LOW AS \$25 </div>	<div style="border: 1px solid black; padding: 2px; text-align: center;"> MOVE UP TO ATTITUDE FROM AS LOW AS \$40 </div>	<div style="border: 1px solid black; padding: 2px; text-align: center;"> MOVE UP TO ELITE FROM AS LOW AS \$50 </div>
✓ Options included in your fare				
Priority check-in, baggage, handling and boarding			✓	✓
Same-day standby			✓	✓
Fully refundable ticket			✓	✓
Anytime change fee ★	+ \$	+ \$	+ \$	✓
Advance seat selection ★	+ \$	+ \$	✓	✓
Complimentary meal			✓	✓
Lounge Access		+ \$	+ \$	✓
Mileage accrual ★	+ \$	+ \$	✓	✓
Baggage allowance ★	1 Free	1 Free	2 Free	3 Free
Optional Discounts				
Savings for no checked bags ★	- \$	- \$	- \$	
Savings for no mileage accrual ★	- \$			



Optional Services

Optional Services: An automated solution to support carrier offerings of ancillary flight and non-flight services such as meals, beverages, in-flight entertainment, wheelchairs, oxygen, lounge access, and unaccompanied minor fees.



Optional Services

- Business Requirements
 - Support a customer choice model
 - Create up-sell opportunities for airlines
 - Provide customized passenger experience
 - Allow for airline product differentiation
 - Handle display, pricing, and ticketing
 - Support multi-channel distribution



Branded Fares

Branded Fares: Airline fares organized into commercially recognizable products with distinct service offerings associated to the brand. Normally multiple products are available and are related to price and service tiers or levels.



Branded Fares

- Business Requirements
 - Organize Fares into individual brands
 - Name the Brand
 - Identify the brand's level in relation to other brands
 - Identify the Features associated with each brand
 - Provide data elements to support the ability to shop via specific Brand and/or Feature
 - Support multi-channel distribution



Conclusion

- Branded Fares and Optional Services
 - Differentiate the airline
 - Increase brand recognition
 - Create up-sell opportunities



ATPCO Product Status

- Optional Services Data Collection and Subscription Product – available now
- Branded Fares development in progress – Target delivery 2nd quarter 2009

