



Datalex TDP Delivering ROI for Airlines

TDP has delivered the following ROI for our clients through increased ancillary revenues and online sales:



Increase in online bookings from 3% to 75% online with savings of up to 80% per booking.



40% up-sell to higher yield fare families within first three months of launching advanced TDP fare merchandising.



TDP enabled ancillary revenues to reach €15 per passenger.



100% year-on-year increase in ancillary revenue enabled by advanced TDP shopping features such as pre-seat selection fees, baggage fees, manage booking functionality, integrated flight-driven car rental booking process and integrated insurance booking.



200% increase in online conversions in one year.



Ground-breaking e-interlining carrier partnership adds 40 new destinations to online distribution network.



15% increase in yield via pioneering new fare pricing and online shopping capabilities across global markets, driving significant cost reductions and maximising revenue.



Intelligent availability and pricing engine enables multi-million dollar cost savings in third party fare quotations, while improving response times and enabling advanced calendar and price-led shopping features.



Datalex TDP has enabled its customers to achieve millions of dollars through distribution cost savings and increased online revenues. Today, Datalex customers use TDP to process over 70 million online passenger transactions each year.



Datalex shares a common vision with airlines who wish to take ownership and control of the direct channel distribution.

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