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cartrawler

GET YOUR GUIDE
CarTrawler | Bringing opportunities to life
Through a global online marketplace bringing partners, customers and suppliers together.

**B2B MOBILITY PLATFORM**
The only B2B mobility platform providing end-to-end connections to every significant mobility provider globally.

**B2B FOCUS**
Delivering long term, sustainable growth by building your brand and improving customer ownership. We never compete to acquire your customers.

**ONLINE RETAILING EXPERTISE**
Maximising conversion and revenue through bespoke partner solutions focused on cross-selling the right product at the right time.

**PERSONALISATION**
Pricing, content and display is personalised based on each customer’s itinerary and powered by data science.

**CHOICE**
Customers can shop the market without leaving your site. We provide them with multi-modal content including car rental, private transfer, taxis, shared shuttle and bus in 50,000 locations.

**TECHNOLOGY**
CarTrawler technology is built in-house specifically with B2B in mind. Our understanding of travel distribution supports seamless integration of our partners.

Discover CarTrawler  www.cartrawler.com/partnerships
About CarTrawler

Our market-leading B2B mobility platform brings opportunities to life for our partners and their customers, building long term sustainable growth. We maximise market share and in turn revenue for our partners by building their brands not our own.

CarTrawler connects in real time to every significant mobility supplier globally including car rental, private transfer, taxis, shared shuttle and bus. We make that content available to over 900M airline passengers through our 100+ airline partnerships.

We power over 85% of European airline’s online traffic using an aggregator solution, including Ryanair, Vueling, Norwegian Air Shuttle, SWISS and KLM. We also work with other key partners such as Emirates, Virgin Australia and Volaris powering their mobility solutions.

Discover CarTrawler

www.cartrawler.com/partnerships
✓ Create significant ancillary revenue
✓ Value add for travelers
✓ Fast & Easy to Launch

Powering Airline Partners

- easyJet
- Emirates
- KLM Royal Dutch Airlines
- transavia
- RYANAIR
- Wizz Air
- Norwegian
- WOW Air
- Pegasus Airlines
The Next Generation Storefront

• Veronica Hull
  • Head of Distribution
  • Virgin Atlantic

• Gianni Cataldo
  • Head of R&D
  • ATPCO
## Select your flight

<table>
<thead>
<tr>
<th>Departure:Tue 19 Mar 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>LGW 11:00 ANU 16:00</td>
</tr>
</tbody>
</table>

**Economy**
- From: £1,246
- Total per adult: £814.16
- 2 ways: £2,818.16

**Premium**
- Least fare: £814.16
- Total per adult: £814.16
- Chauffeur Service available

**Upper Class**

<table>
<thead>
<tr>
<th>Additional baggage fees may apply</th>
</tr>
</thead>
<tbody>
<tr>
<td>Departure:Tue 19 Mar 2019</td>
</tr>
</tbody>
</table>

### Legal information

The fares shown include all applicable taxes, fees, charges and carrier imposed surcharges.

Note this is a UK retail site. Most UK Cardholders transacting on this site may be subject to a cross border fee applied by their Card Issuer.

The prices displayed above are subject to change and are not guaranteed until payment is made and accepted. Optional extras or fees selected during the booking process may increase the total fare.

Ancillary Merchandising Conference
2019,#AncillaryMerchandising
Ancillary Merchandising Conference
2019,#AncillaryMerchandising
The Indirect Challenge > (OTA/TMC)

- Commoditized, price driven display
- Investment in product and content made by airline lost
- Consumer has limited information to make decisions
What is the Next Generation Storefront?

A data driven approach to increasing consumer choice through product utility and value over price, improving Airline Retailing across all channels.
The Next Generation Storefront

Virgin Atlantic

atpco + routehappy by atpco

TripActions
<table>
<thead>
<tr>
<th>Airline</th>
<th>Star Rating</th>
<th>Flight Quality</th>
<th>3:20 pm Jun 16</th>
<th>8:45 am Jun 17</th>
<th>Round Trip from SEA to LHR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finnair</td>
<td>★★</td>
<td>$1,321</td>
<td>$1,880</td>
<td>★★★★★</td>
<td>$8,391</td>
</tr>
<tr>
<td>Iberia</td>
<td>★</td>
<td>$2,125</td>
<td>$2,439</td>
<td>★★★★</td>
<td>$11,178</td>
</tr>
<tr>
<td>Icelandair</td>
<td>★★★</td>
<td>$5,332</td>
<td>$5,655</td>
<td>★★★★</td>
<td>$10,063</td>
</tr>
<tr>
<td>KLM</td>
<td>★★★★</td>
<td>$2,955</td>
<td>$2,957</td>
<td>★★★★</td>
<td>$11,178</td>
</tr>
<tr>
<td>Lufthansa</td>
<td>★★★★</td>
<td>$2,972</td>
<td>$2,972</td>
<td>★★★★</td>
<td>$11,178</td>
</tr>
<tr>
<td>TAP Portugal</td>
<td>★★★★</td>
<td>$1,635</td>
<td>$1,635</td>
<td>★★★★</td>
<td>$2,020</td>
</tr>
<tr>
<td>Virgin Atlantic</td>
<td>★★★★</td>
<td>$2,895</td>
<td>$2,895</td>
<td>★★★★</td>
<td>$5,288</td>
</tr>
<tr>
<td>United</td>
<td>★★★★</td>
<td>$2,955</td>
<td>$2,955</td>
<td>★★★★</td>
<td>$11,178</td>
</tr>
<tr>
<td>Virgin Atlantic</td>
<td>★★★★</td>
<td>$2,895</td>
<td>$2,895</td>
<td>★★★★</td>
<td>$5,288</td>
</tr>
</tbody>
</table>

### Virgin Atlantic Flight Details

**Round Trip from SEA to LHR**
- **3:20 pm Jun 16**
- **8:45 am Jun 17**
- **Round Trip from Seattle to London**
- **Round Trip from $2,895 to $4,020**
- **Upper Class (D) from $8,838**

### Delta Air Lines Flight Details

**Round Trip from SEA to LHR**
- **3:20 pm Jun 16**
- **8:45 am Jun 17**
- **Round Trip from Seattle to London**
- **Round Trip from $2,895 to $4,020**
- **Upper Class (D) from $8,838**

### Ancillary Merchandising Conference

2019,#AncillaryMerchandising
Ancillary Merchandising Conference
2019,#AncillaryMerchandising
Consumers have lost confidence in Air Shopping

It's buyer beware as big airlines embrace 'basic economy' fares

8 Ways Basic Economy Fares Can Ruin Your Trip

The Secret Other Reason Basic Economy Is Everywhere
Delta, United and American think they've found a way to make sure business travelers keep paying higher prices

The way that we book travel is broken

5 Things to Know Before Flying Asia's Low-Cost Carriers

Your Airline Travel Survival Guide
How to snag deep discounts, get the best seat for your money, avoid nasty surprises, increase your comfort, and more
What do we want consumers to care about? **PRICE!**
What do we want consumers to care about?

CHOICE?
What should we CARE ABOUT?

- Right Product
- Service
- Experience
- Revenue

3-4x LESS Likely to Buy
Premium via Corporate Agent

3-4x MORE Likely to Buy
Basic Economy via OTA

Likely to Buy
What is the Next Generation Storefront?

A data driven approach to increasing consumer choice through product utility and value over price, improving Airline Retailing across all channels.
Bridging the gap between Indirect and direct
I need a seat with power, no checked bag, but decent food for purchase that fits my corporate policy.

How do I compare the best comfort product across multiple airlines?

I want to search for all fares that include checked bag, seat selection and decent Wi-Fi.

I want the cheapest option right now, but may want to purchase a better seat at a later date.
The Next Generation Storefront

GROUPING
A standard mechanism to group and sort like airline products across multiple airlines

COMPARISON
Data and Process to support new consumer experiences that allow for greater comparison

SEARCH
Ability to search for products based on utility, need and relevance
## Shelf Placement – Group by attribute

<table>
<thead>
<tr>
<th>Grouping</th>
<th>★</th>
<th>★★</th>
<th>★★★</th>
<th>★★★★</th>
<th>★★★★★</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cabins</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Economy</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>First</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Seat Pitch/Type</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Economy</td>
<td>32 or Less</td>
<td>33+</td>
<td>Recliner</td>
<td>Lie Flat Seat</td>
<td>Private Suite</td>
</tr>
<tr>
<td>Business</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>First</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Restriction</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Checked Bag, Changes, Seat Selection</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Legacy Brands</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Basic Limited Standard</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Main Standard Economy</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Main Plus Comfort Leg Room</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Premium Business</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business First</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>First</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**GROUPING**

Classify products based on attributes that define experience based on market and customer type.
**Shelves – Shop across Airlines**

<table>
<thead>
<tr>
<th></th>
<th>NYC &gt; SEA</th>
<th>Filter Results</th>
<th>★</th>
<th>★★</th>
<th>★★★</th>
<th>★★★★</th>
</tr>
</thead>
<tbody>
<tr>
<td>Precious Air</td>
<td><img src="PreciousAir.png" alt="Image" /></td>
<td>7:00a – 10:13a</td>
<td>$127</td>
<td>$152</td>
<td>$277</td>
<td>n/a</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>BASIC ECONOMY</td>
<td>ECONOMY</td>
<td>ECONOMY EXTRA</td>
<td></td>
</tr>
<tr>
<td>SPEEDY FLY</td>
<td><img src="SpeedyFly.png" alt="Image" /></td>
<td>5:48p – 9:19p</td>
<td>$148</td>
<td>$178</td>
<td>n/a</td>
<td>$321</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>BASIC ECONOMY</td>
<td>MAIN CABIN</td>
<td></td>
<td>CABIN PLUS</td>
</tr>
<tr>
<td>PowerJet</td>
<td><img src="PowerJet.png" alt="Image" /></td>
<td>7:21p – 10:54p</td>
<td>$198</td>
<td>$259</td>
<td>$294</td>
<td>n/a</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>BASIC ECONOMY</td>
<td>MAIN CABIN</td>
<td>Upgraded seat</td>
<td>SOLD OUT</td>
</tr>
<tr>
<td>Poseidon Airlines</td>
<td><img src="PoseidonAir.png" alt="Image" /></td>
<td>4:00p – 7:28p</td>
<td>$195</td>
<td>$213</td>
<td>$294</td>
<td>n/a</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>BASIC</td>
<td>MAIN</td>
<td>MAIN PLUS</td>
<td></td>
</tr>
</tbody>
</table>

Modernize Cabin classifications to group like products across airlines.

Ancillary Merchandising Conference 2019, #AncillaryMerchandising
# Ancillary Merchandising Conference

## Drawers – What options for my itinerary

<table>
<thead>
<tr>
<th>Airline</th>
<th>Precious Air</th>
<th>Basic Economy</th>
<th>Economy</th>
<th>Economy Extra</th>
<th>Precious Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flight Details</td>
<td>JFK to SEA</td>
<td>$127</td>
<td>$152</td>
<td>$277</td>
<td>$950</td>
</tr>
<tr>
<td>Aircraft</td>
<td>A321 (narrowbody)</td>
<td>More...</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Qualification**
- Seat: Standard (31")
- Carry on Bag: X
- Advance Change: X
- Advance Seat Selection: X
- Checked Bags: 1st $25
- Wi-Fi: Basic web browsing ($)
- Entertainment: BYOD
- Power & USB: No
- Food: Snack
- Beverage: $ (wine)
- Boarding: Last
- Mileage and Awards: X

**Descriptive**
- Airline-Specific: 2,421, 2,421, 3,631

**Comparison**
- What Upsell options do I have and how do the compare
## Attribute Grouping – Simplification

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Good</th>
<th>Better</th>
<th>Best</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wi-Fi</td>
<td>Email/Messaging</td>
<td>Web Browsing/Social Media</td>
<td>Streaming</td>
</tr>
<tr>
<td>Power</td>
<td>In seat USB</td>
<td>Multiple USB</td>
<td>Plug-in + USB</td>
</tr>
<tr>
<td>Food</td>
<td>Free Snack/Option to Buy</td>
<td>Meal Included and Non Alcoholic Beverage</td>
<td>Meal and Beverages</td>
</tr>
<tr>
<td>Reliability</td>
<td>Ontime % &lt; 80%</td>
<td>Ontime % &gt; 90% &gt; 3 flights a day</td>
<td>Ontime% &gt;98% &gt;5 flights a day</td>
</tr>
</tbody>
</table>

**ATTRIBUTE GROUPING**

Common language to describe key attributes as good, better, best
### Search by Attribute

<table>
<thead>
<tr>
<th>Flight Details</th>
<th>Price</th>
<th>Class</th>
<th>More Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Precious Air</td>
<td>From $277</td>
<td>ECONOMY EXTRA</td>
<td>More Details</td>
</tr>
<tr>
<td>Speedy Fly</td>
<td>From $321</td>
<td>CABIN PLUS</td>
<td>More Details</td>
</tr>
<tr>
<td>Poseidon Airlines</td>
<td>From $294</td>
<td>MAIN PLUS</td>
<td>More Details</td>
</tr>
</tbody>
</table>

**NYC ➔ SEA**

**Filter Results**
- Jan 28 – Feb 10
- 1 Adult
- *** and up
- Power
- Wi-Fi

**Search by itineray attribute**

- Ability to search for products based on utility, need and relevance
What does this mean to me?
1 - Engage

**ATPCO Oversight**
- Runs Program
- Impartial
- Honest Broker

**Advisory Group**
- Airlines/Systems Leaders
- Aligns and Evangelizes

**Working Group**
- Airlines/Systems Experts
- Sprint, Experiment, Publish
2 - Trials / Proof of Concepts
3 - Embrace Sense of Urgency

20+ Airlines

16+ Channels

12 Trials/POCS
Join Us!
The NGS Working Group

Visit https://www.aptco.net/ngs to join
Closing Panel Session: Getting it right for customers – is it possible in a multi-channel, multi-distribution, multi-partner world?

Moderator:
• Michael Smith, Managing Partner, Ai Events

Panellists:
• Patrick Dowling, Regional Director EMEA Partnerships, Booking.com
• Philip Saunders, former VP Air Commerce, Travelport
• Ultan O’Brien, Head of Global Inflight Entertainment Sales, Viasat
• Ian Tonnacliffe, Director, IFT Consulting