The industry leader for airline retailing and pricing content

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The **world's** primary source for airline retailing and pricing data

ATPCO holds more than **223 million** fares for **439 airlines** in **160 countries** and manages an average of **5.3 million daily fare changes.**

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Fares Year-over-Year

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ATPCO Routehappy Retailing Content

Universal product attributes (UPAs) bring airlines' unique products and services to life by showcasing photos, graphics, videos, and tours with captions and descriptions.

UPA

21
Airlines

Photos, Graphics, Videos, Tours, Descriptions, Captions

Universal travel attributes (UTAs) are standardized, easy to integrate fare benefits and restrictions sourced from ATPCO fare filings, Branded Fares, and Optional Services and translated into consumer-friendly merchandising content.

UTA

416
Airlines

Advance Change, Cancellation, Same day change, Checked baggage, Carry on, Seat selection, Upgrade eligibility, Check in priority, Boarding priority, Lounge access

Our comprehensive flight amenities data is a source of precise, targeted information about a passenger's on-board experience.

Amenties

314
Airlines

Seats, Aircraft, Layout, WiFi, Entertainment, Power, Food, Beverage

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Orders & Settlement

Bridge the gap between your fare offers and fare revenue

Industry Sales Record (ISR)

Receive and share one daily file of ticket sale information that combines all existing formats of data (TCN, BSP, and ARC). The accurate data makes interline settlement easier and protects you from dealing with costly duplicates.

Revenue Accounting Settlement Services

Use these proration, billing, and settlement tools with your partners to eliminate expensive interline disputes and debit memos.

Tax Calculator

Calculate taxes that apply to an itinerary so you can audit your revenue or answer passenger questions.

Passenger Interline Pricing/Prorate System (PIPPS)

The official tool for coupon value determination, sales and interline audit, proration, and historical research, PIPPS holds more than 29 years of historical fares and rules, currency changes, and surcharges data.

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Key topics for the future

Shopping

Shop

- Shopping is focused on instant search
- NDC focuses on customized offers

- Volumes and scaling
- Latency and technology (XML RQ/RS vs. caching)
- Integration in all shopping platforms
- How to “paint” the screen: Do we wait for the slowest airline response?

Amadeus stated at a 2018 OpenShift conference,

"Our pricing platform processes peak pricing requests of over 7000 transactions per second."

NEW GENERATION SHOPPING & PRICING PRIMER

Search - The Trend Rocking the Status Quo

Traditional processes and technology are being rocked by exploding search volumes which are placing technology and profitability under pressure. In our experience, a 10,000:1 look-to-book ratio is the new norm. This rise is a result of many factors including increases in:

- **Searching for air products on multiple devices** and methods including voice search (e.g. Amazon Alexa) and chatbots.
- **Affinity/attribute shopping** which inspires travelers by presenting them wide search results based on a range of criteria including interest, destination attributes (e.g. sun/ski), and budget.

- **Large date-range calendar shopping** that shows potential customers their flight options across days, weeks, months, and very soon, an entire year.
- **Meta-Search Engines** (MSEs) which can trawl the internet for thousands of flights in a single search.
- **New Distribution Capabilities** (NDC) will enable more airlines to directly serve their customers. We predict that the maturing of the NDC program will result in a 5 – 10 fold increase in shopping transactions for the airline systems.

Source: New Generation Shopping & Pricing 2018 - Farelogix

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Revenue Accounting Impact

Scalability of RA Systems
Proration Methodology
Taxes of complete itinerary

Offer Generation

Offer

- Airline Revenue management is optimizing the price
- NDC is about optimizing the offer

- Need to create an offer system that supports current and future methodologies
- New data needs will emerge
- Need to have integrity of price across distribution models
- Display of multi-airline content
- Need integration with airline ecosystem
- Regulatory & servicing

State of the Nation

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In order to construct an offer, the future offer analyst needs to be equipped with 4 types of capabilities

The platform and capabilities required to enable offers (offer description, availability, pricing) to the marketplace

Understand product performance (itinerary and ancillaries), including historical sales and forward-looking availability relative to target and competitive set

Collect timely and pertinent information about the **level of availability and prices** offered by competitors to quickly detect and act on changes

Collect timely and pertinent information about **customers submitting offer requests** including shopping behavior and expected willingness to pay

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Revenue Accounting Impact

Applicable fares
Integration of product information into offer management
Amenities & offer settlement
Cabin and fare type moving to shelf
New data needs to drive analytics

03 Key RA Initiatives

Continue the move to Industry Single Source of Tax Data and Automation

Closes the gap between distribution and revenue accounting

Reduces rejection in the back-office environment

Supports NDC initiative

Taxes Progress

- GDS use of Automated Tax Data – grows
- Acceyla able to use automated tax data
- RASS and ISR now uses ATPCO tax calculator
- IATA/ATPCO working group formed to address discrepancies
- Major alliances look to move to fully automated tax calculation
- NDC airlines look to use ATPCO tax calculator
- IATA & ATPCO look to deepen collaboration

PIPPS User Experience Transformation Timeline

Dynamic Pricing – Applicable Fare

- Assortment optimization
  - Dual RBD
  - Same day effective date International
  - Public limited distribution fares
- Dynamic pricing adjustments
  - Pre-filed / Post-filed / Not filed
- Continuous Pricing
  - Pilots
- Data capture to create a repository of all price points, engines determine applicable price

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NDC Exchange Progress

- In production today
- Services offered/being created
  - API message enrichment
  - Throttling and filtering
  - Interline
  - Integration with third parties (ARC, BSP, UATP)

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