

M@rket view

Webinar

August 28, 2013

Agenda

- Quick introduction to Market View
- How to use Market View for
 - Competitive analysis
 - Fare By Rule quality assurance
 - Excel downloads
- Coming soon – Market View 1.1

ATPCO's Market View

Market View is an analysis tool that provides you with a comprehensive view of fares and associated rule provisions in a single display.

The with seamless navigation to fares, rules and footnotes, enabling analysts to quickly create and distribute a competitive response to meet market demands

Market View Demonstration

Rule Category Text

[Printable Version](#)

PDT	ORIG	Dest	CXR	Fare Class	Base Fare AMT	CUR	O/R	FTC	FN	Day	SEA	Rule	RTG	TRF	EFF DT	DISC DT
FBV	SIN	LIS	91	CL10	4250.00	SGD	1	EU			+	2500	0	693	22Aug13	

[Copy Text](#)

Area: EH Tariff: 693 CXR: 91 Rule: 2500 In Effect On: 27AUG13

FARE BY RULE
 UNLESS OTHERWISE SPECIFIED

VALID FOR INTERNET FARES.
 CALCULATE FARE AT 95 PERCENT OF
 91 - TARIFF IPRFME - BETWEEN EUROPE-AREA 3 FME TESTING
 RULE CLEE CL05 FARES FOR ADULT.

RESULTING FARE INFORMATION-APPLY BASE FARE EXCEPT AS
 NOTED.
 TKT DES-IBM.

APPLY THE FOLLOWING RULES CATEGORIES FROM-
 01ELIG-FBR 02DAYS-FBR 03SEAS-FBR 04FLTR-FBR
 05ARES-FBR 06MINS-FBR 07MAXS-FBR 08STOP-FBR
 09TRAN-FBR 10COMB-FBR 11BOUT-FBR 12SURC-FBR
 13ACCM-FBR 14TVLD-FBR 15SALE-FBR 16PENL-FBR
 17HIPS-FBR 18ENDR-FBR 19CDIS-FBR 20TDIS-FBR
 21ADIS-FBR 22ODIS-FBR 23MISC-FBR 26GRUP-FBR
 27TOUR-FBR 28VACT-FBR 29DEPO-FBR 31VCHG-FBR
 33VREF-FBR 35NEGO-FBR 50APPL-FBR
 HIGHER INTERMEDIATE POINT CHECK DOES NOT APPLY TO THIS
 FARE.

OR - VALID FOR INTERNET FARES.
 CALCULATE FARE AT 85 PERCENT OF
 91 - TARIFF IPRFME - BETWEEN EUROPE-AREA 3 FME
 TESTING RULE CLEE CL10 FARES FOR ADULT.

RESULTING FARE INFORMATION-APPLY BASE FARE EXCEPT AS
 NOTED.
 TKT DES-IBM.

APPLY THE FOLLOWING RULES CATEGORIES FROM-
 01ELIG-BASE 02DAYS-FBR 03SEAS-FBR 04FLTR-FBR
 05ARES-FBR 06MINS-FBR 07MAXS-FBR 08STOP-FBR
 09TRAN-FBR 10COMB-FBR 11BOUT-FBR 12SURC-FBR
 13ACCM-FBR 14TVLD-FBR 15SALE-FBR 16PENL-FBR
 17HIPS-FBR 18ENDR-FBR 19CDIS-FBR 20TDIS-FBR
 21ADIS-FBR 22ODIS-FBR 23MISC-FBR 26GRUP-FBR
 27TOUR-FBR 28VACT-FBR 29DEPO-FBR 31VCHG-FBR
 33VREF-FBR 35NEGO-FBR 50APPL-FBR
 HIGHER INTERMEDIATE POINT CHECK DOES NOT APPLY TO
 THIS FARE.

OR - VALID FOR INTERNET FARES.
 CALCULATE FARE AT 90 PERCENT OF
 91 - TARIFF IPRFME - BETWEEN EUROPE-AREA 3 FME
 TESTING RULE CLEE CL01 FARES FOR ADULT
 91 - TARIFF IPRFME - BETWEEN EUROPE-AREA 3 FME
 TESTING REGULAR EXCURSION FARES FOR ADULT
 91 - TARIFF IPRFME - BETWEEN EUROPE-AREA 3 FME
 TESTING RULE CLEE CL02 FARES FOR ADULT.

Coming soon – Market View 1.1

- Create your own User Defined Groups (UDG)
- View the General Rule text
- View the Fare by Rule text
- Integration of Fast Track enables you to monitor the success of daily sales

Learn how to use Market View

Available on our website

- Introductory product demonstration
- User Guide
- Frequently Asked Questions

Coming soon:

Our e-learning sessions - Analyzing Market Changes in GFS and Market View

Any questions?

Email us at marketview@atpco.net