

MONITORING AND ANALYSIS

Maintain Your Competitive Edge

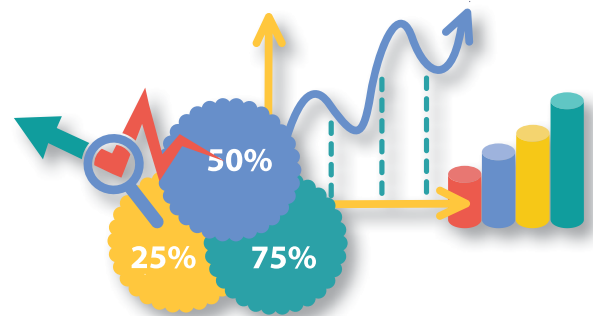
ATPCO

Market View and Total Price Comparison support the monitoring and analysis of airfares and their components.

Market View is an analysis tool that provides airlines with a summarized view of fares and associated rule provisions in a single display with seamless navigation to rules, and footnotes, enabling analysts to quickly create and distribute a competitive response to meet market demands.

Market View offers

- Resolved travel dates (Seasonality, Travel Restrictions)
- Download capabilities
- View of public specified and constructed fares as well as your own private fares
- Fare By Rule audit capabilities



Market View is an easy-to-use tool that gives you the information you need to get the right price in the right market at the right time.





Total Price Comparison provides monitoring of the lowest fares in the market based on key elements of the total price, including base fare, surcharges, carrier-imposed fees (YQ/YR), and taxes. The tool uses routing-based pricing to benchmark your lowest fare by departure date in multiple markets against other carriers for up to 180 days into the future.

Total Price Comparison offers

- Ability to quickly identify misaligned travel, seasonality, and blackout dates
- Visual data representation through Chart, Calendar, and Multi-Market Summary views
- Download capabilities
- Navigation to Market View for a comprehensive fare and summarized rule content

With Total Price Comparison you can quickly identify unintended price differences that are vital to protecting your revenue and remain competitive. The tool offers comparative views of up to six months and the ability to move from fare monitoring to fare management.

Market View and Total Price Comparison provide a baseline for supporting airlines' monitoring and analysis needs. The features and benefits of these tools will be integrated and enhanced to provide a complete end-to-end solution.

Contact us for more information at mktmonitoring@atpco.net.

**North America**

Washington Dulles International Airport
45005 Aviation Drive
Dulles, VA 20166 USA
Tel: +1-703-661-7400

Europe, Middle East, Africa

1 Lampton Road
Hounslow, Middlesex TW3 1HY
United Kingdom
Tel: +44-20-8572-1322

Latin America

2525 Ponce de León Boulevard
Suite 300
Coral Gables, FL 33134 USA
Tel: +1-305-200-8783

Asia Pacific

30 Raffles Place
#23-00 Chevron House
Singapore 048622
Tel: +65-6233-6841