

Total Price Comparison

Product Launch

November 10, 2014

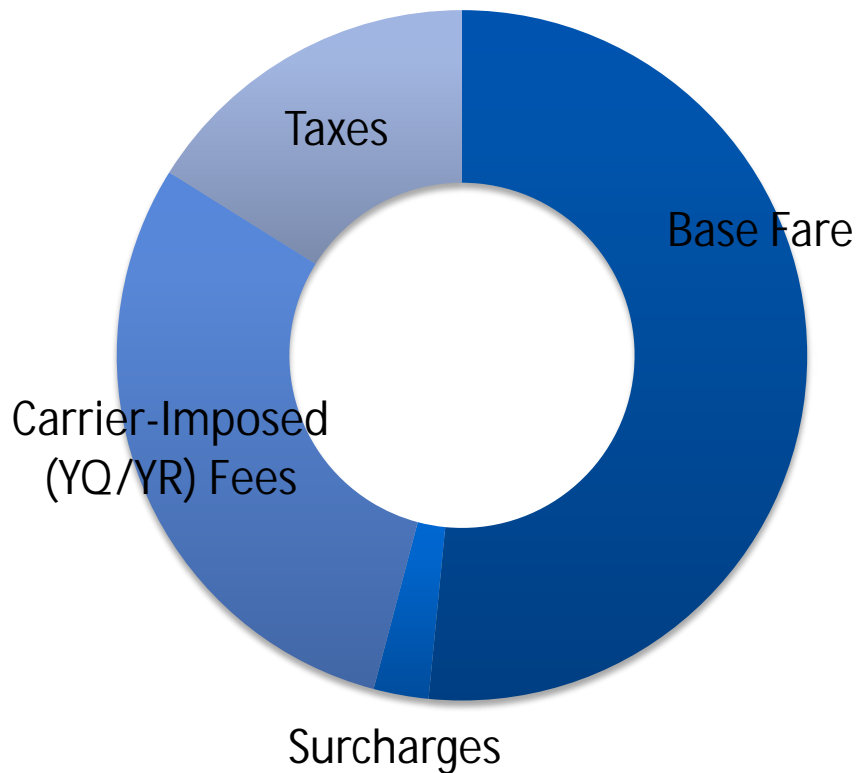


Agenda

- Industry Business Problem
- Overview of Total Price Comparison and its functionality
- Product demonstration
- Questions and Comments
- Training and Product Information

You do not compete on base fare alone

Total Price Breakdown



Example:

Washington – London

\$800 Base Fare

\$462 Carrier-Imposed Fees

\$250 Taxes

\$40 Surcharges

*Example based on average amounts of 10 carriers during high season

Look up fares in our fare system one carrier at a time

	Tariff	CXR	NAT1	NAT2	LOC1	LOC2	Rule	Fare Class	OW/RT	RTG	FN	CUR	Amount	Eff. Date	Disc. Date
1	TAFP	AF	US	SG	WAS	SIN	SFUS	A7LSUS	2	0000		USD	1550.00	13FEB14	
2	TAFP	AF	US	SG	WAS	SIN	SFUS	A7SFUS	2	0000		USD	1750.00	13FEB14	
3	TAFP	AF	US	SG	WAS	SIN	SFUS	S7SFUS	2	0000		USD	2250.00	13FEB14	
4	TAFP	AF	US	SG	WAS	SIN	UNFF	CFF	2	0000		USD	11501.00	13FEB14	
5	TAFP	AF	US	SG	WAS	SIN	UNFF	CFFW	1	0000		USD	8051.00	13FEB14	
6	TAFP	AF	US	SG	WAS	SIN	UNFF	JFF	2	0000		USD	14501.00	13FEB14	
7	TAFP	AF	US	SG	WAS	SIN	UNFF	JFFW	1	0000		USD	10151.00	13FEB14	
8	TAFP	AF	US	SG	WAS	SIN	UNFF	PFF	2	0000		USD	22299.00	29JUN11	
9	TAFP	AF	US	SG	WAS	SIN	UNFF	PFFW	1	0000		USD	16724.00	29JUN11	
10	TAFP	AF	US	SG	WAS	SIN	UNFF	YFF	2	0000		USD	7401.00	13FEB14	
11	TAFP	AF	US	SG	WAS	SIN	UNFF	YFFW	1	0000		USD	5181.00	13FEB14	
12	TAFP	AF	US	SG	WAS	SIN	USFF	BFFUS	2	0000		USD	3400.00	13FEB14	
13	TAFP	AF	US	SG	WAS	SIN	USFF	CFFUS	2	0000		USD	11500.00	13FEB14	
14	TAFP	AF	US	SG	WAS	SIN	USFF	CFFWUS	1	0000		USD	8050.00	13FEB14	
15	TAFP	AF	US	SG	WAS	SIN	USFF	DFFUS	2	0000		USD	9000.00	13FEB14	
16	TAFP	AF	US	SG	WAS	SIN	USFF	IFFUS	2	0000		USD	7000.00	13FEB14	
17	TAFP	AF	US	SG	WAS	SIN	USFF	JFFUS	2	0000		USD	14500.00	13FEB14	
18	TAFP	AF	US	SG	WAS	SIN	USFF	JFFWUS	1	0000		USD	10150.00	13FEB14	
19	TAFP	AF	US	SG	WAS	SIN	USFF	PFFUS	2	0000		USD	22299.00	29JUN11	
20	TAFP	AF	US	SG	WAS	SIN	USFF	PFFWUS	1	0000		USD	16724.00	29JUN11	

Look up fares online one market and date at a time

All flights	Qatar Airways (Q.C.S.C)	United Airlines, Inc.	Multiple Airlines	All Nippon Airways Co. Ltd.	Emirates	KLM Royal Dutch Airlines	Air France	Virgin Atlantic Airways Limited	Deutsche Lufthansa AG	Air Canada	Jet Airways (India) Limited	Korean Air Lines Co. Ltd.	SWISS	Singapore Airlines Limited
1 stop														
2 stops	From \$1,316	From \$1,339	From \$1,342	From \$1,348	From \$1,544	From \$1,571	From \$1,614	From \$1,626	From \$1,660	--	--	From \$1,786	From \$1,870	From \$1,932
3 stops	From \$1,478	From \$1,330	From \$1,333	--	--	--	From \$1,696	--	--	From \$1,748	--	--	--	From \$2,202
	--	--	From \$3,253	--	--	--	--	--	--	--	From \$1,777	--	--	--

Click through to see the components

How to buy this ticket

Tickets cannot be purchased directly from ITA Software.

Provide this information to a travel agent to help them match the fares found.

Make sure to provide the exact booking and fare codes shown.

Fare 1: Carrier QR QPFLUS WAS to SIN ([rules](#)) \$375.00
Passenger type ADT, round trip fare, booking code Q
Covers IAD-DOH (Economy), DOH-SIN (Economy)

- This ticket is non-refundable.
- Changes to this ticket will incur a penalty fee.

Fare 2: Carrier QR QPFLUS SIN to WAS ([rules](#)) \$375.00
Passenger type ADT, round trip fare, booking code Q
Covers SIN-DOH (Economy), DOH-IAD (Economy)

Qatar Passenger Service Charge (PZ) \$1.00
(YQ) \$478.00

US International Departure Tax (US) \$17.50

US September 11th Security Fee (AY) \$2.50

US Passenger Facility Charge (XF) \$4.50

USDA APHIS Fee (XA) \$5.00

US Immigration Fee (XY) \$7.00

US Customs Fee (YC) \$5.50

US International Arrival Tax (US) \$17.50

Singapore Passenger Service Charge (SG) \$15.70

Singapore Aviation Levy (OP) \$4.80

Singapore Passenger Security Service Charge (OO) \$6.30

Subtotal per passenger \$1,315.30

Number of passengers x1

TOTAL AIRFARE & TAXES \$1,315.30

Fare construction (can be useful to travel agents)

WAS QR X/DOH QR SIN 375.00QPFLUS QR X/DOH QR WAS 375.00QPFLUS NUC 750.00 END ROE 1.00 XT 5.50YC 7.00XY 5.00XA 35.00US 2.50AY 1.00PZ 6.30OO 4.80OP 15.70SG 478.00YQ 4.50XF IAD4.50

- [Email this itinerary](#)
- [Print this page](#)

Business Need

- Difficult to analyze pricing initiatives effectively
 - Complexity of fares and rules is increasing
 - Manual process to assemble all components
 - Extensive labor costs
- Airlines need one solution that assembles all components of the total price, streamlining their monitoring, analysis, maintenance and distribution efforts

Our Solution: Total Price Comparison

- Enables airline pricing analysts to monitor the lowest fares in the market based on key elements of the total price, including
 - Base fare
 - Surcharges
 - Carrier-imposed (YQ/YR) fees
 - Taxes

Total Price Comparison

- Routing Based Pricing
 - Calculates the lowest fare by departure date
 - Multiple markets and carriers
 - Up to 180 days into the future
- Accessed via [Market View](#) and integrated with Market View
 - Access granular rule provisions for deeper analysis

Multiple views of data

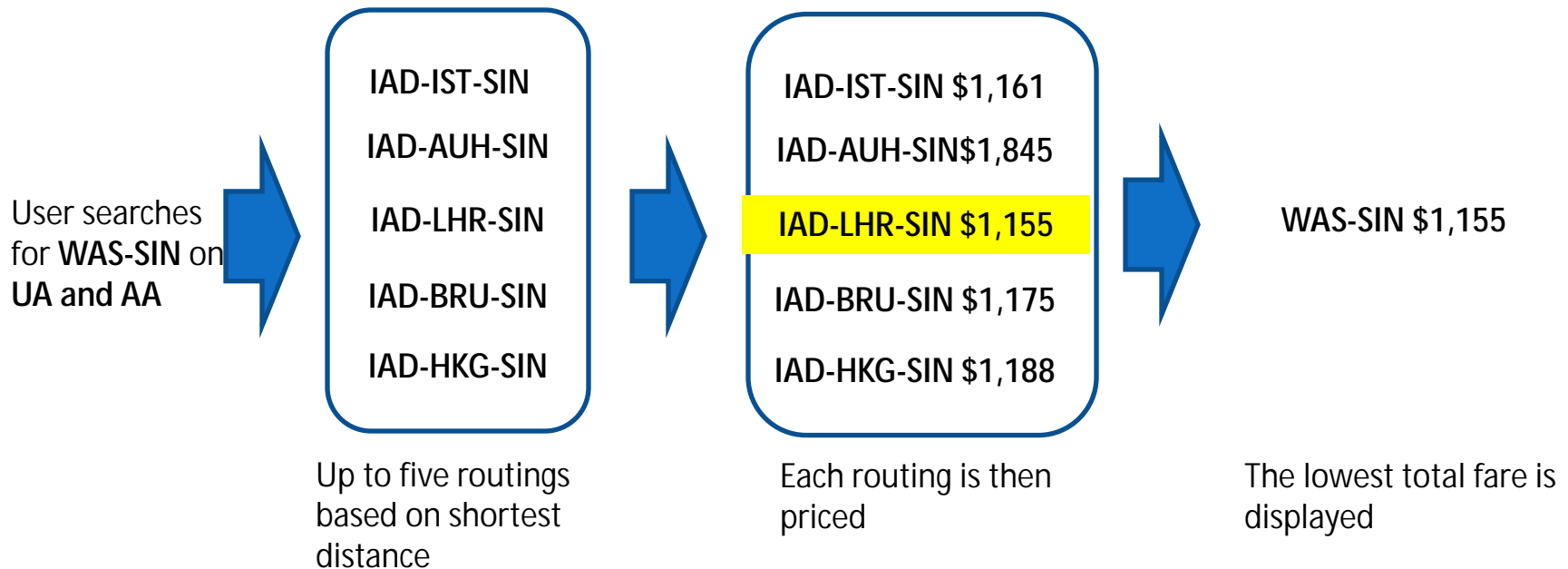
Help to quickly identify fare and rule discrepancies at a glance

- Report view
- Calendar view
- Chart view

Two ways to create a search

Monitoring Sets	On-Demand searches
<ul style="list-style-type: none">• Scheduled queries that can be saved and re-used	<ul style="list-style-type: none">• One time search
<ul style="list-style-type: none">• Enter up to 10 Origin and Destination fields (City codes and up to 4 UDGs)	<ul style="list-style-type: none">• Search for a single market at a time
<ul style="list-style-type: none">• Updated over night (US Eastern time) fare and rule data updated from most current subscription file	<ul style="list-style-type: none">• Data from most current subscription files
<ul style="list-style-type: none">• Assumes 7 day round trip	<ul style="list-style-type: none">• Travel Duration can be specified (up to 99 days)
<ul style="list-style-type: none">• Results will be shown for 180 days in the future	<ul style="list-style-type: none">• Shopper Duration can be specified (up to 180 days in the future)
<ul style="list-style-type: none">• First Travel is today's date	<ul style="list-style-type: none">• First Travel can be specified

Total Price Comparison incorporates routing based data



Welcome to Total Price Comparison



Solution Demonstration

Training & Product Information

You can find product information on atpco.net

- Introductory product video
- User Guide
- Frequently Asked Questions

Training – LMS

- Computer-based training – *free for 60 days*

Questions or comments

- totalprice@atpco.net

Thank you for your
participation!