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MARKET VIEW USE CASES



Monitor and analyze market conditions and the competitive landscape to make well-informed decisions and identify business opportunities based on a clear understanding of pricing trends and the competitive landscape.



Don't miss important pricing information—see base fares, rules, and footnotes plus the carrier-imposed fees that are some of the most important revenue drivers, so you can plan adjustments to stay competitive.



Check market conditions every day to make sure your products are competitive.



Search once to see multiple carriers and markets instead of wasting time to gather and compile this info from many different sources or searches.



Study variables in one step—automatically see different YQ totals for different route paths for the same fare.



Easily compare effective travel dates (seasonality and travel restrictions) in clear visualizations.

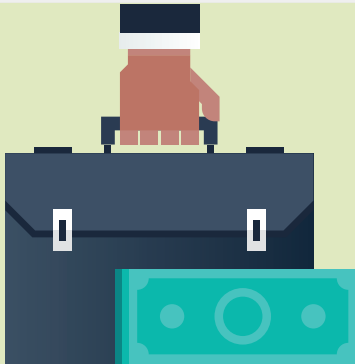
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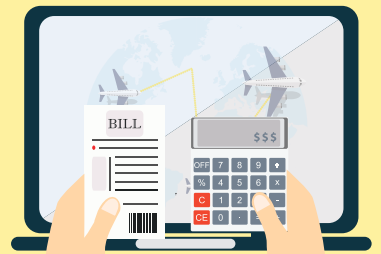
You work hard to determine competitive pricing strategies – keep your policies intact. Audit fares, rules, footnotes, and carrier-imposed fees to ensure all your product components are pricing as intended.

1.



Make sure changes to volatile carrier-imposed fees are applied correctly, hundreds at a time.

2.



Validate that public fares, private fares, fare by rule fares, constructed fares, rules, footnotes, and carrier-imposed fees components are calculated correctly, singly or together.

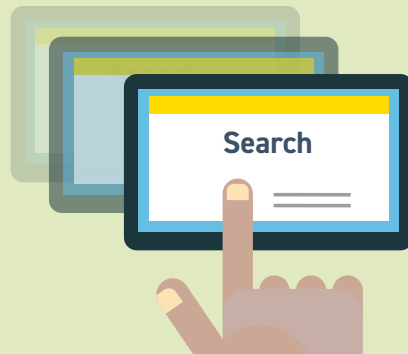
Easily share access in your organization without any special software or hardware.

3.



Reuse searches from your colleagues to save time and avoid mistakes.

4.



DON'T OVERLOOK MARKET CHANGES IN COMPETITIVE MARKETS

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See competitive, up-to-date airline pricing data and applicable Carrier-Imposed Fees in one user-friendly display to study routes and competitors, understand pricing strategy trends and price structures, and uncover market possibilities for your airline.



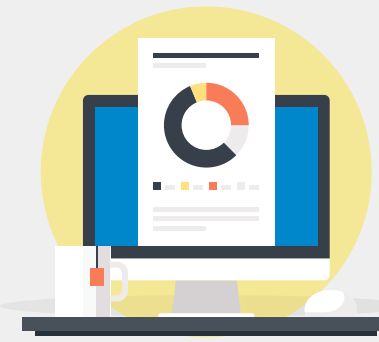
Comprehend the patterns and trends in pricing structures across destinations and carriers.



Understand how much of a final price is from the base fare and how much is from often-changing carrier-imposed fees.



Evaluate competitive pricing strategies not just for air ticket prices, but also for factors such as min/max stay, seasonality, and advance reservations.



Feed network planning and revenue strategy groups with real-time pricing information for various routes—in one display.



Find new possibilities for your strategies through more efficient internal workflows.



Align pricing information to commercial strategies and increase annual marginal revenue by as much as 5%.



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Download a customizable summary view of fares, rules, footnotes, and carrier-imposed fees to support internal analysis needs and to build an internal database of competitive intelligence.



Search and filter to customize the data you need, then download up to 50,000 rows of competitive pricing data at a time.



Comfortably manipulate pricing data in a CSV file to build better-informed and better-quality internal reports.



Store downloaded data for internal research and sharing with colleagues.



Don't waste time manually compiling data from many sources or producing incomplete reports.



Feed airline revenue management systems with your downloaded data, including Fare By Rule calculations.

