BRANDED FARES
The importance of presenting fare attributes in modern airline retailing
WHAT ARE BRANDED FARES?

Branded fares group fare attributes to create distinct products that clearly convey features of the offer. Simply put, when an airline bundles its airfares with options and features like seat selection and a meal, they’re using branded fares.

Branded fares essentially create distinct products that flight shoppers see as one unit for one price but that includes multiple attributes and ancillarities. A branded fare tells your customers what services are included and what are not included in each offer. Bundling your fare attributes also ensures your products are clearly defined and consistently represented across all channels.

Join the world of modern airline retailing by taking the first step in achieving best-in-class merchandising. ATPCO Branded Fares improves your revenue generation, ensures your products appear in attribute-based shopping filters, and sets your airline up for the future of dynamic pricing and dynamically generated offers.
FLIGHT SHOPPING MADE SIMPLE

ATPCO makes presenting your fare attributes simple with our Branded Fares tool. It’s such an easy process that over 220 airlines accounting for 74 percent of global ASKs are already Branded Fares partners. Since 2017, the number of airlines using ATPCO to leverage branded fares strategies to improve revenues has tripled.

ATPCO’s intuitive and versatile input system allows not just the simplest, but also the most robust, targeted ancillary strategies possible to work for you and your customers.

However you choose to start, the process of augmenting your fares with attributes is not a significant effort because it is based on your existing products.

Our team makes it simple for airlines of all sizes to enhance their fares with attributes. First we work closely with your team to define your fare brands. Then, using meticulous testing, we ensure your customers receive the experiences and products they want. Finally, we help you learn how to maintain your Branded Fares through various training options. In just a few steps, you can be on your way to improved revenue generation.

You can take a simple approach

Or take a more sophisticated approach
DON’T GET LEFT OUT OF ATTRIBUTE-BASED SEARCHES

Flight shoppers are no longer just looking for the lowest-priced flight to their destination. They’re searching for flights that offer the baggage, lounge access, Wi-Fi, entertainment, food, beverage, and seat selection options they need.

Shopping channels are recognizing the demand for these attribute-based searches, and many are beginning to implement search filters for fare attributes earlier and earlier in the shopping experience. To make sure their offers aren’t left out of these filters and searches, airlines must file the relevant attribute data to ensure their products aren’t getting left behind.

POSITION YOUR AIRLINE FOR THE FUTURE OF DYNAMIC OFFERS

Clearly presenting fare attributes with branded fares is no longer a differentiator or a “nice to have” piece of your retailing strategy. Branded fares are an essential merchandising practice and are necessary to remain competitive in the future of modern airline retailing.

As the industry continues to transform to a world where the majority of offers are going to be dynamically created, creating products out of bundled fare attributes separate from price now will help airlines lay the foundation for a smooth transition to dynamically priced offers in the future.
CDG > BKK
Paris > Bangkok
Fri, 11 June 2023
• 16:20 - Paris–Charles de Gaulle (CDG)
  Travel time: 1h 25m
• 08:45 - Suvarnabhumi Airport (BKK)

74% of flight shoppers said they would be more willing to purchase a higher-priced flight with additional amenities when they are presented with images.

Source: ATPCO annual shopper survey, January 2023

**TAKING THE NEXT STEP TO BEST-IN-CLASS MERCHANDISING**

Many airlines who already have fares with attributes have taken the next step to best-in-class merchandising by visually representing these offers with imagery that clearly shows differences between branded fare options. Using visuals in your fare presentation adds undeniable value to the flight shopping experience for your customers. In fact, 78 percent of flight shoppers surveyed in ATPCO's 2023 annual flight shopping survey said they are more likely to select flights that show images of the seat and flight amenities. Shoppers want to see the seat, in-seat power, aircraft layout, and more information about where they will be sitting during their flight.

Modern airline retailing is all about presenting offers to customers in ways that resonate with them—and it is a huge step forward in differentiating and customizing the value of your offers.

ATPCO’s Routehappy merchandising solution is the key that unlocks true airline retailing and helps your customers see these amenities in a brand-new way. Branded Fares is the basic necessity that get your products in front of customers in a modern way, but Routehappy transforms them into the meaningful and irresistible offers that today’s customers are craving, unlocking untapped revenue for your airline.
INCREASE YOUR REVENUE

In the 2023 ATPCO survey, 69 percent of respondents said they consider upgrading from the base fare when shopping for flights. Airlines can benefit from this upselling opportunity by using branded fares to present flight shoppers with additional products or ancillary services that are relevant to them.

Ancillaries continue to be a large source of airlines’ total revenue. As travel continues to near and even surpass pre-pandemic levels, studies by Cartrawler and Ideaworks show that ancillary revenue increased from just USD 65.8 billion in 2021 to over 100 billion in 2022. With an over 50 percent increase in just one year, the time to better merchandise your products and improve your upselling is now.

BOOST YOUR CUSTOMER SATISFACTION AND RETENTION

Branded fares help improve revenue generation in more ways than just increased ancillary sales.

Effective bundling and merchandising helps set and manage customer expectations, which leads to improved levels of customer satisfaction. When you clearly and transparently present fare attributes and simplify the shopping process, customers feel confident in their purchase and have a clearer understanding of what to expect as soon as they step on board their flight.

Having a better understanding of what to expect, combined with an easier, quicker shopping experience, leads to more satisfied customers who keep coming back to your brand.
Branded fares are a crucial component to airlines’ retailing strategies. In addition to contributing to an airline’s transformation to dynamic offer creation and dynamic pricing, and ensuring products appear in attribute-based searches, clearly presenting fare attributes and creating upsell opportunities have proven to be a successful strategy. Whether or not your offers include certain attributes or ancillary services, branded fares enhance transparency, manage customer expectations, and unlock the door to increased revenue opportunities. They are a win-win for all—for your airline and for your customers.

### Table: Branded Fares Attributes

<table>
<thead>
<tr>
<th>Service</th>
<th>Basic Economy</th>
<th>Economy</th>
<th>Premium Economy</th>
<th>Business Class</th>
<th>First Class</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carry on Carry-on Bag</td>
<td>None</td>
<td>Free</td>
<td>Free</td>
<td>Free</td>
<td>Free</td>
</tr>
<tr>
<td>Checked Bag</td>
<td>$30</td>
<td>$30</td>
<td>$30</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Seat Selection</td>
<td>Not available</td>
<td>Available for a fee</td>
<td>Free</td>
<td>Free</td>
<td>Free</td>
</tr>
<tr>
<td>Advance Change</td>
<td>Not allowed</td>
<td>For a fee</td>
<td>Free</td>
<td>Free</td>
<td>Free</td>
</tr>
<tr>
<td>Same-Day Change</td>
<td>Not allowed</td>
<td>For a fee</td>
<td>For a fee</td>
<td>Free</td>
<td>Free</td>
</tr>
<tr>
<td>Cancellation</td>
<td>Non-refundable</td>
<td>Credit for $100</td>
<td>For a credit</td>
<td>Free</td>
<td>Free</td>
</tr>
<tr>
<td>Upgrade Eligibility</td>
<td>Not available</td>
<td>Not available</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
</tr>
<tr>
<td>Priority Boarding</td>
<td>Standard</td>
<td>Standard</td>
<td>For a fee</td>
<td>Free</td>
<td>Free</td>
</tr>
<tr>
<td>Lounge Access</td>
<td>Not included</td>
<td>Not included</td>
<td>Not included</td>
<td>Included</td>
<td>Included</td>
</tr>
</tbody>
</table>

The number of fare brands can vary from 2 to 40.

Branded Fares are included as a part of ATPCO’s Community Participation membership. If you’re ready to
- show your offers in attribute-based flight searches,
- position your airline to be ready for the future of dynamically created offers, and
- increase your revenue and customer satisfaction while taking the next step toward best-in-class merchandising,

talk to ATPCO’s team today and we will help you get started.
The foundation of modern airline retailing