

READJUSTING AND RETHINKING TRAVEL

Coming together is the best way to rebuild trust and accommodate new customer needs. ATPCO invited some special guests to review how competitive insights, compelling offers, and upcoming technology can help satisfy customers.

WHO WE HEARD FROM



Nadine Dawood Morgan
Head of Distribution and Ancillaries, Qantas



Hervé Prezet
Vice President Industry & Expertise, Amadeus



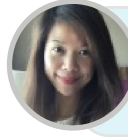
Tom Gregorson
Chief Strategy Officer, ATPCO



Seth Anagnostis
Director, Content Strategy, ATPCO



Dennis Teo
Director, Retailing Partner Success, APAC, ATPCO

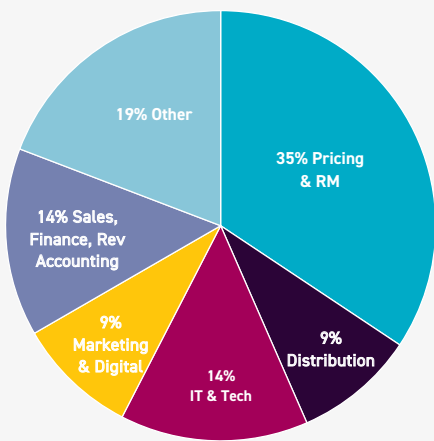


Lynn Kor
Director, Pricing Partner Success, APAC, ATPCO



Doug Sharpe
Head of Sales, Partner Success, N America, ATPCO

WHO JOINED US



800+ people registered from **300+** companies

WHAT WE LEARNED

What's next with Tom and Hervé

Tom and Hervé talked about how the pandemic propelled the airline industry to reevaluate the way business is done, and one incontrovertible truth was revealed: innovation isn't possible without collaboration. ATPCO created two major solutions to help the industry come together: Emergency Flexibility and Reassurance UPAs. These examples prove how the contributions of airlines and systems were critical for finding our way through the crisis. Now we must continue to work together to rebuild consumer trust and accommodate the new needs of travelers.



“To rebuild confidence and trust, it requires a deep understanding of traveler requirements for all stages of the journey.”

— Hervé Prezet, Amadeus



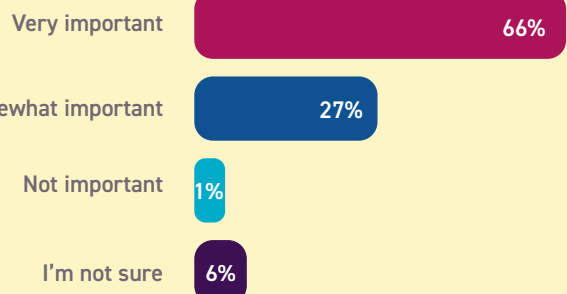
[LEARN: Sign up to receive the industry white paper](#)

Routehappy Content in NDC offers with Nadine and Dennis

Nadine and Dennis discussed Qantas' adoption of Routehappy Content and how it helped make their offers more compelling. Nadine highlighted how critical it is for airlines to enrich their NDC offers with visual content. Over 90% of the audience agreed that visual content is at least somewhat important.

“From an NDC point of view, one of the main benefits [of using Routehappy Content] is that we are able to bring some of this content to life in the NDC channel. We just weren't able to do that previously,” Nadine said. Reach out to learn more about how Routehappy Content can help bring your offerings to life.

HOW IMPORTANT IS IT TO BE ABLE TO ENRICH YOUR NDC OFFERS WITH VISUAL CONTENT?



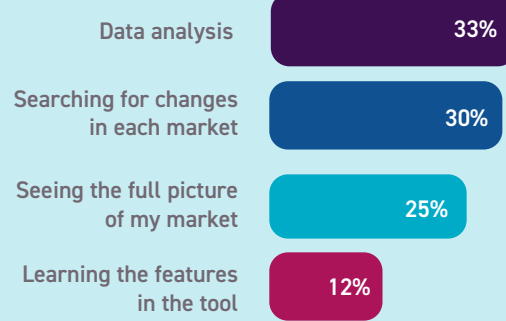
[EXPLORE: View real-world examples](#)

[EXPLORE: Routehappy Content](#)

Breaking down MarketView's competitive insights with Lynn and Doug

Lynn and Doug explained the different ways MarketView can help your team keep up with the millions of data changes that 400+ airlines generate every day. You can use MarketView to monitor served and unserved markets, compare the lowest total fares, and validate fares filed with ATPCO. The industry is producing more data than ever, with over 300 million more fare changes occurring in 2021 than in 2017. MarketView can help you stay informed about the rapid changes in the market. Get in touch to learn more.

WHEN IT COMES TO MONITORING COMPETITIVE MARKETS, WHAT TAKES YOUR TEAM THE MOST TIME?



[LEARN: MarketView](#)

NGS is back with Seth

Seth discussed the evolution of NGS™ from algorithms to its current model, which uses ATPCO's unique source of consistent data and standards that the industry can rely upon. The time to start planning more customizable flight shopping experience for customers, similar to hotel shopping, is now. NGS helps sellers provide a detailed price breakdown to customers, display the exact amenities offered at each price point, and it allows airlines to clearly communicate how customers can purchase the experience they want.



“As long as you are using our data to create a modern flight shopping display that gets away from low fare search, you are, in our book, a Next Generation Storefront.”

— Seth Anagnostis, ATPCO



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