

Rich Content Solutions for Airlines

Manage all of your product and fare attributes

NYC → LAX

New Polaris Lounge

United
6:00a → 8:57a
EWR → LAX
757 (narrowbody)

	BASIC	STANDARD	ENHANCED	PREMIUM	LUXURY
	\$127 BASIC ECONOMY	\$152 ECONOMY	\$277 ECONOMY PLUS	–	\$1,109 UNITED POLARIS
Seat	Standard (31")	Standard (31")	Above average (36")	–	Full flat
Basic web browsing	\$	\$	\$	–	\$
On-demand	✓	✓	✓	–	✓
Power & USB	✗	✗	✗	–	✗
Meal	Light meal (fee)	Light meal (fee)	Meal provided	–	Premium breakfast
Alcohol	\$	\$	✓	–	✓
Checked bag	1st \$30	1st \$30	1st \$30	–	2 free
Carry on bag	✗	✗	✗	–	✗
Advance change	✗	\$200	\$200	–	\$200
Advance seat selection	\$	✓	✓	–	✓
Boarding	Last	Standard	Standard	–	Priority

[Select](#) [Select](#) [Select](#) [Select](#)
Not in policy In policy In policy See policy

Branded Fares

UPAs
Product images/captions

Amenities
On-board experience at a glance

UTAs
Consumer friendly fare benefits & restrictions

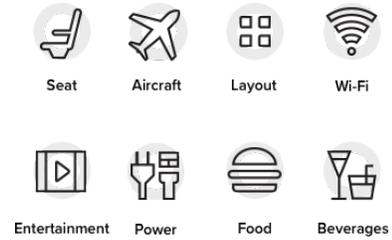
Smart retailing is at its best when many departments work together, from distribution to marketing to revenue management.

Rich content in flight shopping means airlines get compared on value, both product and price. Improve how your products are displayed across sales channels and increase conversion, upsell and customer satisfaction.

Modernize your merchandising. **Learn more about our tailor-built Rich Content Hubs for Airlines.**

Amenities Hub

Routehappy Amenities Hub provides comprehensive flight amenities data, so airlines can provide consumers precise, targeted information about the onboard experience at a glance. Amenities Hub covers virtually every flight by cabin for approximately 300 airlines and nearly 100% of all flights worldwide. At-a-glance cabin features can be branded and are translated into more than 25 languages.



UTA Hub

Routehappy UTA Hub creates Universal Ticket Attributes—standardized, easy to integrate fare benefits and restrictions. This consumer friendly, at-a-glance merchandising content is based on ATPCO Branded Fare and Optional Services filings. UTAs are translated into more than 25 languages, and consist of the following 10 categories: Advance change, Cancellation, Same day change, Checked bag allowance, Carry on allowance, Seat selection, Upgrade eligibility, Check in priority, Boarding priority and Lounge access.

	BASIC	STANDARD	ENHANCED	PREMIUM	LUXURY
United 6:00a → 8:57a EWR → LAX 757 (narrowbody)	\$127 BASIC ECONOMY	\$152 ECONOMY	\$277 ECONOMY PLUS	—	\$1,109 UNITED POLARIS
Checked bag	1st \$30	1st \$30	1st \$30	—	2 free
Carry on bag	1	1	1	—	2
Advance change	✗	\$200	\$200	—	\$200
Advance seat selection	\$	✓	✓	—	✓
Boarding	Last	Standard	Standard	—	Priority
	Select <small>Not in policy</small>	Select <small>In policy</small>	Select <small>In policy</small>		Select <small>See policy</small>

UPA Hub

Routehappy UPA Hub creates Universal Product Attributes—rich content that showcases and brings unique airline products and services to life. UPAs are targeted by aircraft, cabin, route, time of day, fare and more, giving customers relevant and useful merchandising content while they shop.



An inspired in-flight dining experience

Indulge in a dining experience that is a step above. Choose between two delicious hot meals served on china with glassware.

Routehappy Agency

Ask us about Routehappy Agency and how our Content Strategists can help your airline with expert merchandising, photoshoot support, graphic creation and more.

Subscribe, publish and maximize

Wherever you are on your rich content journey, Routehappy by ATPCO offers flexible subscriptions that matches your airline's needs.

Get in touch to subscribe now: partner@routehappy.com

Starter

from
\$5,000/mo

Pro

from
\$10,000/mo

Expert

from
\$15,000/mo

Enterprise

from
\$30,000/mo