



Reassurance UPAs Implementation Guide

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Introduction

ATPCO’s Routehappy Rich Content enables you to effectively communicate targeted information, messaging, and visual content about airline products and services to your customers. This content may include **Reassurance UPAs**, which contain important messaging and graphics intended to make passengers feel safe and informed when they fly.

Reassurance UPA topics

ATPCO has grouped Reassurance UPAs into 10 main topic areas. Not all airlines have information under all these topic areas because each airline will choose to emphasize the information that it believes is most important. As a result, you will not need to display information about each of these topic areas for each airline.

UPA Topic Area	Description	Example
<p>Flexible Booking Options</p> 	<p>Highlights updates that an airline has made related to change and cancel fees. ATPCO manually tracks and updates this content daily, using airline websites and industry news as a resource.</p> <p>Translations for this Reassurance UPA content are currently available to all airlines and channels free of charge (<i>ATPCO reserves the right to charge at a future date</i>). Translations are available in English, Portuguese, Russian, Spanish, French, Korean, German, and Traditional Chinese.</p>	 <p>Voluntary Flight Changes Due to COVID-19 Due to COVID-19, we will allow one free flight change when you book SAA operated flights departing on select dates. Conditions apply.</p>
<p>Clean Air Circulation</p> 	<p>Showcases an aircraft’s high-grade air filters, such as HEPA filters.</p>	 <p>Commitment to your safety These filters provide a complete air change approximately 15 – 30 times per hour.</p>

UPA Topic Area	Description	Example
<p>Enhanced Cabin Cleaning</p> 	<p>Highlights onboard cleaning procedures, such as enhanced disinfecting using electrostatic foggers or an increase in the amount of cleaning, such as disinfecting between every flight.</p>	 <p>Extra steps that go above and beyond industry and regulatory requirements</p>  <p>Enhanced cleaning and disinfection Emirates uses a virus and germ-killing chemical that leaves a long-lasting protective coating against new viruses and is eco-friendly.</p>
<p>Food and Beverage Hygiene</p> 	<p>Presents changes to food service, such as providing individually packaged snacks and beverages,, or no service at all.</p>	 <p>Modified meal service In order to reduce physical contact, we will temporarily be offering packaged and single use only products during meal service.</p>
<p>Increased Airport Cleaning</p> 	<p>Highlights updated cleaning procedures at security, lounges, or gates.</p>	 <p>Fly Well: At the departure gate </p> <p>New measures to give you peace of mind + Enhanced terminal cleaning + Hand sanitiser stations + Social distancing at seating & gate + Self-scanning of boarding passes</p>

UPA Topic Area	Description	Example
<p>Passenger and Crew Wellbeing</p> 	<p>Presents changes to policies that protect the health of everyone on board. These usually include information about face masks, social distancing, and customer and crew contact.</p>	 <p>Our priority is your safety Please wear your mask at all times. Do your best to bring gloves and sanitizer, as well as your own reading material and headphones.</p>
<p>Schedule Adjustments</p> 	<p>Provides information on how airlines will communicate changes to schedules or routes.</p>	 <p>Coronavirus Travel Information Update your contact details in Manage My Booking so we can let you know directly if your flight is affected.</p>
<p>Larger Hand Sanitizer Allowed</p> 	<p>Announces the TSA's decision to allow passengers to carry 12-ounce containers of hand sanitizer.</p>	 <p>Addressing Concerns About COVID-19 Guests are welcome to travel with extra antibacterial wipes and hand sanitizer.</p>

UPA Topic Area	Description	Example
<p>Health Screening in Place</p> 	<p>Provides information regarding any health questions or temperature checks that take place during check-in.</p>	 <p>Check in Temperature checks and health questions for customers and sanitization of check-in counters and kiosks.</p>
<p>Real-Time Health and Safety Measures</p> 	<p>Describes any additional measures airlines are taking in case of exposure. This may include specialized training that crew members receive to handle extraordinary situations, the presence of on-board infection kits, and procedures for decontaminating the plane and contacting health officials.</p>	 <p>Your safety is our highest priority At Hamad International Airport, all arrivals from affected countries are screened to identify passengers with symptoms of COVID-19.</p>

Accessing Reassurance UPAs

Reassurance UPAs, like other UPAs, are accessed via the “legs_searches” endpoint. Reassurance UPA content can be accessed by requesting all UPA content for a given airline or by requesting only the brand and promotion UPA categories, which are currently only being used for Reassurance UPA content.

An example request for accessing content for all UPA categories can be found on <https://developer.atpco.net/>.

An example request for accessing *only* Reassurance UPA content (that is, requesting content only from the brand and promotion categories) can be found below.

Example request

```
{
  "data":{
    "type":"legs_search",
    "attributes":{"
      "fare_source": "1A",
      "categories": ["brand", "promotion"],
      "legs":[
        {
          "segments": [
            {
              "dep": "DCA",
              "arr": "MIA",
              "carrier": "AA",
              "flt_no": "1178",
              "dep_date": "2020-05-15",
              "cabin_id": 1
            }
          ]
        }
      ]
    }
  }
}
```

The **legs_search** endpoint includes the full departure or return trip. It can be composed of a single segment or multiple segments.

The **fare_source** attribute identifies the IATA code for the fare source or GDS.

The **categories** attribute identifies the standard UPA categories from which you will obtain the Reassurance UPA information: **brand** and **promotion**.

The **segments** key includes the departure and arrival airport codes, the IATA code for the carrier, the flight number, the departure date, and cabin ID. Cabin IDs are as follows: 1=ECON, 2=PREM ECON, 3=BIZ, 4=FIRST.

Example response

This portion of the response identifies the links to one of the photos associated with this particular Reassurance UPA. This includes a thumbnail instance of the image, a medium-sized square instance of the image, and large instance of the image.

You'll also notice that this photo has been assigned an identification number: **"id": "13609"**.

```
{
  "type": "photo",
  "id": "13609",
  "attributes": {
    "thumb_url": "https://d13cihc9138cdj.cloudfront.net/photos/e21f5660-da7a-42b4-8954-6861ac85f801/square_thumb/AA_R-UPA-planes.png?channel_id=y3g15qdl",
    "medium_square_url": "https://d13cihc9138cdj.cloudfront.net/photos/e21f5660-da7a-42b4-8954-6861ac85f801/large_square_thumb/AA_R-UPA-planes.png?channel_id=y3g15qdl",
    "large_url": "https://d13cihc9138cdj.cloudfront.net/photos/e21f5660-da7a-42b4-8954-6861ac85f801/large/AA_R-UPA-planes.png?channel_id=y3g15qdl",
    "url": "https://d13cihc9138cdj.cloudfront.net/photos/e21f5660-da7a-42b4-8954-6861ac85f801/AA_R-UPA-planes.png?channel_id=y3g15qdl"
  }
},
```

Later in the response, we see that same identification number:

```
{
  "type": "photo_attachment",
  "id": "227924-13609",
  "attributes": {
    "caption": "Our aircraft are cleaned each day with EPA-approved disinfectant and we are providing hand sanitizer and sanitizing wipes for crew members.\n"
  },
  "relationships": {
    "photo": {
      "data": {
        "type": "photo",
        "id": "13609"
      }
    }
  }
},
}
```

This portion of the response provides the caption that is to be included along with the image. Additionally, it shows the ID number of the UPA that uses this photo: “id”:**227924-13609**”. Here, **227924** identifies the UPA.

Further down in the response, we see the code for **UPA 227924** that includes this photo, along with four other photos. This section of the response also includes the UPA headline, the UPA description, links to icons, and the call to action (CTA) text and CTA URL. You’ll also notice that this UPA was created using the Promotion category.

```
{
  "type": "upa",
  "id": "227924",
  "attributes": {
    "headline": "Commitment to your safety",
    "description": "We have increased access to sanitizing wipes and stations to ensure customer areas are kept clean and maintained. \n",
    "small_icon_url": "https://d13cihc9138cdj.cloudfront.net/icons/53b84653-5c9b-4367-b29a-7a436154bbff/small/same-day-change.png?channel_id=y3g15qdl",
    "large_icon_url": "https://d13cihc9138cdj.cloudfront.net/icons/53b84653-5c9b-4367-b29a-7a436154bbff/large/same-day-change.png?channel_id=y3g15qdl",
    "cta_text": "",
    "cta_url": "",
    "categories": [
      "promotion"
    ],
    "fees": []
  },
  "relationships": {
    "photo_attachments": {
      "data": [
        {
          "type": "photo_attachment",
          "id": "227924-13611"
        }
      ]
    }
  }
},
}
```

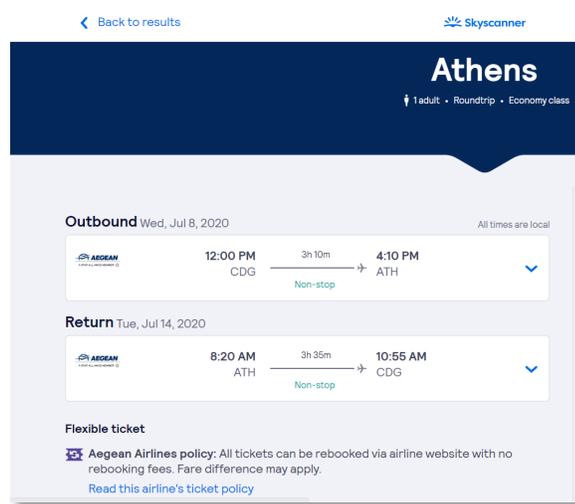
```
{
  "type": "photo_attachment",
  "id": "227924-14288"
},
{
  "type": "photo_attachment",
  "id": "227924-13609"
},
{
  "type": "photo_attachment",
  "id": "227924-13614"
},
{
  "type": "photo_attachment",
  "id": "227924-13613"
}
]
},
"video_attachments": {
  "data": []
},
"tour_attachments": {
  "data": []
}
}
},
```

Choosing what to display

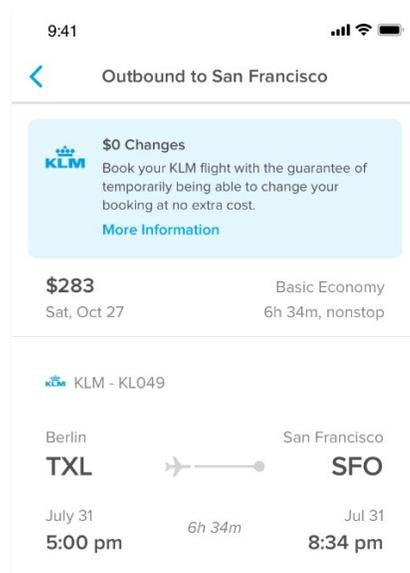
While channels may include both the Reassurance UPA image and caption, it is not necessary to include both. If the images will not fit in your flight results screen, you have the option to present only key textual information. This may include the headline, description, call-to-action (CTA) text, and CTA URL. Below are two examples where the text of the UPA is used, but not the images.

Note: While you can use any combination of these elements that you'd like, we do not recommend using the headline by itself, because the headline frequently relies on the description to explain the real content of the UPA.

Here is an example from a desktop computer. The UPA text appears below the flight results. There is a headline and a description, as well as a CTA link. No images are presented.



This example comes from a mobile device. Here, the UPA information displays above the flight information. This includes the UPA headline, description, and CTA link.



Updates and caching

The content for the Reassurance UPAs may come directly from the airline, or it may be manually sourced by ATPCO. In the cases where this information is manually sourced, ATPCO tracks and updates this content daily, using airline websites and industry news as a resource. These updates then go out to the channels the same day.

As with other UPAs, ATPCO recommends implementing active API calls, not caching any Reassurance UPA data. Because of changing quarantining rules, Reassurance UPA data has become increasingly based on the routes, and not the airlines in general. Caching this information may result in incomplete or inaccurate information being provided to customers.

In the example shown here, the Reassurance UPA is targeted by departure and arrival airport, and not for the airline in general.



Navigating this difficult time
Please be advised of Hawaii's current 14-day quarantine restriction for all incoming visitors and returning residents.

Permissions and approvals

Most airlines do not require any special permissions to access their Reassurance UPA content. The following airlines (listed by IATA code) do require approval per channel:

DL JQ 3K GK LH LX OS QF

Please contact your Channel Retailing Account Lead directly or reach out to [ATPCO Support \(https://atpco.service-now.com/\)](https://atpco.service-now.com/) to request access to content for these particular airlines.