



atpco
routehappy



**Next Generation
Storefront:**
A new data-driven standard
for flight shopping



NEXT GENERATION STOREFRONT™



The Next Generation Storefront™ (NGS) is an industry initiative to enhance airline retailing capabilities across all channels. NGS is a data-driven standard that establishes a core set of capabilities to simplify flight shopping and drive confidence through consistent, impartial, and reliable data.

BETTER FLIGHT SHOPPING FOR EVERYONE

The NGS standard empowers airlines to visually express their unique products and brand promises directly to travelers.

Channels employ these standards to consistently integrate content into modern, compelling shopping displays.

For travelers, the standards mean that a mother of three in New York can find the options she needs for the perfect flight for her family holiday, while a business traveler in Singapore can purchase the exact flight that enables her to confidently finalize a presentation while enjoying a glass of wine in her private suite.

HOW IS THE NGS STANDARD BEING DEVELOPED?

Acting as an independent and impartial third party, ATPCO is guiding the industry toward a standard that translates complex data into content that enables travelers to purchase the flights that best match their unique needs. Representatives from airlines, channels, and GDSs have come together in rigorous NGS Advisory Group and Working Group meetings to help create the NGS standard.



PROVEN POTENTIAL: INGS IN ACTION

Several channels have participated in successful trials as the NGS standard continues to be finalized. The trial results indicate the revolutionary potential and power of NGS and its ability to completely disrupt the flight shopping experience.

The first trial produced a 62% increase in premium bookings. A second, independent trial that included NGS yielded a 33% increase in overall bookings.

62%
increase
in premium
bookings

HNL → DEN		1	2	3	4	5	6
Precious Air							
8:45 AM	9:53 PM	9H 08 M	BASIC ECONOMY	ECONOMY	STARTING FROM	PREMIUM	Mixed Cabin*
HNL PA171 SLC PA2934* DEN			\$342	\$432	\$516	Not Offered	PRECIOUS BUSINESS \$950
6H 09M 1H 33M 1H 28M							
Flight Detail	*PA2934 operated by PowerJet						Mixed Cabin* PRECIOUS FIRST \$1,109
Poseidon Airlines		6H 35 M	BASIC	ECONOMY EXTRA	ECONOMY EXTRA Refundable	ECONOMY EXTRA Refundable +1 Bag	Mixed Cabin* BUSINESS \$1,060
9:10 AM	2:37 PM		\$490	\$516	\$616	\$636	FIRST Not Offered
HNL PJ68-97 DEN							
Nonstop							
Flight Detail							
Speedy Fly		8H 34 M	BASIC ECONOMY	MAIN CABIN	PREMIUM	COMFORT	Mixed Cabin* POWER CLASS
7:00 AM	7:34 PM		\$379	\$490	Available Post Purchase	\$692	Sold Out Sold Out
HNL SF356 LAX SF753 DEN							
5H 25M 48M 2H 23M							
Flight Detail							
PowerJet		11H 13 M	ECONOMY LIGHT	MAIN CABIN	PREMIUM ECONOMY	PREMIUM PLUS	BUSINESS PREMIERE
8:00 AM	11:13 PM		\$425	\$532	Not Offered	\$780	\$1,257 \$1,545
HNL PS820 SFO PS174 DEN							
4H 59M 3H 46M 2H 28M							
Flight Detail							

Creating harmony among travelers, airlines, and channels, the NGS standard optimizes traveler delight while increasing industry revenue.

HNL ✈ DEN	1	2	3	4	5	6
Precious Air						
8:45AM	9H 08M					
HNL PA171 SLC PA2934* DEN	6H 09M 1H 31M 1H 28M	\$342	\$432	\$516	Not Offered	Mixed Cabin* \$950 Mixed Cabin* \$1,109
Summary	*PA2934 operated by PowerJet					
Flight 1 of 2 Precious Air	BASIC ECONOMY	ECONOMY	ECONOMY EXTRA	PREMIUM	PRECIOUS BUSINESS	PRECIOUS FIRST
Honolulu, HI (HNL) to Salt Lake City, UT (SLC)	Seat Pitch/Type Standard (31")	Standard (31")	Above Avg Legroom (34")	N/A	Full Flat Seat	Private Suite
Flight Number PA171 Duration 6H 09M	Advance Change Not allowed	For a fee	For a fee	N/A	For a fee	Free
Depart 8:45AM Arrival 6:54PM Less	Seat Selection At check-in	For a fee	Anytime	N/A	Anytime	Anytime
	Checked Baggage For a fee	For a fee	For a fee	N/A	2 Free	2 Free
	Carry on Allowance 1 Personal item	1 Free & Personal item	1 Free & Personal item	N/A	1 Free & Personal item	1 Free & Personal item
	Refundability Not Refundable	Not Refundable	Not Refundable	N/A	Refundable for a Fee	Refundable
	Wi-Fi Basic web browsing \$	Basic web browsing \$	Basic web browsing \$	N/A	Streaming \$	Streaming
	Entertainment Overhead	Overhead	Seatback	N/A	Pre-downloaded	Streaming
	Power & USB USB	USB	Power/USB	N/A	Power/USB	Power/USB
	Food Light Meal	Light Meal	Light Meal	N/A	Meal	Premium Meal
	Beverage Free	Free	Free	N/A	Free	Free
	Boarding Last	Standard	Standard	N/A	Priority	Priority
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HELP BUILD THE RETAILING STANDARDS THAT WILL REVOLUTIONIZE FLIGHT SHOPPING.
JOIN THE NGS WORKING GROUP.

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