



## THE FOUNDATION OF MODERN RETAILING

### ALLOW US TO INTRODUCE OURSELVES

### WHAT WE DO

#### PRICING CONTENT

**318 million** fares on our database

**15 million** changes processed daily

**5.3 billion+** fare changes processed in 2023

**1.3 billion** average daily subscription records sent

**ATPCO is the foundation of modern airline retailing, enabling the airline industry to get the right offer to the right customer at the right time.**

Owned by airlines, ATPCO blends reliable data and systems with innovative technology to create value for everyone. Dedicated to the success of the airline industry, ATPCO develops innovative solutions that anticipate future marketplace needs while supporting the ecosystem transformation required to get there.

**Hundreds of airlines use our premier pricing tools to create offers that are displayed consistently everywhere people buy flights. No matter how offers are created, our data and standards enable innovation for the whole industry.**

#### DYNAMIC PRICING

**50+ airlines** already implemented optimized pricing via the ATPCO infrastructure

**25+ airlines** currently participating in the Dynamic Offers Design Team

Industry goal: **80% of fares** dynamically created by 2026

#### ROUTEHAPPY

**400+ airlines** covered by Routehappy content

**90% coverage** of available seat miles for Amenities and UTAs

**43 million hits** to the Routehappy API each day



**+1-917-460-6293 | mhumphries@atpc.net**

Call or email Megan Humphries to set up interviews and find out more about ATPCO.



## LOGO GUIDELINES

### PROPER LOGO USE

To ensure that the logo is free from visual distraction, a clear space has been established. This clear space, which is the area surrounding the logo, must be kept free of text or graphic elements.

The logo should only be used in full color or reverse. The reverse logo should only be used on solid black, or the solid brand primary and secondary colors. If using the reverse logo on an image background, ensure the logo is legible and the background is not overly complex.

### WHERE TO DOWNLOAD

Full color [EPS](#) | [PNG](#)  
White [EPS](#) | [PNG](#)

### HOW TO SAY IT

In speech, ATPCO is pronounced A-T-P-Co.

An area of protection the height of the T in ATPCO has been defined (as shown).



atpc@ atpc@



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