



Rich Content

# Differentiate your shopping displays and better present airline products, boosting conversion and upsell

## ATPCO Routehappy Rich Content

is a one-stop shop for useful, visual information about the benefits and restrictions of the services that passengers purchase. The trusted ATPCO systems provide the foundation to sell à la carte ancillary products or to bundle fares and benefits for upsell. It is the world's only airline-owned and IATA NDC-supporting rich content provider.

## WHAT IS RICH CONTENT?

Our Rich Content has five standardized content types: Amenities, Universal Ticket Attributes (UTAs), Universal Product Attributes (UPAs), Optional Services, and Branded Fares.



### Amenities

Comprehensive flight amenities data helps you display precise information about a passenger's on-board experience. Our seat amenity data can be presented as infographics for easier shopping.

- Seat
- Aircraft
- Layout
- Wi-Fi
- Power
- Entertainment
- Food
- Beverages

### Universal Ticket Attributes (UTA)

UTAs are standardized, easy-to-integrate fare benefits and restrictions sourced from ATPCO fare filings, Branded Fares, and Optional Services and then translated into consumer-friendly merchandising content.

- Advance change
- Cancellation
- Same-day change
- Checked bag allowance
- Carry-on allowance
- Seat selection
- Upgrade eligibility
- Check-in priority
- Boarding priority
- Lounge access

### Universal Product Attributes (UPA)

Bring unique airline products and services to life by showcasing photos, graphics, videos, and tours with captions and descriptions. UPAs are highly targeted by aircraft, cabin, route, time of day, fare, and more, giving consumers and agents real merchandising content while they shop.

### Optional Services

Optional Services, including Baggage Allowance and Charges, is the most comprehensive industry database of pricing data for airline ancillary services such as seats, baggage, in-flight entertainment, lounge, and meals. It's industry standard-compliant, easy-to-integrate, relevant data any way you like it.

### Branded Fares

The Branded Fares dataset contains airline policies for organizing their fares into commercial products with clearly specified conditions, benefits, and restrictions. Include Branded Fares in your shopping display to help create upsell opportunities and grow your revenue.

## A SINGLE SOURCE OF AIRLINE-APPROVED CONTENT

Rich content is essential for modern flight shopping. Without relevant descriptive and visual content by product and fare, consumers are confused by their ever-expanding options. ATPCO Rich Content seamlessly merges the industry's most reliable, comprehensive fare data with consumer-friendly, standardized merchandising content.

Our airline-approved content types are available to showcase on your channel

### Sales channel subscribers

		Amenities	UTA	UPA
6	GDS	4	4	6
23	Corporate	22	22	22
32	OTA	32	20	26
22	Meta	22	9	11
8	Airline Direct	8	6	7
11	NDC	0	0	11
102		88	61	83

## RICH CONTENT IN ACTION

No matter what sales platform you operate—GDS, NDC, OTA, metasearch, corporate—let us help you connect, communicate, and upsell to your customers with comprehensive, engaging, and vibrant rich content.

### Airline data coverage by Rich Content type

22	UPAs
423	UTAs
297	Amenities
117	Branded Fares
416	Optional Services

## HOW DO I GET STARTED?

### Subscribe today

Begin your rich content journey with a subscription to ATPCO Rich Content, which will allow you to showcase our airline-approved content on your channel. There are subscription tiers to suit all programs. Whether you're a metasearch, GDS, corporate, or OTA, you can benefit from one or all of our rich content types.

**BEGIN YOUR RICH CONTENT JOURNEY WITH US.**

Email [letsconnect@atpco.net](mailto:letsconnect@atpco.net) to see how easy it is to get started.