Ancillary Service Fees

ATPCO’s efforts to achieve transparency

atpco routehappy

ATPCO **Role/ Position**

ATPCO's purpose is to provide standards and data to enable airlines to get their offers to all points of sale throughout the world.

ATPCO provides key ancillary information for nearly 400 airlines worldwide including all US based airlines.

ATPCO and the airline industry has worked diligently to enhance the industry capabilities so that all technology companies have the ability to display accurately what is included in an airline offer.

We have done this for both airlines that wish to utilize **NDC** and those that wish to utilize **traditional distribution**:

- The current NDC standards have the capability to communicate what an airlines has included in its offers.
- In traditional distribution, ATPCO has standards for what is included in the offer and a robust data supply for the use in the process.

ATPCO and the airlines have a formal council and design groups focused on any new type of ancillary and expanding the standards and data supply to make sure these evolve and continue to meet industry needs.

Airlines have used ATPCO as an industry utility to pass detailed policy content to consumer-facing channels for decades. Over time, this has evolved from fares, to rules (like change and refund), to fees, taxes, baggage, ancillaries, and most recently rich content amenity and graphical data to show product availability based on scheduled flights.

The mechanics are as follows – a 50+ year organic network economics model:

Airlines around 400 of them - “file” their policy data with ATPCO in prescribed standard formats

ATPCO distributes (pushes) the data to *large pricing and shopping engines* – including GDSs and the largest OTAs

Those **large pricing and shopping engines** process the data according to ATPCO proprietary standards to produce a priced product and present it via their agency desktop, or API to *consumer facing sites*

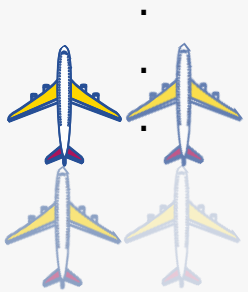
Consumer facing sites (including airline web sites) present that data in innovative ways

This model relies on **airlines** to “file” their data and subscribers – **large pricing and shopping engines** – to receive and process the data according to industry-agreed ATPCO proprietary standards, which they generally do.

Display is not prescribed by ATPCO in standards – but ATPCO supplies data, including rich content (Routehappy) that helps channels to display amenities and policies in a consistent and transparent way.

Airline 1

Airline 2



Airline 400

- Fares
- Rules
- Routings
- Fees
- Ancillaries/Brands
- Baggage
- NGS attributes (16)

IATA

Taxes

Other

Schedules, sales data, BIN etc.

Routehappy content

Amenities
Universal Product Attributes
Universal Ticket Attributes

ATPCO API (“pull” subscriptions)

Routehappy content

ATPCO “push” subscriptions

Fares, rules, fees etc.
Routehappy content

Note: most OTA and channel data is not visible to ATPCO and is sourced to the channel by technology providers who aggregate the data and put it together using ATPCO data and proprietary standards. The exception is Routehappy content which channels can source via API from ATPCO.

Online Travel Agencies & Other channels/sellers

GDS API (“pull” subscriptions)

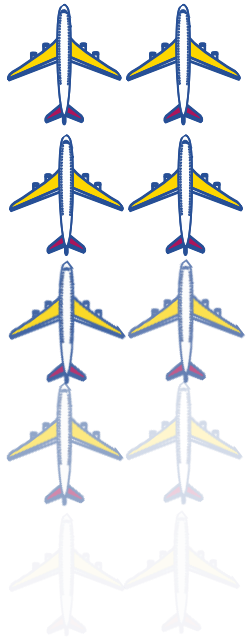
Technology providers & Airlines

Note: these technology providers are the large pricing and shopping systems (e.g., Amadeus, Google, Sabre, Travelport), but include some instances of the largest OTAs (e.g., Expedia, Trip.com (former Ctrip) who put the data together themselves.

atpco routehappy

Numbers of airlines “filing” their policies with ATPCO

Text change and refund and penalty (Category 16)	389
Automated Voluntary Changes (Category 31)	285
Automated Voluntary Refunds (Category 33)	266
Checked Baggage Policies	380
Carry-on Baggage Policies	358



Subscribers to this data include Amadeus, Expedia, Google, Sabre, Travelport, Travelsky and more – all large pricing, shopping, travel retail, and passenger services systems as well as airline revenue accounting and airline revenue management systems.

amadeus Expedia Google Sabre TRAVELPORT 中国航信 TravelSky

atpco routehappy

In 2018, some of the largest airlines recognized the need to give more “color” to consumer comparative shopping for airline products. This effort was entitled “Next Generation Storefront”. The goal – to shift the norm from price and schedule shopping, to a richer attribute comparison shopping experience for the consumer based on shop-relevant attributes, comparable across airlines – a true product catalog.

Next Generation Storefront

Airlines already “file” this information with ATPCO, and ATPCO already distributes it to large pricing and shopping engines. ATPCO took the following consensus approach to propose and publish a standard method for shop filter:

- Identify attributes that are critical to comparison shopping and are “binary” (available or not)
- Prescribe through existing ATPCO standards how each system can identify
  - The attribute is available or not on the flight, and in the offered airline product
  - If available, the attribute is chargeable or not
- “Critical attributes” include advance change, refundability, checked baggage, carry-on baggage, ancillaries and more
- Monitor adoption by major pricing systems over time – and adoption has been highly positive at the technical level

Note that channels have access to the data – through pricing engine API or through ATPCO Routehappy API – but innovation in display is clearly the domain of the channel (i.e., how to show the information on any given consumer-facing site). Large pricing engine subscribers to ATPCO “raw” data content also have control over their own API products by which they offer this policy data to channels. The number of channels subscribing to at least one Routehappy API is around 50.

The ATPCO Offer Presentation Council has a Design Team reporting to it for Modern Airline Retailing Attributes (Next Generation Storefront).

ATPCO's approach was to – by consensus – publish a proprietary standard showing how each of 16 critical shop attributes can be processed through data supplied to ATPCO by airlines, to show:

1. The attribute is available in the airline product being shopped
2. For available attributes, they are chargeable or free with the airline product being shopped

These attributes (with number of airlines "filing" each binary attribute in parentheses – Amenities are collected by ATPCO and have high coverage as a result):

- **Baggage:** checked baggage (380), carry-on allowance (358)
- **Seats:** advance seat selection (162), seat type, seat pitch, seat width, all aisle access
- **Airport**: priority boarding (88), lounge access (100)
- **On board (amenities):** entertainment, food, beverage, power, wi-fi
- **Flexibility:** refundability (266), advance change (285)

These are in the process of adoption as shop filters by the largest technology providers in the world (Sabre, Amadeus, and Travelport are well on the way to 100% adoption).

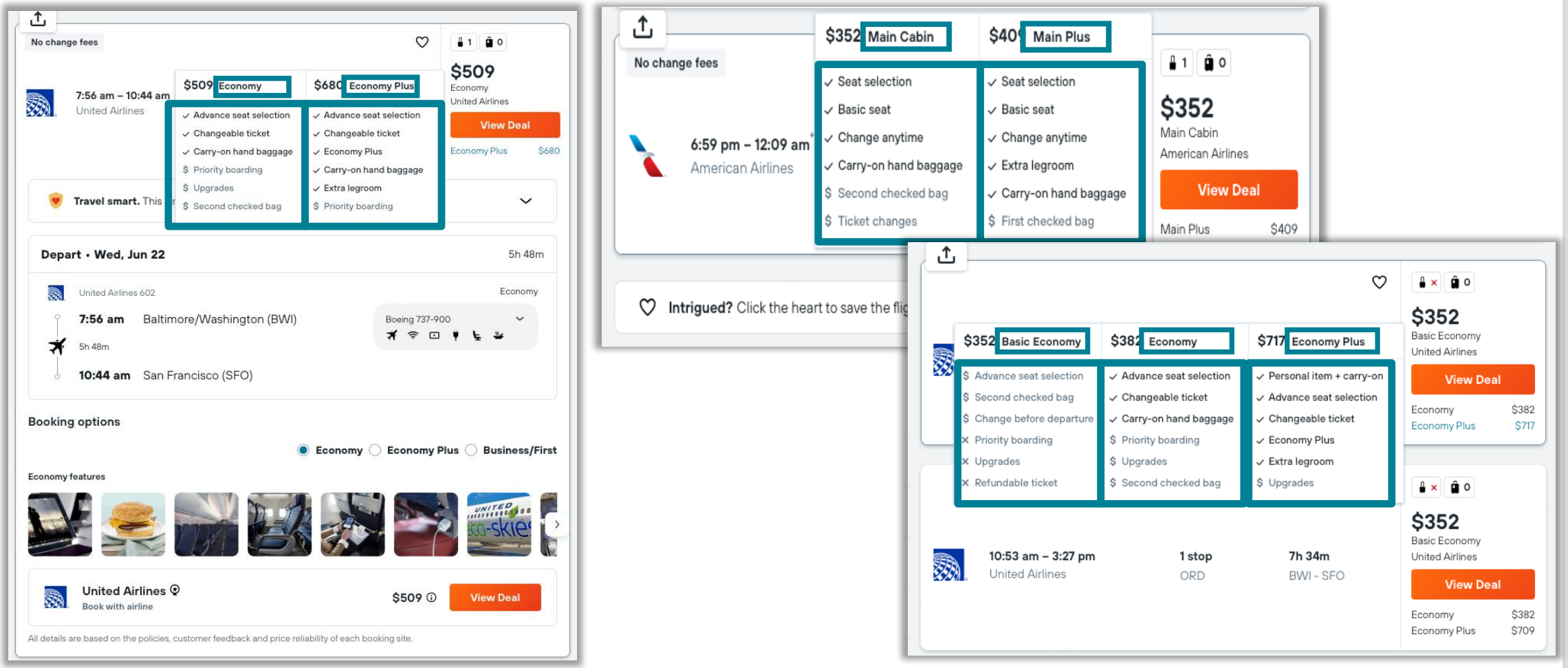
Participants in the design team include: Accelya, Aeromexico, Air Canada, Air France/KLM, Amadeus, American Airlines, Air Canada, British Airways, CTW, Datalex, Delta Air Lines, DXC, Expedia, Google, PROS, Sabre, Singapore Airlines, Sirena Travel, Southwest Airlines, Qantas, Travelport, Travelsky, United Airlines, Virgin Atlantic Airlines, and Westjet

atpco routehappy

Examples of how it is shown today

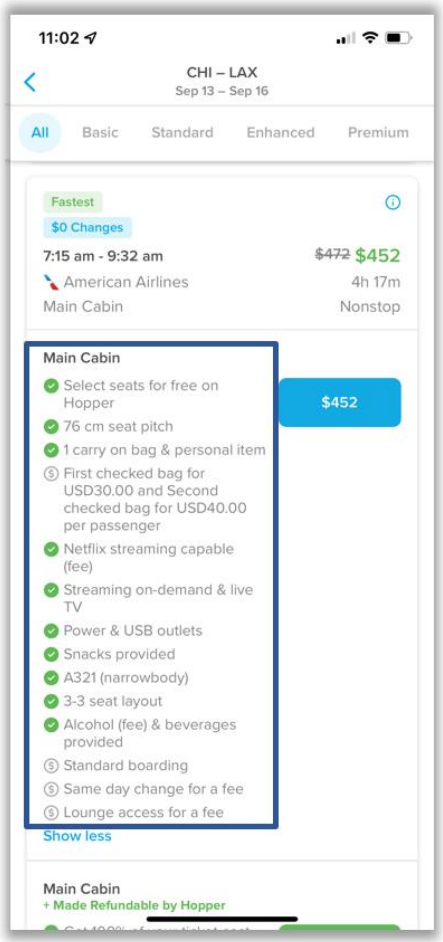
atpco routehappy

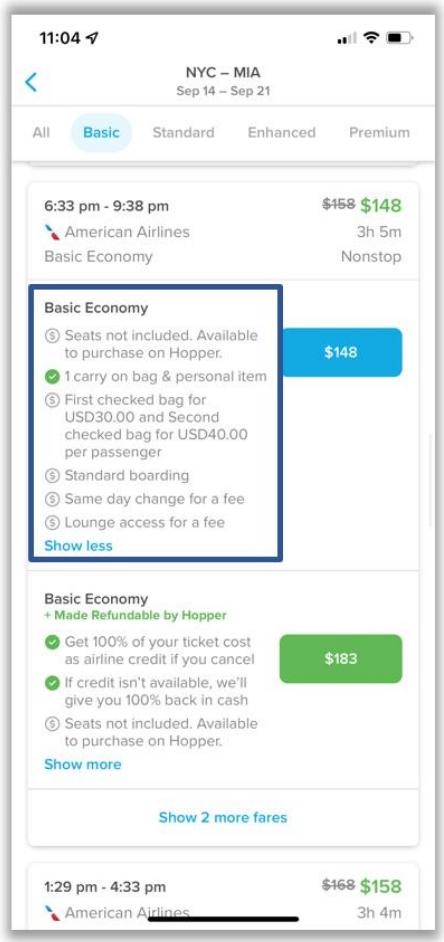
KAYAK

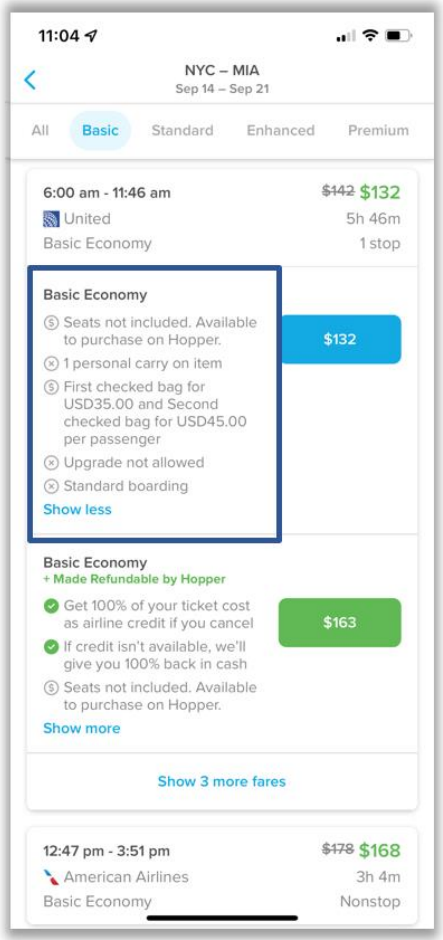


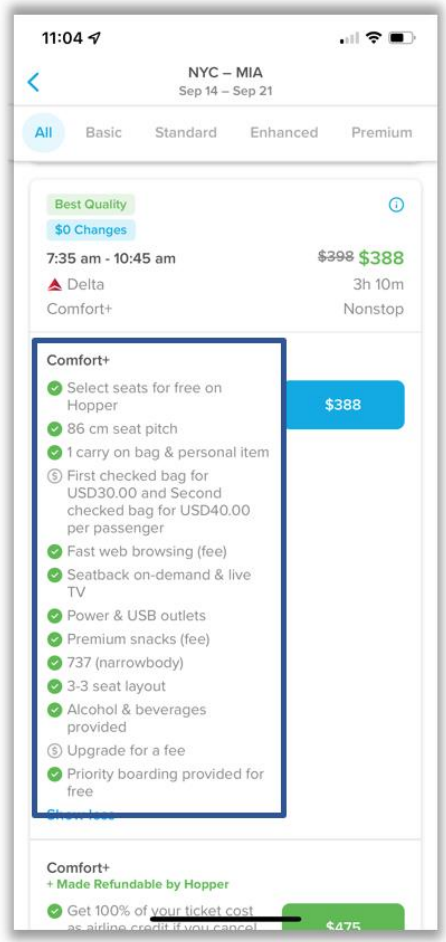
atpco routehappy

hopper









atpco routehappy