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## **Infrastructure in place to display ancillary services in an estimated 90 percent of travel sales channels**

*Washington, DC, USA – 13 October 2010* – ATPCO is pleased to announce that the infrastructure is now in place to display airlines' Optional Services data in an estimated 90 percent of all sales channels worldwide. This development will enable airlines to clearly communicate their service offerings to potential customers, generating interest in their services and stimulating sales. Passengers will also be able to quickly and efficiently determine their total travel costs, including any value-added services they may wish to purchase, through almost all points of sale.

“ATPCO’s Optional Services, as an industry-standard solution, makes it possible for airlines to present customized and branded ancillary offerings in all channels, including the GDS-driven portals through which about 53 percent of global travelers are booking,” said Rolf Purzer, ATPCO’s Chief Marketing Officer. “With the infrastructure advancements by ATPCO’s system partners, the industry moves a step closer to full implementation of an end-to-end solution that will allow travelers to both shop for and purchase ancillary services in every sales location.”

Amadeus, Datalex, ITA Software, Sabre and Travelport all have announced the ability to accept and display ATPCO Optional Services data. Details about these systems’ Optional Services capabilities, such as shopping or booking, are provided in their statements below.

As the industry-designated leader in ancillary services standards, ATPCO supports all efforts to find solutions for managing the latest travel frontier. Today nearly two dozen airlines are testing their ancillary services data within Optional Services. ATPCO also engages with organizations, such as IATA, Open Travel, Open AXIS Group and NBTA, to foster the growth and development of industry solutions for ancillary services that support the diverse goals of airlines, passengers, and other travel industry groups.

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## **Amadeus**

Amadeus has been pioneering the sale of ancillary services since 2006. In July 2010, Amadeus implemented Amadeus Ancillary Services based on ATPCO data and the Electronic Miscellaneous Document (EMD) standard. It enables airlines using ATPCO's Optional Services product to display and sell their ancillary services through all sales channels: via their ticket offices, on their Web sites and in the travel agency channel. Using this solution, travel agents can view airlines' ancillary services and actually sell these services, which are reported via BSP. The solution is currently being used by Corsairfly to make its ancillary services progressively available to all travel agencies in France. For service fulfillment, Amadeus Ancillary Services supports EMDs as well as virtual Miscellaneous Charge Orders. In September 2010, Amadeus delivered a major evolution of its low-fare search tools to enable travelers to view ancillary services in the results of their low-fare search.

## **Datalex**

*"We have been actively involved with ATPCO Optional Service Forums and Working Groups since their inception and applaud their support and expediency in enabling optional services through the ATPCO system. Datalex support ATPCO Optional Services standards where they simplify process and enhance revenue opportunity across direct and indirect sales channels." Ornagh Hoban, VP Marketing and Strategy*

Datalex has implemented support for ATPCO Optional Services (OC) data, inclusive of Automated Baggage Rules and Ancillary Fees. Datalex will continue to work with ATPCO to help define and implement evolving automated baggage rules toward and beyond April 1, 2011. Datalex started enabling the shopping and booking of baggage fees and seat fee ancillaries for its airline customers in 2005. Since then, the TDP Merchandising Platform has evolved to enable the growth of ancillary revenues for its airline customers worldwide. This centralized system permits the airline to define and personalise ancillary product pricing for hundreds of ancillary offerings across multiple channels: web, mobile, call centre, ticket office and direct B2B distribution.

## **ITA Software**

*"ITA is committed to supporting industry standards like ATPCO Optional Services and delivering technology solutions that enable more flexible and effective merchandising programs."*  
*James Russell, Vice President, Pricing and Shopping, ITA Software*

In November 2008, ITA Software enhanced QPX, its airfare pricing and shopping system, to accept ATPCO's automated Optional Services data. Since then ITA has been working closely with its airline partners to test optional services data in the S5 and S7 records as part of QPX's shopping and pricing service. ITA also provides a custom mechanism and extensions for customers with unique needs, allowing customers to use both ATPCO filings and custom extensions.

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## **Sabre**

*“Sabre has been an industry leader in the marketing, shopping and selling of airline ancillary products and we’ve done so in a way that meets the needs of everyone in the travel industry,” said Chris Kroeger, senior vice president, Sabre Travel Network Marketing. “ATPCO has been an important, long-time collaborator in developing efficient solutions like Optional Services and we look forward to continuing our work with them to achieve technology standards needed to keep the travel industry healthy.”*

Sabre was among the first global distribution systems (GDS) to launch the sale of airline ancillary products and services in the direct and indirect sales channels. And now, Sabre offers Sabre Air Total Pricing, which brings transparency and clarity to travel shopping by displaying airline ancillary fees. Exclusively offered through the Sabre GDS, travel agents – including both travel management companies and online travel agencies – worldwide can now view specific air ancillaries based on their customer’s preferences, provide a summary of ancillary fees, and access ancillary charges based on a passenger’s frequent flier status. This enhanced shopping capability helps agents and travelers quickly and efficiently comparison shop for the best value and services they may require for their specific trip. Sabre Air Total Pricing uses Optional Services data distributed through ATPCO and data that Sabre manually gathers from carrier Web sites where airlines are not providing their data to ATPCO.

## **Travelport**

*“Travelport recognizes the importance of the ATPCO Optional Services product as a means to enable display, shopping and fulfillment of airline ancillary services. Travelport systems are already able to display ATPCO Optional Services, and travel agencies will be in position to sell and fulfill optional services in advance of known carrier readiness. We look forward to additional carrier filing and continued industry momentum.” Sally Balcombe, chief marketing officer of Travelport*

Since June 2010, Travelport systems have been able to display ATPCO Optional Services and in the coming months Travelport connected agents will be able to sell and fulfill optional services. Travelport’s flexible EMD hosting service for airlines, available today and built to industry standards, processes, manages and stores data required for online and interline EMDs. Travelport is leveraging the expertise and technology gained through the development of our industry leading E-Ticket database and Travelport Interchange™ technology to provide industry first airline IT features such as full interchange functionality for the EMD.

The release of the Travelport Universal Desktop will provide further capabilities, including the ability to select product attributes such as bags and seat selection to be included as part of the shopping process, comprehensive product descriptions including brands and photos, supplier defined up-sell rules, and increased advertising and promotional opportunities. Travelport Universal Desktop will give travel agencies the information they need to efficiently enable access to, and booking of, ancillary services.

## **About ATPCO**

*ATPCO is the world leader in the collection and distribution of fare and fare-related data for the airline and travel industry. Its products and services organize fares into established formats that seamlessly integrate with global distribution systems, pricing systems, computer reservation systems, governments and related travel organizations. By providing these solutions for the travel industry, ATPCO creates efficiencies in the overall fare management process. ATPCO currently works with more than 460 airlines and carriers worldwide, and it supplies more than 99 percent of the industry’s fare data to all the major airfare pricing engines.*

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