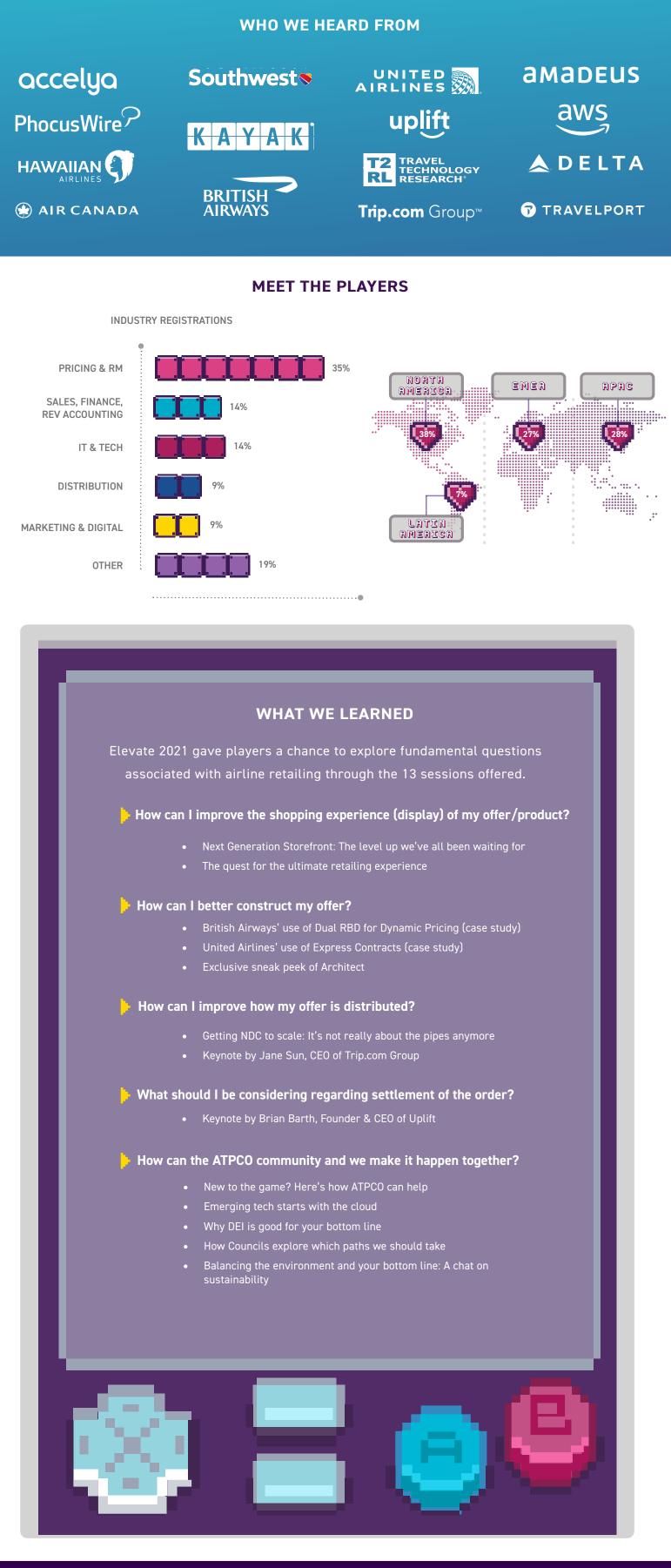
It was game on at Elevate 2021 as we joined together in a global forum of airlines, sales channels, and technology innovators to discuss the future of airline retailing, including next-generation shopping, distribution, offer management, dynamic pricing, emerging technologies, and more.

atpco



## **NEXT GENERATION STOREFRONT:** THE LEVEL UP WE'VE ALL BEEN WAITING FOR

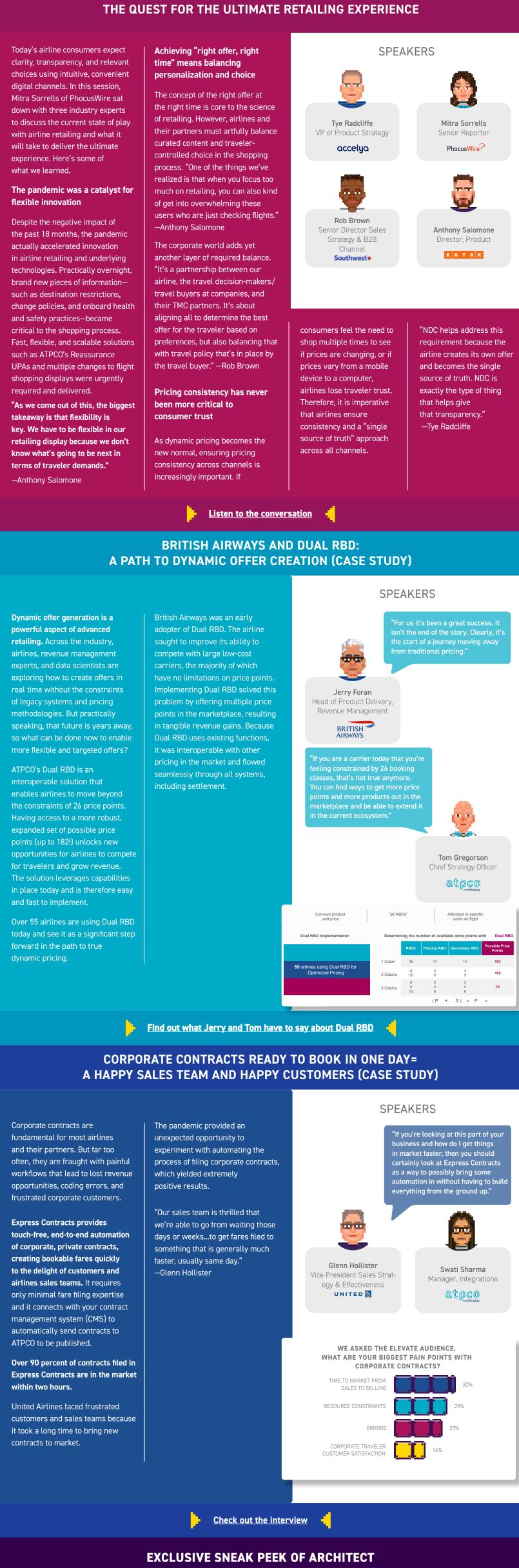
**SPEAKERS** Despite recent advances in airline NGS also supports the concept of shelves, which channels can use to retailing, the airline shopping experience is still limited compared "NGS is an ATPCO program designed organize different products in ways to allow flyers to shop for the product to other industries. ATPCO's Next that suit their customers. that they want in a way that feels Generation Storefront (NGS)™ is These data elements uniquely very much like what they do when solving this problem. define and differentiate an individual they shop for other products in other NGS is a program that levels up the airline's service or product, along industries." flight shopping experience, making with optional visual content. Here's it possible for travelers to shop for how it works: the products they want in a familiar, Airlines participating in NGS file modernized way. with or receive their data NGS has evolved significantly in the Seth Anagnostis Sophie Carkeek from ATPCO. past two years based on industry Head of Content Senior Content • Next, NGS channels bring airline Strategy Strategist feedback. Today's NGS is focused product attributes to life in the atpco atpco entirely on enabling innovation with form of inspirational shopping industry standards and reliable experiences. underlying data. Any channel that uses A core aspect of NGS is the ATPCO data and standards capability to shop by attribute and ncisco, CA (SFO) London Heathrow Air Thu, Oct 19 to Mon, Oct 23 to evolve beyond single comparison shop with accurate product shopping and enables and consistent results. Because the Ar Californi #857 consumers to shop for the LHR 10:55 am SFO 1:50 pm \$3964 • Lie flat seat data comes from ATPCO, shopping humian Goroany \$1285 \$ Cradie recimer (37" products they want is an results are more useful and NGS channel. 8 An Atlanta #105 contextual for the shopper. Airline Number Scorery \$1264 \$. Cradie recliner (27) \* 2 \* \* \* \* LHR 11:10 am -SFO 2:15 pm \$884 30" seat pitc NGS principles are live in product attributes are fundamental ----..... action today, as demonstrated ingredients to airline retailing and #1108 1 Star by a growing number of OTAs to the NGS program. SF0 2:25 pm LHR 11:20 am \$1745 \$Cradie recliner (201) \$4475 From \$964 529' seat pitch and corporate booking tools.

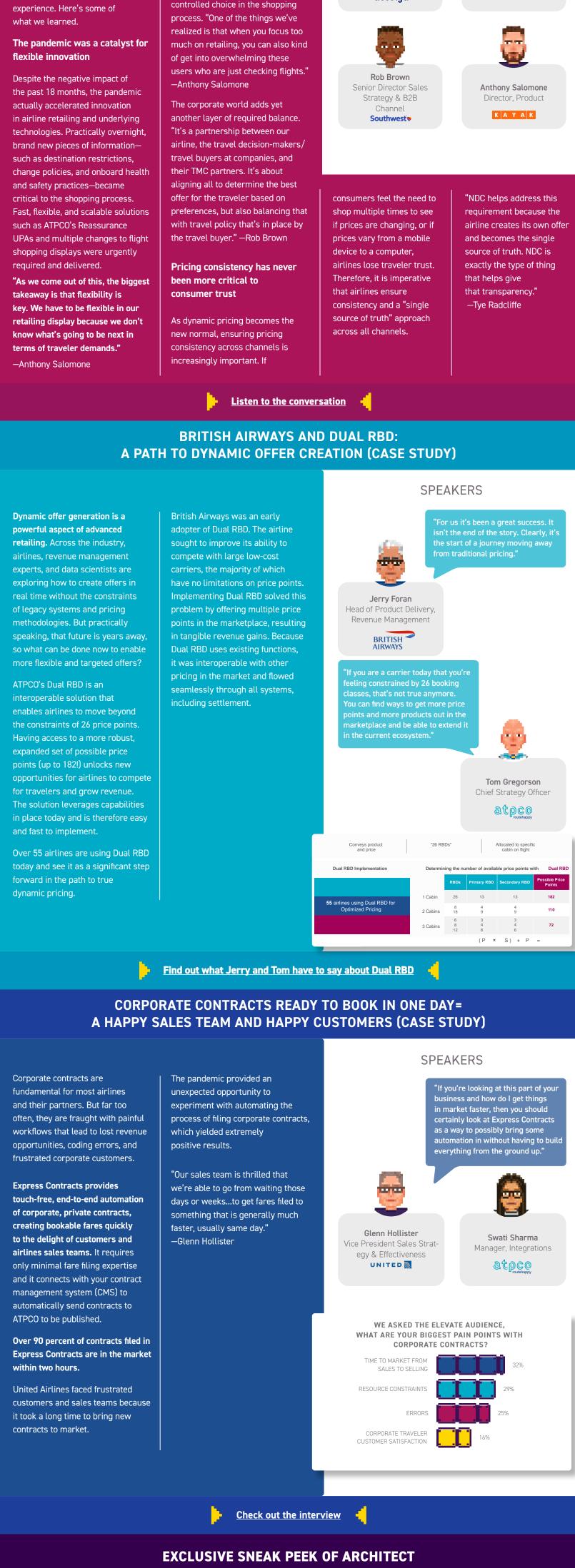
Are you ready to level up with NGS? Watch the video

## time" means balancing

The concept of the right offer at the right time is core to the science of retailing. However, airlines and

realized is that when you focus too much on retailing, you can also kind of get into overwhelming these users who are just checking flights." -Anthony Salomone





Data is the foundation of all airline pricing. But with advances in airline retailing and offer strategies, the volume of data in the marketplacethat airlines have to manage-is growing exponentially. How can airlines manage this flood of fare data?

Airlines need to respond quickly to the millions of competitive changes in markets every day, but it's virtually impossible for analysts to manipulate, analyze, and keep up with all that data.

With fare data exploding, automation is the only path forward.

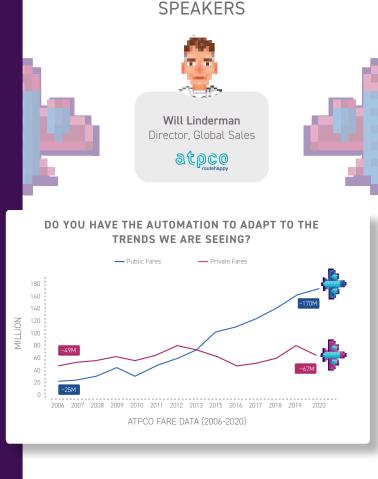
Architect is ATPCO's premiere pricing tool, providing the latest in automation, workflow simplification, and management of strategic pricing rules. The system offers a streamlined, efficient workflow

where analysts can make decisions and take actions on a single screen, be alerted of key market changes, and quickly determine and implement business rules automatically. Designed for flexibility, Architect's automation and functionality can grow with your

With Architect, your team can focus on managing strategies, not fares and mechanics. The result? Reduced complexity, increased pricing capabilities, and

airline's evolving market needs.

better decisions.



Contact us to watch the demo

**INTERVIEW WITH BRIAN BARTH, FOUNDER & CEO OF UPLIFT** 

How can airlines drive more leisure demand, conversions, and revenue? Easy customer financing can be part of the answer.

In this session, Alex and Brian talked about what's happening in the area of customer financing and payments, specifically buy now, pay later (BNPL).

BNPL is one of the fastest-growing areas of payments, serving suppliers and travelers alike. With BNPL, consumers can pay for a trip

over time using small monthly or weekly amounts without interest or late fees. Approval is handled instantly, making it possible to offer flexible payments without going through traditional credit bureau approvals. More than 60 percent of people in the United States have

tried BNPL, representing all age groups and demographics. BNPL offers a powerful new way to appeal to and increase demand in the leisure market for airlines and other travel suppliers. Travelers

the offer can lead to double-digit increases in conversion earlier in the funnel. "When you start thinking of it more as a marketing thing than a payment thing, you realize you need to get that messaging out because if they only see it at the last part hidden in checkout, it didn't influence their behavior, didn't influence what they chose to do and buy," observed Brian. "And so, as you bring it upstream and up funnel, that's where the real power of this is."

For suppliers offering BNPL, the results are compelling. According to Brian Barth, Uplift partners experience a 20 percent increase in checkout size. In addition, the appeal of paying later motivates shoppers to book earlier, which increases the booking window, making it easier for airlines to fill flights and manage load factors. BNPL also has a positive impact for revenue managers in that it serves as a segmentation tool to

know someone is a leisure traveler.

According to Barth, "what's really

marketing metrics."



who may have been putting off a

curious about this is that it starts off as payments but you end up in marketing. All the metrics, all the KPIs around buy now, pay later, are

People buy more, 20% more, as evident in checkout size.

People book 40% earlier, as seen through a longer booking window

**GETTING NDC TO SCALE: IT'S NOT REALLY ABOUT THE PIPES ANYMORE** 

Learn how BNPL works for airlines

NDC has moved well beyond its 2. Improved visualization in the **SPEAKERS** early days of commercial and shopping experience technical debates. The percentage Delivering a modernized shopping "The game has shifted from of direct connect (NDC) bookings in experience that effectively the indirect channel doubled from showcases airline offers is critical. five to ten percent during 2020, and ATPCO's Next Generation Storefront is projected to increase. is a program that addresses this Constituents across the value through data, standards, and chain agree: NDC is here. It is the Routehappy content. "NGS goes method by which airlines can most Tina Larson hand-in-hand with NDC. It's the Cory Garner effectively retail unique offers to Managing Director, Group Co-CEO & visualization component of NDC. So Distribution, Sales Strategy & Alliances consumers in indirect channels. President of Distribution now I have the pipe, I can produce The question is: how do we take TRAVEL TECHNOLOGY RESEARCH the product, I can distribute the NDC to its next level? In this product. Let's make sure the session, our panel of esteemed customer can interpret industry experts identified three key the product." requirements for NDC at scale. -Graham Wareham, ATPCO Three must-haves for NDC at scale: 3. Support for the end-to-end TMC (Travel Management 1. More differentiated Mark Ridley Jim Davidson Company) process Head of NDC [x] airline content Chief Product Officer Program amadeus The last mile for broad NDC accelya Differentiated airline content via adoption is closing the gaps compelling, relevant offers is the between existing systems and single biggest driver of new methods-and it's critical for NDC adoption. TMCs to serve their corporate Defining the "special sauce" of clients. "Some of the barriers we're the airline's offer is the heart of seeing now is the old and the new a successful NDC strategy. "Once working together. Because without we stopped comparing ourselves Graham Wareham that working together, we lose our Director, BD-NC & and we started focusing on what Partnerships billing system, our duty of care makes us unique and what's the atpco for the customer, all of which is value proposition that we bring to important on the business travel the table, that's where our strategy side, and that's what holding them really came alive." back. We need to get that end-to--Tina Larson, Hawaiian Airlines

> Check out the whole conversation **KEYNOTE BY JANE SUN, CEO OF TRIP.COM GROUP**

Jane Sun is one of the most powerful women in the world. In this session, Jane shared with Alex three high priorities for the industry's largest OTA. 1. Helping partners reach

**Chinese travelers** Chinese travelers represent the fastest-growing segment in the global travel market, accounting for 10 percent of the local GDP associated with tourists and tourism. Trip.com routinely works with its travel partners around the world to increase tourism from China.

Jane offered three suggestions for destinations and suppliers to grow business from Chinese travelers: 1. Make the visa application process easier and available online 2. Offer more direct flights from major cities in China

3. Have a Welcome Chinese program, including Chinese menu options and local language

speakers in hotels and call centers 2. Leadership and support during the pandemic and recovery Trip.com used a three-pronged approach to lead during the pandemic, focusing on customers, partners, and employees.

Jane explained, "When we went into the pandemic, our country locked down the borders to prevent the spread of this disease, so we stood up to give refunds to our customers before our partners promised our customers a refund. So we really put the best interests of our customers first."

end piece working." -Mark Ridley, Amadeus

Trip.com also established a billion-dollar fund to inject cash to help supply chain partners and implemented voluntary executive pay cuts, which allowed employees to keep their jobs during the slowdown.

Even during lockdowns, Trip. com took proactive steps to build pent-up demand for travel. The "Travel in the Cloud" program, for example, enabled travelers and their families to explore museums and destinations of other countries online and plan future travel. Jane anticipates that buying power

and demand will be strong as we emerge from the pandemic, and people will be ready to travel.

3. Building gender equality in the workplace Under Jane's leadership, Trip.com

has embraced bold, game-changing strategies for gender quality

Watch the interview

**SPEAKERS** I'm the only female CEO in a major internet company in China, so I feel tremendous responsibility to make sure our female employees are very much empowered. Jane Sun Alex Zoghlin Prisedent & CEO Trip.com Group atpco

in the workplace. Programs include free taxis for pregnant employees, education contribution when a child is born, flexible working hours, and covering the cost of freezing eggs for people who want to delay pregnancy while pursuing their careers and education.

and female empowerment

measures, more than 50 percent of Trip.com's workforce are women, more than 40 percent of the middle managers are women, and more than one-third of the executives are women. Jane observed, "we are very proud of our achievements, and we'll make improvements even further going forward."

As a result of these

NEW TO THE GAME? HERE'S HOW ATPCO CAN HELP

In 2021, there is no doubt that the game has changed for everyone in the travel industry.

As an airline-owned entity connecting airlines, systems, and sales channels, ATPCO plays a foundational role in the evolution of airline retailing, distribution, industry standards, governance, and collaborative innovation.

This session gave Elevate attendees a view into today's ATPCO and its unique place in the industry.

ATPC0 is

- A partner to over 600 airlines, systems, and channels • The industry source for airline
- pricing and shopping data, covering more than 90 percent of the world's flight schedules
- A supplier of essential infrastructure for the global airline distribution ecosystem
- A provider of industry standards and governance that ensure consistency and interoperability no matter what product is being sold,
- by whom, or in what channel Trusted as a neutral, airline-owned entity that exists to return value to the industry

## Where are you in your retailing journey?

ATPCO will meet you there and support your next-level goals.

The mission of airline retailing has never changed: delighting travelers results in more revenue and loyal customers. However, the way retailing happens is undergoing a

profound transformation. Airlines and channels alike are embracing new approaches to offer creation, shopping, pricing, distribution, payments, servicing, and settlement. And it's all playing out in a global, interconnected industry

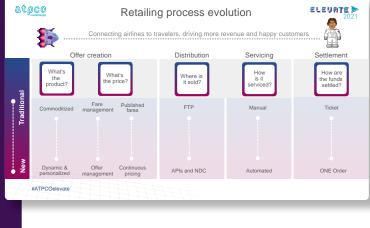
of travel suppliers, buyers, and channels. As a foundational player in this

industry, ATPCO supports all organizations no matter where they are in the journey to modernized retail. We are committed to delivering industry standards, governance, programs, technology, and leadership to propel our industry forward. Our design teams, Councils, and industry events provide unmatched opportunities for

global collaborative innovation.



**SPFAKERS** 



## Get the whole story

EMERGING TECH STARTS WITH THE CLOUD

What do dynamic pricing, digital transformation, airline retailing at scale, and omnichannel distribution

have in common? They are most often happening in the cloud! In this session, David and John

explored why a growing number of travel companies see the cloud as a way to accelerate innovation lower costs, and meet the changing demands of travelers.

According to David, the pandemic and subsequent recovery were something of a wake-up call for travel. "The breadth, the scale,

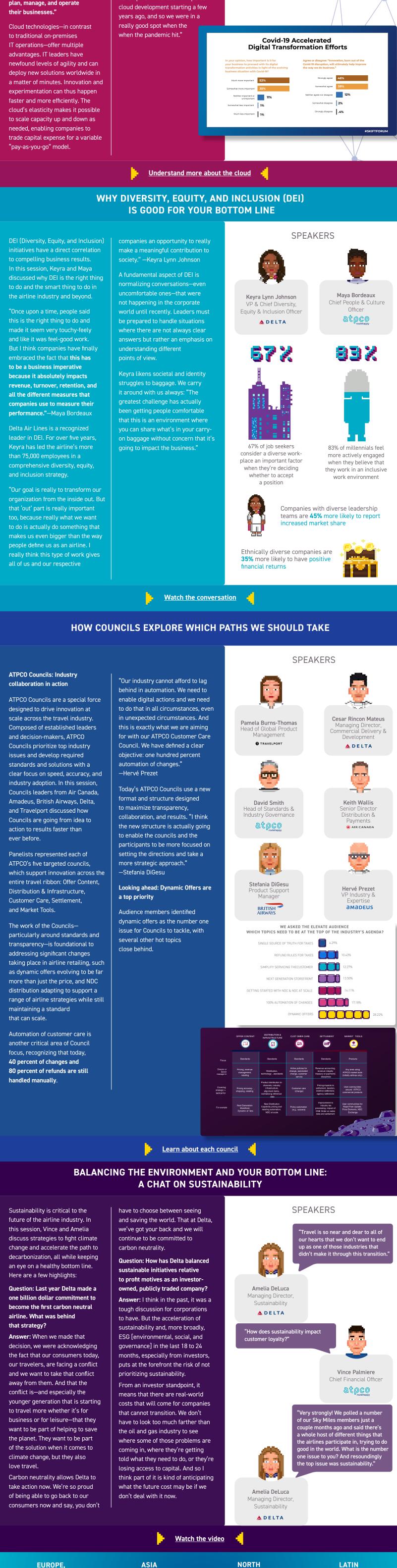
and duration brought about by the pandemic certainly led to a sustained shift in the way I think travel and hospitality companies plan, manage, and operate

Skift's 2021 Digital Transformation report, published recently in partnership with Amazon Web Services, showed that over half of 1000 technology leaders surveyed are already running their business in the cloud or are in the mid-tolate stages of migrating to it. David credits the shift in large part to a significant rise in executive support. "Speed became so critical through Covid, so I certainly think that that has given the industry the momentum to really prioritize these topics."

ATPCO is among the travel technology organizations seeing great value in the cloud. John

observed, "All of ATPCO's development has been 100 percent

**SPEAKERS** "This period of disruption showed all of us how essential reinvention is for travel and hospitality companies." David Peller John Murphy Managing Director, Chief Information Travel & Hospitality Officer aws atpco



**MIDDLE EAST, AFRICA** Ailsa Brown

Reach out to continue the conversation

AMERICA

Doug Sharpe

AMERICA

Marcelo Franceschini Freire

PACIFIC

Sam Lau

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