Deep dive: Retailing

Megan Beardsley
Head of Airline Retailing,
ATPCO

Carrie DeMoss
Head of Channel Retailing,
ATPCO

ELEVATE 2019

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#ATPCOelevate

atpco routehappy

Kanin

"It says the cost of the flight went up because we acknowledged its existence."

The building blocks of retailing

Flexible and modular enough to use in a range of contexts…

And for a range of individual needs!

Meet Nicole Park and family.

- Travel with kids
  - Not a frequent traveler
  - Working parents, no time to research
  - Looking for great family experience
- Need to stay on budget

Nicole is not alone

79% shop for their own flights once a year or less

71% of travelers flying 2-5 times a year find the flight shopping experience stressful

Now, help Nicole figure this out.

WAS – ICN – WAS

New to traveling as a family

Amenities

- 33" seat pitch
- On demand entertainment
- Light meal provided
- Lunch provided
- Snacks provided

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UTAs

Seat selection	At check in or for a fee
Checked bag allowance	1st free
Carry on allowance	1 free & personal item

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New to traveling as a family

UPAs

Boredom is grounded
With special meals, toys, and dedicated children's ice channels, we encourage curious minds and inspire tomorrow's explorers.

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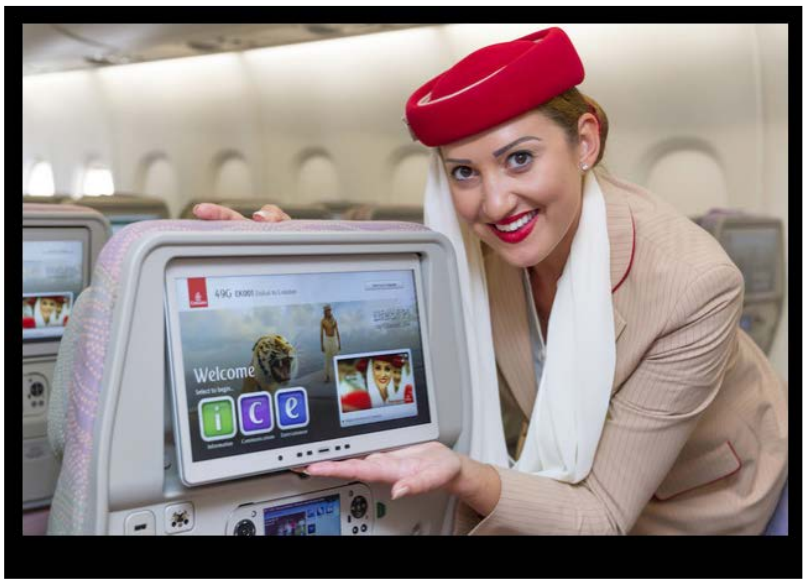

Enjoy a wider screen in the A380 cabin
Choose from 3,500 channels of movies, TV shows, music and games, on demand, on the world's largest Economy class screen.

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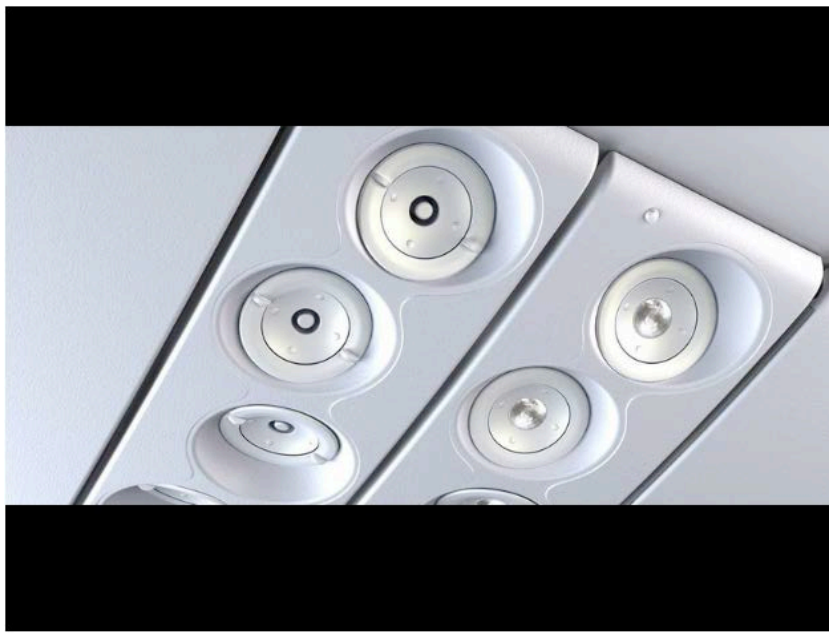

Less jet lag and fresher air
On our 787, full spectrum LED lighting helps your body adjust across time zones, and powerful filters pull in fresh air from the outside.

Meet Sam Lau (if you haven't already).

- Corporate road warrior
  - In the air twice a month
  - Needs scheduling flexibility
  - Wants reliability, comfort, and services
- But not at an unreasonable expense!

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But even for a pro, it can be a challenge

52% of respondents travelling 6+times a year don't find it easy to figure out what is included

45% of those same respondents pay unexpected fees

Let Sam know you can meet his needs.

SIN-SYD-AKL-SIN

Our corporate road warrior

Amenities

- Fast web browsing
- Full flat all aisle access
- Power and USB outlets

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Advance change	Free
Cancellation	Full refund
Lounge access	Free
Boarding priority	Priority

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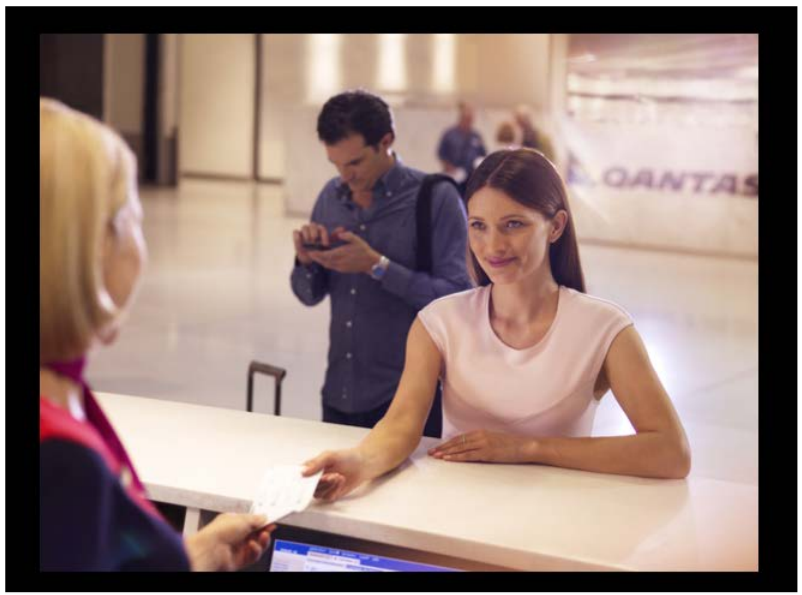

Dedicated Business check-in
Check-in has never been quicker or easier. Breeze through the airport and board your flight with our dedicated premium boarding lane.

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UPAs

Start your trip in the Qantas Lounge

Enjoy an enhanced dining experience featuring Neil Perry's Spice Temple inspired dishes and signature cocktails.[illegible]

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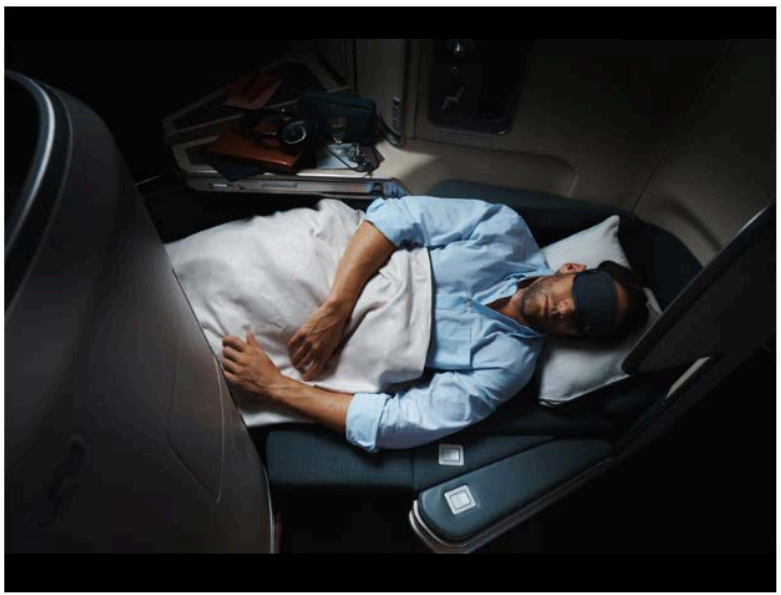

Enjoy a quiet cabin on board the A350
In Business Class, sleep well in a quiet cabin that provides maximum comfort with redesigned, fully flat beds and ambient lighting.

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A seat designed for productivity
Bring your seat back forward to converse with your travel companion, or move it back for privacy.

Meet Darí and Julian.

- Addicted to travel
- Savvy planners
- Looking for experience of a lifetime
- Flexibility in planning
- Increasing taste for comfort

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Many want to travel like Darí

86% of travelers care about services on top of price and schedule

78% of millennials would rather spend money on a desirable experience than a desirable possession
(Eventbrite Survey, 2014)

Give Darí & Julian the tools to design their dream.

NYC-CAI-AMM-etc.

Our travel-savvy millennials

Amenities

- 2-3-2 seat layout
- Power and USB outlets
- Fast web browsing
- Premium alcohol & beverages provided
- Premium dinner provided
- Snacks provided

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UPAs

Monthly soup rotation at United Club℠
Purchase a United Club one-time pass and try our monthly soup selection, along with fresh salads and fruit, desserts and more.

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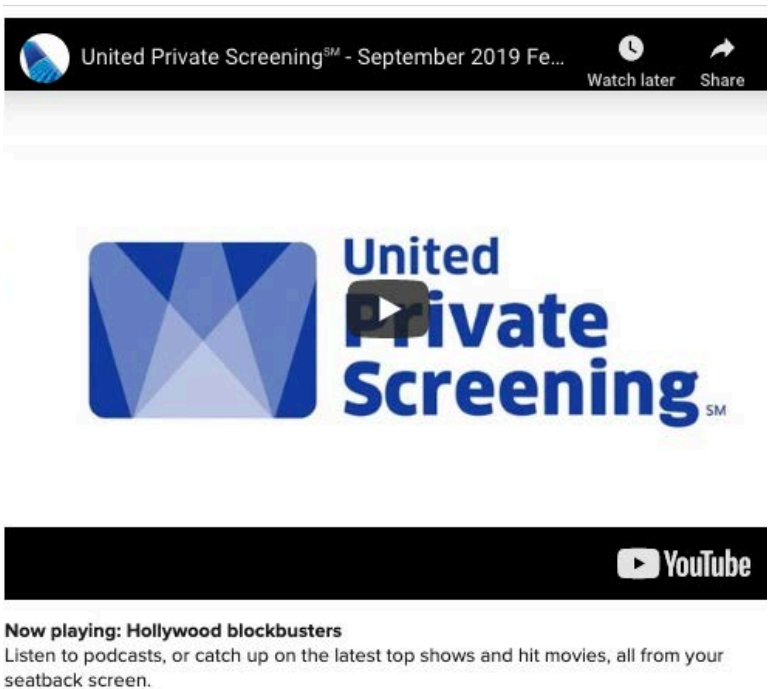
NYC-CAI-AMM-etc.

Our travel-savvy millennials

UPAs



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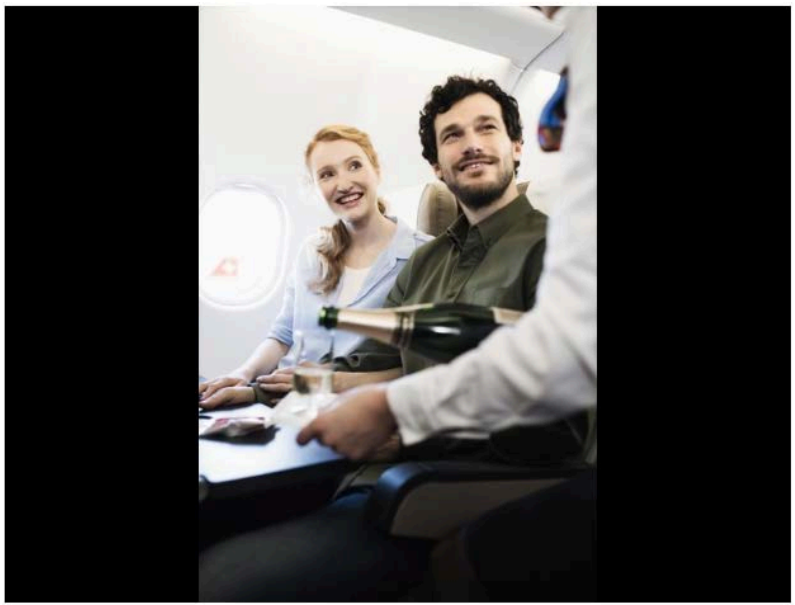

Surprise someone with SWISS Choice
Celebrating? Book an on-board surprise and your crew will serve your companion Champagne or chocolate candy.

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NYC-CAI-AMM-etc.

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UPAs

3" of extra room in Delta Comfort+
In Delta Comfort+ you'll find more things to love such as more legroom, dedicated overhead bin space, and earlier boarding.

Where our friends will find Rich Content

GDSs & OTAs

- 3 GDSs & 25 OTAs live with at least 1 type of Rich Content
- 1 GDS & 7 more OTAs with access
- Includes Sabre, Amadeus, TravelSky, Expedia, Travix, Ctrip & Fareportal

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Corporates

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- 8 more with access
- Includes TripActions, KDS, Serko, PSNGR1 & Upside

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Corporates

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Metas & Airline Direct

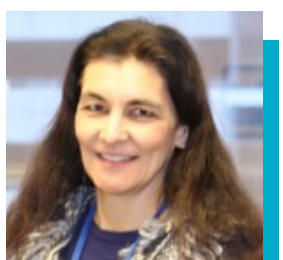
- 14 metas live with at least 1 type of Rich Content
- Includes Google, Expedia, Skyscanner & Hipmunk
- 4 more channels with access
- 2 airlines live, 2 more with access

Meet our team

Channel Retailing

Carrie DeMoss

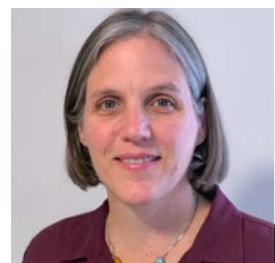
Lisa Kos



Evaline Gamage

Destin Sisemore

Airline Retailing



Megan Beardsley

Ananya Dam

Zach Wynne

Alex Snape

Darí Brooks Ahye

See you in Cairo!

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