

Viva Travel turning up the heat with branded fares

Customer

Viva Travel, Greece

Channel

Online Travel Agency

Product

Branded fares and ancillaries via
Travelport Universal API



Achievements

30% average upsell on
branded fare carriers

Higher average revenue per ticket

Increase in Business Class sales

Company profile

Employees Country

200 Greece

Years in business

10 started
in 2006

The challenge

Founded in 2006, Viva Online Service is one of the largest online travel agencies (OTAs) in Greece, and a leader of online transportation and tourism services for the Greek market.

For many years, airlines have sold their seats based on a fare, price and schedule-based model, with a simple curtain between economy and business class. Airlines are now offering and promoting additional services as part of their creative pricing strategies to target different types of traveler needs. The service options can vary from no frills economy class seats, where optional services like checked bags and seat selection are not included, to offerings that include a higher level of service, flexibility and comfort a traveler is willing to pay for. The world of pricing can become more complex as airlines become more targeted in their approach to attract different customer groups and stand out from their competitors.

In the past, accessing an airline's branded fares and ancillary services has been difficult for an OTA - leaving the agent with only the flight times and price to present to the traveler. Also, for the traveler to understand what is included in the fare and what optional services are available, they often resort to the airline's website. This behavior is starting to have a significant impact on air bookings for OTAs, shifting bookings directly to the airlines site.

The challenge for Viva was twofold - how to promote the sale of airline ancillary services and branded fares, and heighten the probability for the traveler to book on their site, instead of a simple query for price and schedule.



The solution

Travelport provides its agency customers with the most current and widest range of branded fares and ancillaries from over 200 network and API-connected airlines. Through Travelport, airlines distribute their branded fares and ancillary services that includes imagery, descriptions and key attributes such as seats, bags, meals, Wi-Fi and lounge access, allowing agents to offer and sell all optional services. In addition, information on the airline's fare family rules and restrictions provide a clear and concise way for agents to understand what is included in the fare brand being offered.

Working with Travelport, Viva was able to take advantage of Travelport Universal API to customize airlines' products and offerings within their agency desktop and workflow.

“When we completed our design, the Travelport branded fares service was easy to implement due to Universal API's structured response data. After the pilot launch, over 200 airlines' optional services became available through Travelport Smartpoint, without additional development needed. This has been a small investment with a high return driven by improved traveler loyalty, higher conversion and a higher average ticket revenue for our suppliers.”

Gavriil Papagavriil,
Software Engineer from Viva.

After the first few weeks, Viva received positive reactions from their travelers. They also used a heat-map tracking solution to evaluate how many travelers were choosing an upsell option and/or viewing the full range of services being offered across brands.

“We have seen over 30% upsell in the weeks following the implementation, which is well above our expectations. We have also experienced a significant number of customers choosing to upgrade to a business fare, which is a very strong additional benefit of the implementation.”

Yannis Giovanos,
Senior Product Manager from Viva.

Branded fares and ancillaries can help improve site stickiness, increase conversions and increase customer loyalty. The OTA can also experience a higher average ticket value and thereby a better negotiating position with airlines.

The Viva implementation of branded fares and ancillaries is a text book example of ambitions for Travelport. Through collaboration and knowledge sharing between the OTA, their main carriers and Travelport all three gain added value. “Viva's preliminary results confirm that branded fares and ancillaries is an evolutionary step for the OTAs to strengthen their position as a main distribution channel of leisure travel across the globe,” says JP Ephithite, Senior Product Manager for Platform Services at Travelport.

The results

Viva was eager to be the first agency in the Greek market to implement branded fares and ancillaries for improved service to their travelers. The ability to offer upgraded fares and optional services makes this a very effective and traveler friendly solution.



To learn more about how branded fares and ancillaries can help your agency increase conversion and upsells, contact your Travelport representative or visit us at travelport.com/platform