



Far-reaching ways to sell ancillaries

Increasing revenue with true multi-channel capabilities

Some airlines generate over 19 percent of their revenue by selling ancillary services - a trend set to continue. Our research has shown that 82 percent of airlines see ancillaries as a key growth area.*

The key is to offer ancillaries consistently across all channels. Why limit sales and revenue potential when you can present offerings with consistent branding and service across all points of sale, including websites, call centres and travel agency channels?

Delivering your ancillary services anywhere

Travelport Ancillary Services help airlines respond to sales opportunities in a multitude of channels, with automated processing to optimize revenue. Our connectivity solutions fit around your unique airline business model, which gives you flexibility to:

- Choose, distribute and manage ancillaries in ways that suit your airline, your brand and preferred connectivity method
- Deliver the consistency of content and service that travelers expect

- Give travel agencies integrated access to your ancillaries via their normal workflows
- Push your products to over 68,000 travel agencies across 180 countries

Choose a delivery method, and we will seamlessly integrate your content into our global points of sale:

1. Industry standards
 - Distribution through ATPCO Optional Services
 - Booking in accordance with IATA AIRIMP standard TTY messaging
 - Fulfillment by IATA EMD standard
2. XML-based application programming interface (API)
 - Distribution according to your dynamic offering
 - Booking requests sent directly to your system
 - Fulfillment by credit card through your system
3. A mix of both industry standards and API components

- 88% of travel agents want to offer baggage allowance to travelers
- 87% of agents want to offer seating upgrades

Responses from over 650 travel agency owners and managers worldwide in Travelport 2012 research

Choosing content delivery from one provider

Ancillaries through industry standards

This option suits traditional airline business models with partnership strategies and fairly static pricing schemes. It aligns with common agency back-office processes for efficient data integration, transaction processing and payment processes. Payment methods are designed to match current options and preferences for airlines, agents and consumers.

Ancillaries through an API

By moving beyond industry standards, we enable API-connected carriers to apply the same level of dynamic revenue management and flexible content provision to our agency points of sale. Airlines can supply all or parts of their content through an API, and make customer-centric offers via our Travel Commerce Platform in a way that's similar to tailored packages found in the direct channel.

Hybrid ancillaries: a blend of both methods

Airlines can offer the best of both worlds by combining the flexibility of API offerings and integration of the industry standard.

Achieving consistency in how airline products are retailed

To generate ancillary sales so vital to airline profitability, Travelport provides a dynamic service catalog on the travel agency desktop. The catalog offers ancillaries available for itineraries agents are considering, which makes it simple to compare, book and sell. If chargeable seats are available, bookable options display in an intuitive, graphical seat map.

What do travel agents and travelers see?

- Agents see your airline's branding and imagery, creating greater brand awareness.
- Agents see your descriptions and promotional content to make informed selections.
- Agents access offerings within their normal workflows to provide more efficient service.
- Travelers experience consistency in airline services through the agency channel.

A better approach to distribution and sales

- Our process is automated and standardized to help capture new sales, reduce errors, save time, and adhere to airline requirements and industry standards.
- Ancillaries are distributed through our Travel Commerce Platform and our agency point-of-sale solutions.
- Paid seats, extra baggage, lounge access, meals, WiFi and other services can be sold in select countries or on all routes, based on your business model and strategy.
- Fulfillment is handled by electronic miscellaneous documents (EMD) and direct credit card payments.

Imagine the potential

- Boost sales by offering ancillaries in most channels, including all Travelport points of sale
- Shrink costs with paperless electronic processes and simplified revenue accounting
- Track and allocate ancillary revenues with greater speed and accuracy
- Differentiate your offerings from other airlines in the agency channel

Selling ancillaries your way through Travelport

For more information about Travelport Ancillary Services, contact your Travelport representative or send an e-mail to: merchandising@travelport.com

