atpco routehappy

Rich Content

Differentiate and better monetize your products

ATPCO Routehappy Rich Content

is the industry standard for quickly communicating useful, visual information about the benefits and restrictions of the services that passengers purchase. The trusted ATPCO systems provide the foundation to sell à la carte ancillary products or to bundle fares and benefits for upsell. It is the world's only airline-owned and IATA NDC-supporting rich content provider.

WHAT IS RICH CONTENT?

Our Rich Content has five standardized content types: Amenities, Universal Ticket Attributes (UTAs), Universal Product Attributes (UPAs), Optional Services, and Branded Fares.

Amenities

Comprehensive flight amenities data helps you display precise information about a passenger's on-board experience.

- Seat
- Wi-Fi
- Food
- Aircraft
- Power
- Beverages
- Layout
- Entertainment

Universal Ticket Attributes (UTA)

UTAs are standardized, easy-to-integrate fare benefits and restrictions sourced from ATPCO fare filings, Branded Fares, and Optional Services and then translated into consumer-friendly merchandising content.

- Advance change
- Seat selection
- Cancellation
- Upgrade eligibility
- Same-day change
- Check-in priority
- Checked bag allowance
- Boarding priority
- Carry-on allowance
- Lounge access

Universal Product Attributes (UPA)

Bring unique airline products and services to life by showcasing photos, graphics, videos, and tours with captions and descriptions. UPAs are highly targeted by aircraft, cabin, route, time of day, fare, and more, giving consumers and agents real merchandising content while they shop.

Optional Services

Optional Services, including Baggage Allowance and Charges, is the most comprehensive industry database of pricing data for airline ancillary services such as seats, baggage, in-flight entertainment, lounge, and meals. Grow revenue with à la carte pricing customized by region, aircraft, equipment type, distribution channels, and more.

Branded Fares

Branded Fares allows you to organize your fares into commercial products with clearly specified conditions, benefits, and restrictions. This is your chance to create upsell opportunities, grow revenue, and build customer loyalty by differentiating your brand worldwide.

atpco.net/retailing

CREATE ONCE. DISTRIBUTE EVERYWHERE.

Engaging merchandising improves brand awareness, the shopping experience, and customer satisfaction. Most importantly, it helps airlines increase revenue and yield through improved conversion and upsell. As the world's only airline-owned and IATA NDC-supporting rich content provider, ATPCO is the industry standard for airline rich content.

Manage all your content in one place, and extend your reach and distribution across our many in-production channel partners:
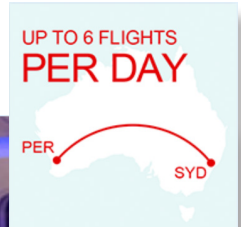
Sales channel subscribers (live)

		Amenities	UTA	UPA	
4	GDS	2	2	4	
14	Corporate	12	6	3	
26	OTA	24	1	10	
16	Meta	16	1	1	
2	Airline Direct	1	0	1	
62		55	10	19	

Additionally 40 sales channels have access to data and are currently integrating including 11 NDC integrations

HOW DO I GET STARTED?

Subscribe today

Begin your rich content journey with a subscription to ATPCO Rich Content, which will allow you to showcase your Branded Fares and UPA pictures and videos. You are likely already one of the over 400 airlines using ATPCO to distribute fares and rules or file baggage charges.

To build on this opportunity, contact letsconnect@atpco.net.

ROUTEHAPPY AGENCY

Routehappy's expert content strategists help you reveal your most compelling, differentiated products and services by providing rich content services:

· Merchandising strategy
· Content assessment
· Graphics creation to showcase new routes, stopovers, events, seat infographics and more
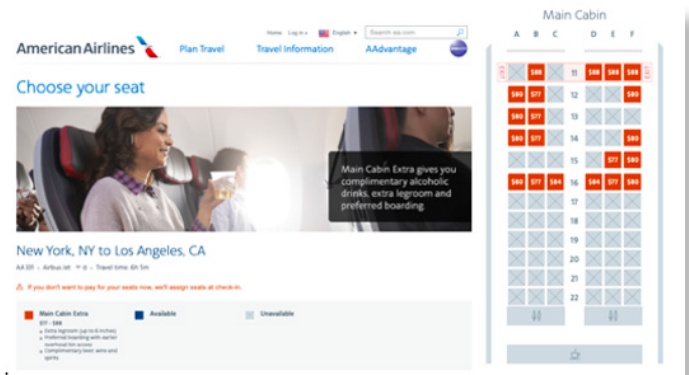· Consumer testing
· Photoshoot support

UPAs make ancillaries more compelling, and they can be used during booking in seat maps, confirmation, review page—or after booking in e-mail or app.