

# Merchandising for travel agencies

Opportunities in all  
shapes and sizes



# A new era of competition

With air content being at the heart of your travel agency business, understanding and responding to current changes is paramount in order to maintain a strong competitive stance and enhance customer service.

Since the start of the global economic slowdown in 2008, airline profitability has been impacted by several compounding factors.

With rising fuel prices, growing competition from the rise of low-cost carriers and a decrease in premium traffic, airlines have been forced to keep a tight control on costs, whilst trying to maintain and grow their revenue per passenger.

To respond to these challenges, airlines have learned to become more effective retailers and are implementing merchandising strategies to compensate for lost revenues. They are evolving their offer and relying on both ancillary revenue and fare families to remain profitable.



2008 → Today

Revenue per passenger has reduced

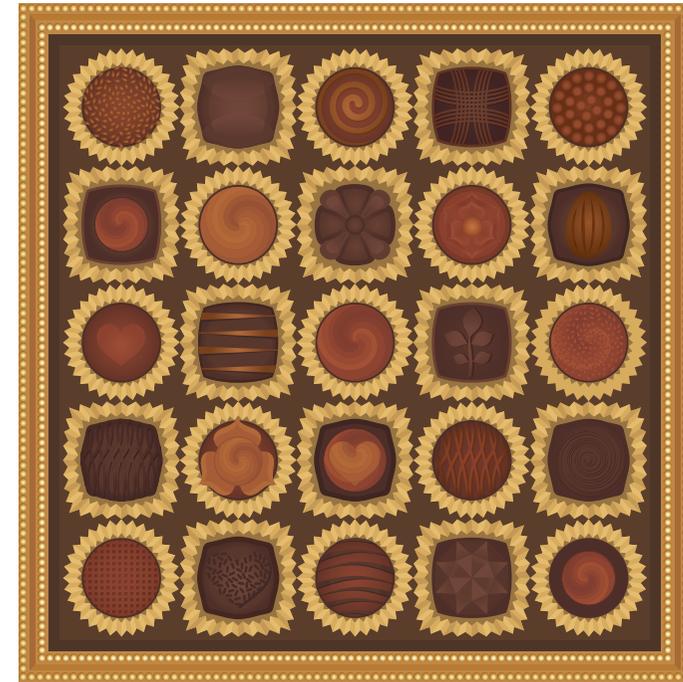
# Enhancing passenger experience

The introduction of both ancillary services and fare families has been pivotal in the development of airlines merchandising strategy, a change that is impacting the whole of travel industry.

Ancillary revenue is all revenue not directly related to the cost of transportation. It includes à la carte features, frequent flyer programmes, commission-based products and advertising sold by the airline.

The à la carte features are services that were either once included in the fare, such as check-in baggage, or new additional services, such as more comfortable seats, gourmet meals or Wi-Fi on board, which improve the passenger's travel experience.

Fare families are bundles of fares designed around specific traveller types and grouped under the same branded name. They share the same conditions, for example, refundable or exchangeable, and include the same services and options, for example, luggage, meals or mileage accrual. With fare families, the traveller can easily compare prices and see the services included in each of them.



Giving passengers choice

# Further enhance your role

The introduction of all these options has added greater complexity to the air offering. The cost and time involved in booking these services really places pressure on your travel agents, as they look to maintain their competitive edge.

Especially with airlines opting to distribute this content through the direct channel first, it places a great burden on your agents to offer this to your customers.

However, these introductions also represent an opportunity for travel agents to strengthen their role as travel consultants as travellers look to them to share their understanding and knowledge in order to guide them in making the right decisions. By offering choice and flexibility in air content, through a combination of travel services designed around customer needs, they can really demonstrate their true value.



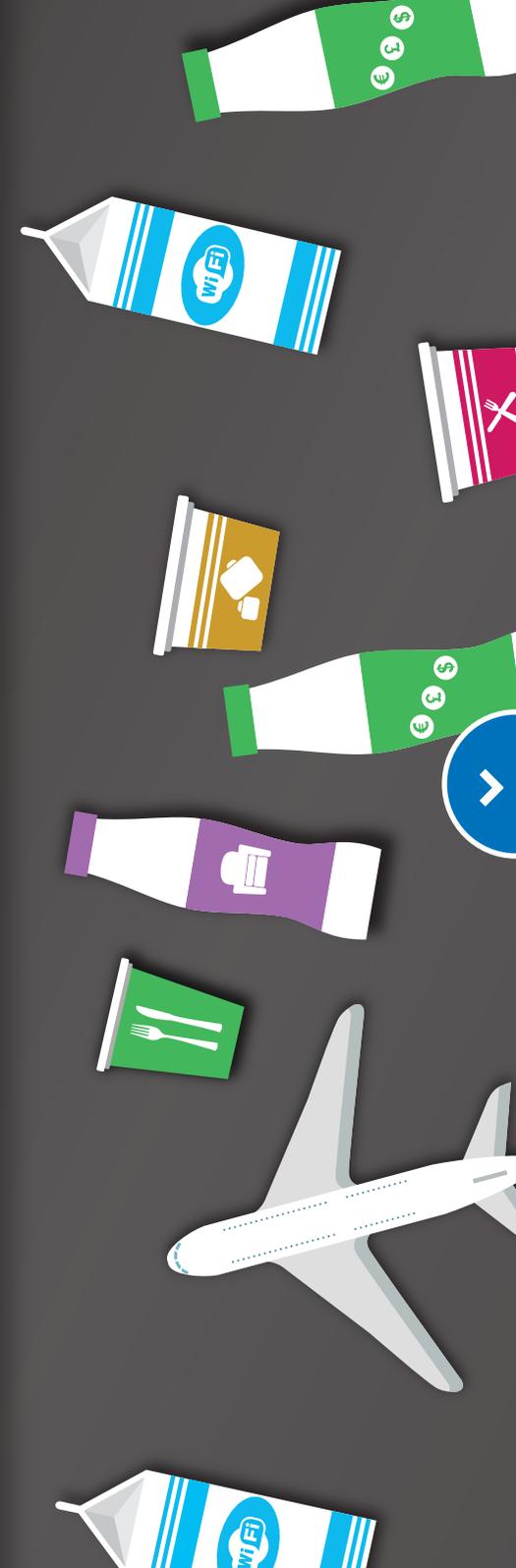
Here to help

# A valued partner

In order to support your travel agents in becoming even better travel consultants, we are continuing to build our content offer, where at every instance possible we aim to achieve content parity with the direct channel.

At Amadeus we're seamlessly integrating enriched content, which includes both fare families and ancillary services into your travel agency point-of-sale. With the full content agreements we sign with airlines, we make sure to not just include flights, but also the full offering of their ancillary services and fare families. And, we also work with the rest of our airline customers to integrate also their enriched content when they would like to distribute this further than via their own website.

Maintaining the same level of simplicity, intuitiveness and accuracy throughout the booking flow is key for us. And this ensures that your travel agents have access to the latest and most accurate information in order to deliver exceptional customer service. We know all of this contributes to a substantial time saving, which your travel agents can then invest into what they do best: inspiring and consulting travellers.



# Our offer for you

Click on the boxes below to learn more about our solutions:

The benefits of having enriched content automatically bookable in your system:

## Ancillary Services

Be able to easily personalise customer travel by adding on the services they request.

## Fare Families

Have enhanced visibility on the bundled air offer.

Start merchandising yourself by using:

## Amadeus Mini Rules

Allow your travel agents to make sense of complicated fare rules and conditions by automating and summarising the identification of the most important criteria.

## Amadeus Master Pricer Agent Fare Families

Enhance the customer online shopping experience by creating specific search criteria and the ability to customise displays.

## Amadeus Media Solutions

Automatically include in the customer itinerary relevant complementary offers, whilst also generating advertising revenue for the agency.

# Disversification of revenues

Ancillary revenue is defined as the “revenue that is not directly related to the cost of the actual transportation”. Below is a selection of some of the revenues available:

## À la carte features



Wi-Fi



On-board entertainment



Assigned seats upgrade



Checked excess baggage



Lounge passes



On-board food & beverage

## Commissioned based products



Commission from hotel room sales



Commission from travel insurance sales



Commission from car rentals

## Frequent flyer programmes



Sales of miles/points to programme partners



Branded credit cards through card partnerships

## Advertising sold by airline



In-flight magazine advertising



Advertising on-board, in lounges and online



Product placement fees

# Refining the experience

The adoption of ancillary services across the industry has rapidly grown over the past few years, with airlines competing to personalise and improve the passenger experience by adding many innovative services like on-board Wi-Fi and gourmet meals to their offering.

The ability to customise travel has been well received and is valued by travellers as they can now choose between services that were either once included in the fare, such as check-in luggage, or new additional services, such as more comfortable seats on-board.

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# Simple & integrated

Amadeus was the first GDS to offer a dynamic ancillary services catalogue, integrated right into the core of the booking flow. Our approach ensures that we maintain a simple workflow, where value-added items can be easily added to the base fare during or after making the booking.

Using the Amadeus Interface Record (A.I.R.) ensures that all bookings are always automatically reflected across the business including mid- and back-office reporting.

This makes it much easier for travel agencies to go that extra mile and stay competitive, by strengthening their position as travel consultants and delivering a personalised service.

## Additional functionalities at a glance:

- \_ Dynamic real time catalogue of services
- \_ Automatic fulfilment via EMD
- \_ Automatic pricing based on frequent flyer status
- \_ Upfront list of all available ancillary services
- \_ Available across multiple points of sale, including both the cryptic and graphical interfaces as well as Amadeus e-Travel Management and Web Services

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## Seats and services catalogue - Amadeus Selling Platform Connect

The screenshot displays the 'Seats and Services Catalogue' interface. On the left, a sidebar lists various service categories such as Seats, Baggage, Meals, Pets, Travel Services, Lounge, Passenger Assistance, In-flight Entertainment, Ground Transportation, Upgrades, Carbon Offset, Store, Mileage Accrual, Rule Override, Standby, Auxiliary Segments, Passenger Information, and Other. The main area shows a table of services found for passengers P1 and P2 across flight segments S1 and S2. The services listed are:

Service	Segments	Price (EUR)	Ava ...	Options
Deluxe dinner (CSWL) Refundable Not Changeable	S1-S2	44.00	5	Show Request options
Sushi (SHML) Refundable Changeable	S1-S2	12.00	9	Show Request options
Sandwich (SDML) Refundable Changeable	S1-S2	5.00	0	Show Request options
Continental breakfast (CBWL) Refundable Not Changeable	S1	10.00	0	Show Request options

A summary table at the bottom right shows the total price for all passengers:

	S1	S2	Total (EUR)
P1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	5.00

The total price for all passengers is 5.00 EUR, with a 'Request' button.

See our solution in action at [amadeus.com/merchandising](https://amadeus.com/merchandising)



# Multi-channel visibility

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Booking and pricing fare families as well as upgrade recommendations in Amadeus are just as simple as booking any other standard fare type, ensuring an efficient and profitable workflow.

We've integrated fare families as well as upgrade recommendations across many of our front-end solutions including Amadeus Selling Platform Connect, Amadeus Web Services and cryptic commands.

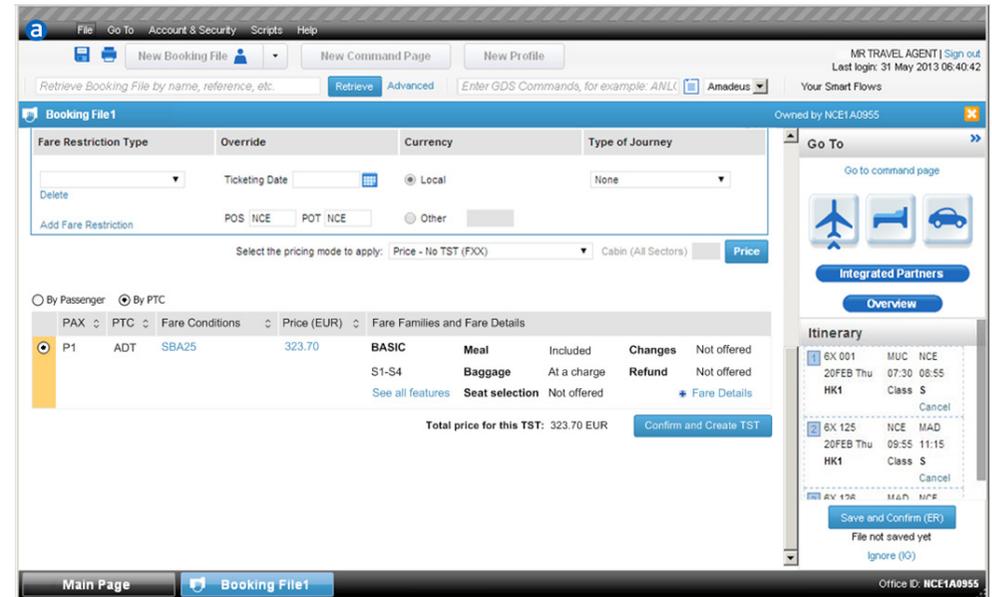
For each available fare family, your travel agents can see:

- \_ The fare family name and description
- \_ Information on the services which are included in the fare
- \_ Information on the main fare conditions
- \_ Services that can be added at a charge
- \_ Mileage accrual

For each available fare family, your travel agents can see:

- \_ The price difference to upgrade to higher fare families
- \_ Additional services included in the upgrade

Fare families display module - Amadeus Selling Platform Connect



See our solution in action at [amadeus.com/merchandising](https://amadeus.com/merchandising)

# A bundle of benefits

Drive customer satisfaction in an instant, by ensuring that your travel agents always offer the best fare thanks to automatic upgrade recommendations. With automatic fare family recommendations, you can customise the experience based on your customers' needs.

With fare families in Amadeus, your travel agency can benefit in the following ways:

- **Increased transparency** - Give your travellers complete visibility on what's included in the fare type, in terms of services, conditions and mileage accrual.
- **Enhanced customer satisfaction** - Empower your customers with choice and easily recommend upgrades to make their journey even more comfortable.
- **Efficiency of service** - Stay competitive by saving time thanks to easy access to all bundled fares that are integrated within the standard booking flow.

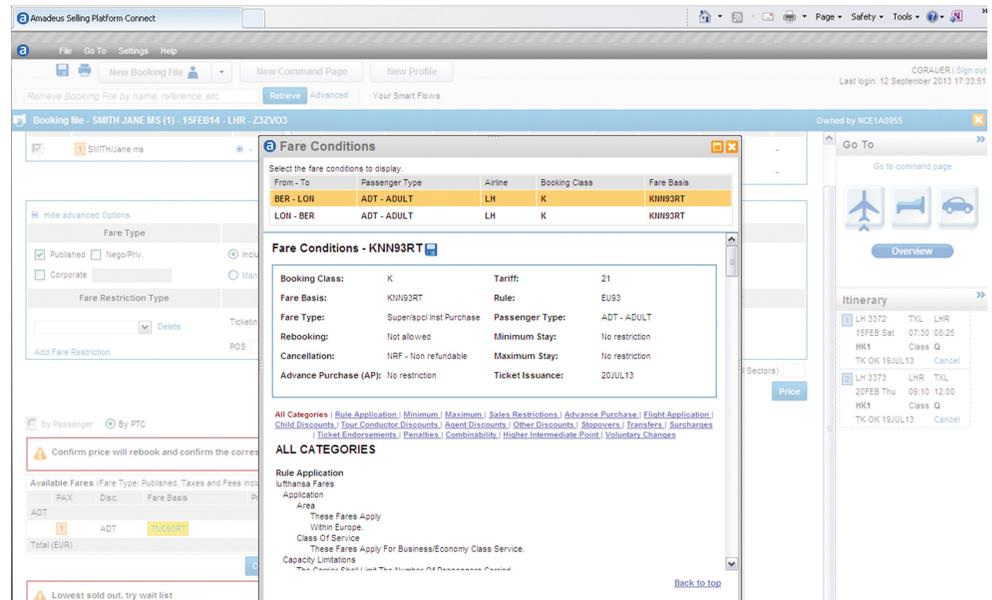


# Simplifying fare rules

With the introduction of hundreds of new airlines all adding their own fare types and promotions, understanding what to recommend to travellers has become even more difficult. Further compounded by a series of different fare conditions and qualification requirements, the role of the travel consultant has become even more important.

Empowering agents with the right information to advise the right travel decisions is really important to our partnership. Amadeus Mini Rules makes sense of complicated fare rules and conditions and provides your travel agents with the essential fare information in an instant view. This saves valuable time, which can then be dedicated to more profitable business activities.

Amadeus Mini Rules display - Amadeus Selling Platform Connect



See our solution in action at [amadeus.com/merchandising](http://amadeus.com/merchandising)

# Relevant information at your fingertips

Amadeus Mini Rules can be integrated into your preferred front-office, which then seamlessly fits into the standard booking flow ensuring that your travel agents can quickly see accurate and up-to-date fare rule information for a given fare when they need it.

Relevant fare information is displayed in a concise view for the most important fare rule categories including:

- \_ Advanced reservation and ticketing
- \_ Minimum and maximum stay
- \_ Voluntary changes
- \_ Refunds

With simplicity in mind, fare conditions for all airlines are displayed in a standardised format and can be requested at the time of pricing, allowing your travel agents to quickly assess and recommend the most relevant fares for your customers. This information is also stored and retrievable at any time for consultation in the passenger record.

With Amadeus Mini Rules your agency will benefit from:

- \_ Optimised efficiency – With Amadeus Mini Rules seamlessly integrated into the standard booking flow, your travel agents can get an instant summary of the most important and relevant fare rules, across whichever point-of-sale you prefer.
- \_ Intelligent response – By stripping out complex fare rules we'll bring to their attention a summary of only the most important and up-to-date fare conditions.
- \_ Increased transparency – With fare information available either before you make a booking, or retrievable at any point from the passenger record.
- \_ Accuracy – Fare rule data is retrieved from airline filings, ensuring that the most up-to-date information is displayed.
- \_ Customised display - Web services users can tailor the layout & how the information is displayed to their customers' needs.

# Why Amadeus?

In order to stay competitive, you need to have the widest and most accurate content choice to offer to your customers. To help you in this challenging task, Amadeus gives you access to a vast and diverse world of global, regional and local air content including ancillary services and fare families.

Increase your overall efficiency by booking enriched content from airlines through one system and a standardised booking flow

Reinforce customer satisfaction by building a truly bespoke itinerary for your travellers, based on their specific requirements

Maintain your competitive edge by empowering your travellers with choice and complete transparency

# Get in touch

There are many reasons behind why our air content can help you grow your business. Now you have a real opportunity to effectively benefit from our merchandising offer, through our integrated technology & enriched content offer.

To find out how you can benefit even more from our partnership, please contact your account manager, or drop us an email at:

[travelagencies@amadeus.com](mailto:travelagencies@amadeus.com)

Explore our full air offer and discover which airlines are already distributing ancillary services in your market.

Click on the link to begin your journey:  
[www.amadeus.com/content](http://www.amadeus.com/content)

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