Rich Content and Branding: 
*Peruvian Airlines (P9) branded fares and ancillaries available*

<table>
<thead>
<tr>
<th>Product Advisory Number:</th>
<th>2624</th>
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<tbody>
<tr>
<td>Version:</td>
<td>01</td>
</tr>
<tr>
<td>Load to Production:</td>
<td>19-Aug-15 18:00 EDT 23:00 BST</td>
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**High Level Description:**
Peruvian Airlines (P9) has been added as a Rich Content and Branding participant which allows an airline’s branded fares and ancillaries to be accessed via Travelport Smartpoint and Travelport Universal API.

**Impact Summary:**
Rich Content and Branding will enable travel agents to view an airlines branded fares and ancillaries at point of sale and deliver improved levels of customer service:

- Images and sales information relating to products and services
- View attributes associated with each branded product
- Matrix view to easily compare included, chargeable and excluded attributes
- Identification of upselling opportunities at the time of booking

Travel agents can now offer their customers more choice and flexibility within their normal booking flow using familiar shopping commands.

This applies to Travelport Smartpoint Version 6.0.1 for Travelport Worldspan and Version 4.0.1 and above for Travelport Apollo/Travelport Galileo.

Rich Content and Branding are also available to customers using Travelport Universal API Release 6.0 (Air v25.0, Universal v25.0) and Release 6.1 (Air v26.0, Universal v26.0).

**Reason for Issue:** First Notification

**Customer Impact:**
- ☒ Agency Customers
- ☒ Airline Customers
- ☒ eCommerce Customers
- ☒ Car, Hotel, Rail or Cruise Customers

**System:**
- ☒ Galileo
- ☒ Apollo
- ☒ Worldspan

**Load to Copy:** Not applicable
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<th>Web Services: (API and Messaging)</th>
<th>Not applicable</th>
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**Issue History:** Version 01
Overview

What is Rich Content and Branding?

Rich Content and Branding is the term we use when talking to airlines, to enable them to consistently brand and market their product and service offerings.

Key features include:

- The use of a brand name for a particular fare
- The ability to associate images, product descriptions and sales messages down to a particular flight, on a particular day, operated by a particular aircraft type
- Show the next available branded fare that the passenger could upgrade to at the time of booking, including cost and benefits to the customer
- Show all attributes of a particular flight, whether included or chargeable

Customer Benefit

- View attributes associated with each branded product
- Identification of upselling opportunities at the time of booking
- Agent and end customer are aware of all products and services on offer and can make an informed choice
- Differentiate content early in the sales process
- Consistent branding and marketing

Detail and Customer Examples

Customers wishing to access an airlines branded fares and ancillaries can do so in Travelport Smartpoint – Travelport Worldspan (version 6.0.1), Travelport Apollo and Travelport Galileo (versions 4.0.1 and above) in Fare Shopping results, or via Travelport Universal API release 6.0 (Air v25.0, Universal v25.0) and release 6.1 (Air v26.0, Universal v26.0).

Travelport Smartpoint 6.0 onwards for Travelport Worldspan, Travelport Galileo and Travelport Apollo sees the introduction of branded fares and ancillaries information display at time of availability and fare quote.
Brands and Ancillaries

**Economy (B)**
- Included

Currently Selected: Economy
- 87.00 USD EXCLUDING TAX
- 1 ADT 87.00

- The fares are the same for foreigners and Peruvians passengers. We don't make distinction.
- No penalties for change date.
- Our fares are refundable.
- Our fares don't have restrictions between departure and return date.
- Six daily flights to Cusco.
- Four daily flights to Arequipa.
- Two daily flights to Tacna.
- Three daily flights to Iquitos.
- Two daily flight to Piura.
- Two daily flights to Tarapoto.

Original Selection Including Tax: 313.24

Total Including Tax: 313.24 USD

Fare Quote | Cancel