Travelport Sponsored Flights on Shopping

**Product Advisory Number:** 2375

**Version:** 10

**Load To Production:**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Time Zone</th>
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<tbody>
<tr>
<td>09-Sep-15</td>
<td>22:00</td>
<td>EDT</td>
</tr>
<tr>
<td>10-Sep-15</td>
<td>03:00</td>
<td>BST</td>
</tr>
</tbody>
</table>

**High Level Description:**

Sponsored Flight advertising is expanding to include shopping response displays. The expansion will provide additional visibility to existing availability search results screens. More customers are using shopping screens and this enhancement will suggest relevant shopping options targeted to match the needs and preferences of travellers.

**Impact Summary:**

Sponsored Flight information will now be returned in Fare Search and Power Shopper displays for authorized PCC/SID’s. Screen scraping customers will need to allow for new Sponsored Flight header and option appearing at top of some shopping screens.

**Reason For Issue:**

Revised Load to Production dates.

**Customer Impact:**

| ☐ Agency Customers | ☒ Developers |
| ☒ eCommerce Customers | ☒ Airline Customers |
| ☒ eCommerce Customers | ☐ Car, Hotel, Rail or Cruise Customers |

**System:**

| ☒ Galileo |
| ☒ Apollo |
| ☒ Worldspan |

**Load To Copy:**

<table>
<thead>
<tr>
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<td>08-Dec-14</td>
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<td>EDT</td>
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<tr>
<td></td>
<td></td>
<td>11:00 BST</td>
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</tbody>
</table>

**Web Services:**

External API users are not subject to Sponsored Flights.

**Issue History:**

- Version 01 issued: 19-Dec-14
- Version 02 issued: 16-Feb-15
- Version 03 issued: 30-Mar-15
- Version 04 issued: 14-Apr-15
- Version 05 issued: 01-Jun-15
Overview

Sponsored Flights will be introduced to terminal emulation and Native/Interactive mode in Travelport Smartpoint displays for Fare Search requests in Travelport Apollo and Travelport Galileo and Power Shopper requests in Travelport Worldspan.

Sponsored Flights will display based on the date, city pair(s) and passenger type codes (if included) in the shopping query. If the Sponsored Flight cannot be priced using the requested PTC, it will be displayed with the best fare available. The neutral flights will be filtered as requested by any optional parameters that may be included in the shopping query.

When a Sponsored Flight is present, it will appear as the first shopping option in the terminal emulation display, along with a new identifying header.

Customer Benefit

- Highly relevant and valuable flight options for the client
- Targeted messaging for the advertiser

Sponsored Flights Test Data

For subscribers with access to Travelport Apollo, Travelport Galileo and/or Travelport Worldspan test systems, the following city pairs will have Sponsored Flight campaigns available for testing purposes:

- ATL – NYC
- LON – PAR
- DFW – ATL
- CHI – LON
- SFO – NYC
- TYO – PAR
- ATL – SIN
- NYC – SEA

Detail and Customer Examples

Travelport Worldspan Power Shopper Displays with Sponsored Flights

Sponsored Flights will be introduced to legacy terminal emulation screens as well as the terminal emulation window within Travelport Smartpoint.

When a Sponsored Flight is present, it will be returned as the first alternate in the Power Shopper display and will be identified with a Sponsored Flight header. The number of the alternate will be identified with the alpha-character ‘SF’. The tab-able booking and fare options will also be identified with the value of ‘SF’. Users can book the Sponsored Flight or display fare data via the new identifier using the tab-able options or by manual input of the functional entries.
Legacy Terminal Emulation Screen:

1. #XX 239 V 01JAN TH LAX SFO 820A 958A 319 R 0E@
2. #XX 837 V 01JAN TH SFO NRT 1105A 315P#1 744 L 0E@

BASE FARE-  727.00   TAX-  291.10   TOTAL-  1018.10 USD

*POWER SHOPPER*

Terminal Emulation Window in Travelport Smartpoint:

1. $YY 328 L 01JAN TH LAX CAN 1030P 540A#2 380 D 0E
2. $YY 3099 R 03JAN SA CAN PEK 900A 1210P 380 L 0E

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Travelport Galileo / Travelport Apollo Fare Search Displays with Sponsored Flights

Sponsored Flights will be introduced to legacy terminal emulation screens as well as Focalpoint Desktop.

When a Sponsored Flight is present, it will be returned as the first alternate in the Fare Search display and will be identified with a Sponsored Flight header. The number of the pricing option will be identified with the alpha-character ‘SF’. The tab-able booking and fare options will also be identified with the value of ‘SF’. Users can book the Sponsored Flight or display fare data via the new identifier using the tab-able options or by manual input of the functional entries.

Legacy Terminal Emulation Display:

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
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</thead>
<tbody>
<tr>
<td>12345678901234567890123456789012345678901234567890</td>
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<td>01</td>
<td>02</td>
<td>03</td>
<td>04</td>
<td>05</td>
<td>06</td>
</tr>
<tr>
<td>&gt;FSJK01JANNRT</td>
<td><em>SPONSORED FLIGHTS</em></td>
<td>PRICING OPTION SF</td>
<td>SUB TOTAL 4250.80USD</td>
<td>ADT</td>
<td>TAX INCLUDED</td>
</tr>
<tr>
<td>07</td>
<td>08</td>
<td>09</td>
<td>10</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td>1 ZZ 5 W 01JAN JFK NRT 1215 #1635 TH 77W Y1EN2B E*</td>
<td>&gt;FSKSF• &gt;FSFSF• &gt;FQNSF• &gt;FSOFSF•</td>
<td></td>
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<tr>
<td>13</td>
<td>14</td>
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</tr>
<tr>
<td>TTL OF 11 PRICING OPTIONS AND 11 ITINERARY OPTIONS RETURNED</td>
<td><strong>ADDITIONAL FEES MAY APPLY</strong>SEE FSOF</td>
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<td>15</td>
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</tr>
<tr>
<td>PRICING OPTION 1</td>
<td>SUB TOTAL 1055.30USD</td>
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Terminal Emulation Display in Focalpoint:

>FSJFK15JUNLON/-*JOB/.

*SPONSORED FLIGHTS*

PRICING OPTION SF | TOTAL AMOUNT 1393.60USD | ADT | TAX INCLUDED |
| 1 XX 4371 B 15JUN JFK LHR 460A 1180A MO 333 BB9WJS * |
| >FDSOF• >FSFSF• >FQNSF• |
| TTL OF 19 PRICING OPTIONS AND 53 ITINERARY OPTIONS RETURNED |
| PRICING OPTION 1 | TOTAL AMOUNT 407.60USD | ADT | TAX INCLUDED |
| )> |
Native/Interactive Mode in Travelport Smartpoint:

APPLICATION TERMINAL HISTORY WINDOW PNR SEARCH SELL TOOLS HELP

1-FSATL36MARDEN
>FSATL36MARDEN-

*SPONSORED FLIGHTS*

**ADDITIONAL FEES MAY APPLY** SEE FSOF

PRICING OPTION SF SUB TOTAL 346.10USD
ADT TAX INCLUDED
1 US 658 W 30MAR ATL CLT 0350 0417 MO 321 WA07ZIH1 E
2 US 428 W 30MAR CLT DEN 0454 0546 MO 321 WA07ZIH1 E

>FSKSF- >SSSF- >QMSF- >SOFSSF-

TTL OF 0 PRICING OPTIONS AND 0 ITINERARY OPTIONS RETURNED

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