SITA

Create success. Together

HORIZON®

AIRFARE PRICE

Pricing and shopping with precision

Horizon® Airfare Price

Horizon® Airfare Price helps customers and staff find
and calculate the right fare for air travel services, including
ancillaries. When your airline needs to increase the scale and
sophistication of your pricing, Airfare Price can help. You can
go at your own pace, cutting through cost and complexity while
delivering pricing with precision and efficiency.

www.sita.aero/airfare-price
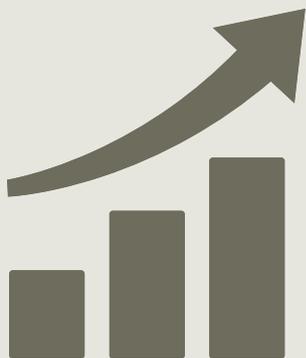
Challenge:

Meet evolving needs

1

There's constant pressure to adapt to market challenges and opportunities. So, you need flexibility and a consistent path to manage your evolution. And that means the capacity to increase pricing sophistication as your commercial strategy expands.

How it works:
reliable, real-time pricing

Airfare Price processes large volumes of fares, returning accurate pricing in real time – even for complex itineraries. It stores active fares and data for up to 24 months. Over 65 airlines now use Airfare Price either fully integrated into SITA's reservations system or as a standalone solution.

Results:
room to grow

- Support the full spectrum of pricing from simple to complex, direct to distributed

- Expand seamlessly from domestic to international pricing

- Multiply revenues through ancillary services

- Use a single point of entry to process all sources of fares (ATPCO or SITA).

Challenge: Make shopping easy

2

You have to compete for customers and their demands for flexibility, choice and ease of use. You need to display your best pricing no matter wherever they shop. And you need to help them quickly find the flights and fares that meet their needs, and offer the additional services they value.

How it works:
shopping made simple

Centrally managed shopping and ancillary service pricing solutions span multiple distribution channels. A direct channel shopping application can help customers find the best flights and fares quickly. To simplify the buying experience, use fare families or unbundle extra services like meals, baggage, lounge passes and priority boarding.

Results:
shop with confidence

- Enable customers to find what they need quickly
- Make promotional pricing more visible
- Ensure consistent pricing across channels
- Provide up-sell opportunities.

Challenge: Simplify pricing

3

You want to cut the cost and complexity of pricing processes. Using common data for pricing, shopping and repricing will enable your data specialists to create and maintain pricing efficiently. It can also empower a customer to recalculate and change a ticket quickly and cost-effectively for your airline.

**How it works:
streamlined automation**

The Airfare Data Builder application simplifies data maintenance. It's straightforward to publish and distribute fares to your direct channels and global distribution systems.

The Airfare RepriceRefund capability enables airline staff to manage ticket exchanges and refunds via direct channels.

**Results:
save time, improve accuracy**

- Shorten time to market for new pricing
- Reduce errors and eliminate under-collected revenues
- Minimize recalculation time and effort.

SITA AT A GLANCE

SITA transforms air travel through technology – for airlines, at airports and on aircraft.

- Our vision is to be the chosen technology partner of the industry, a position we will attain through flawless customer service and a unique portfolio of IT and communications solutions that covers the industry's every need 24/7.

- We are the innovators of the industry. Our experts and developers keep it fuelled with a constant stream of ground-breaking products and solutions. We are the ones who see the potential in the latest technology and put it to work.

- Our customers include airlines, airports, GDSs and governments. We work with about 400 air transport industry members and 2,800 customers in over 200 countries and territories.

- We are open, energetic and committed. We work in collaboration with our partners and customers to ensure we are always delivering the most effective, most efficient solutions.

- We own and operate the world's most extensive communications network. It's the vital asset that keeps the global air transport industry connected.

- We are 100% owned by the air transport industry – a unique status that enables us to understand and respond to its needs better than anyone.

- Our annual IT surveys for airlines, airports and passenger self-service are industry-renowned and the only ones of their kind.

- In 2015, we had consolidated revenues of US$1.7 billion.

For further information, please visit **www.sita.aero**

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