



atpco
routehappy



**Next Generation
Storefront:**
A new data-driven standard
for flight shopping

PROVEN POTENTIAL: NGS IN ACTION

Several channels have participated in successful trials as the NGS standard continues to be finalized. The trial results indicate the revolutionary potential and power of NGS and its ability to completely disrupt the flight shopping experience.

The first trial produced a 62% increase in premium bookings. A second, independent trial that included NGS yielded a 33% increase in overall bookings.



HNL → DEN		1	2	3	4	5	6
Precious Air 9H 08M 8:45 AM HNL PA171 SLC PA2934* DEN 6H 09M 1H 33M 1H 26M 9:53 PM Flight Detail <small>*PA2934 operated by PowerJet</small>	BASIC ECONOMY \$342	ECONOMY \$432	STARTING FROM \$516	PREMIUM Not	Mixed Cabin* PRECIOUS BUSINESS \$950	Mixed Cabin* PRECIOUS FIRST \$1,109	
Poseidon Airlines 6H 35M 9:10 AM HNL PJ68-97 DEN Nonstop 2:37 PM Flight Detail	BASIC \$490	\$516	\$616	\$636	Mixed Cabin* BUSINESS \$1,060	FIRST Not Offered	
SPEEDY FLY 8H 34M 7:00 AM HNL SF356 LAX SF753 DEN 5H 25M 46M 2H 23M 7:34 PM Flight Detail	BASIC ECONOMY \$379	MAIN CABIN \$490	PREMIUM Available Post Purchase	COMFORT \$692	BUSINESS Sold Out	Mixed Cabin* POWER CLASS \$1,349	
PowerJet 11H 13M 8:00 AM HNL PS820 SFO PS174 DEN 1H 56M 3H 46M 2H 28M 11:13 PM Flight Detail	ECONOMY LIGHT \$425	MAIN CABIN \$532	PREMIUM ECONOMY Not Offered	PREMIUM PLUS \$780	BUSINESS \$1,257	PREMIERE \$1,545	

Creating harmony among travelers, airlines, and channels, the NGS standard optimizes traveler delight while increasing industry revenue.

HNL DEN

Precious Air 9H 08M

8:45 AM **9:53 PM**

HNL PA171 SLC PA2934* DEN

6H 09M 1H 31M 1H 28M

[Summary](#) *PA2934 operated by PowerJet

\$342	\$432	\$516	Not Offered	Mixed Cabin* \$950	Mixed Cabin* \$1,109

Flight 1 of 2

Honolulu, HI (HNL) to Salt Lake City, UT (SLC)

Flight Number: PA171 | Duration: 6H 09M

Depart: 8:45AM | Arrival: 6:54PM

[Less](#)

- Seat Pitch/Type**
- Advance Change**
- Seat Selection**
- Checked Baggage**
- Carry on Allowance**
- Refundability**
- Wi-Fi**
- Entertainment**
- Power & USB**
- Food**
- Beverage**
- Boarding**

BASIC ECONOMY	ECONOMY	ECONOMY EXTRA	PREMIUM	PRECIOUS BUSINESS	PRECIOUS FIRST
Standard (31")	Standard (31")	Above Avg Legroom (34")	N/A	Full Flat Seat	Private Suite
Not allowed	For a fee	For a fee	N/A	For a fee	Free
At check-in	For a fee	Anytime	N/A	Anytime	Anytime
For a fee	For a fee	For a fee	N/A	2 Free	2 Free
1 Personal Item	1 Free & Personal Item	1 Free & Personal Item	N/A	1 Free & Personal Item	1 Free & Personal Item
Not Refundable	Not Refundable	Not Refundable	N/A	Refundable for a Fee	Refundable
Basic web browsing \$	Basic web browsing \$	Basic web browsing \$	N/A	Streaming \$	Streaming
Overhead	Overhead	Seatback	N/A	Pre-downloaded	Streaming
USB	USB	Power/USB	N/A	Power/USB	Power/USB
Light Meal	Light Meal	Light Meal	N/A	Meal	Premium Meal
Free	Free	Free	N/A	Free	Free
Last	Standard	Standard	N/A	Priority	Priority

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HELP BUILD THE RETAILING STANDARDS THAT WILL REVOLUTIONIZE FLIGHT SHOPPING.
JOIN THE NGS WORKING GROUP.

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