

Market View 2.0 Release Notes

Market View is an analysis tool that provides airlines with a comprehensive view of fares and associated rule provisions in a single display with seamless navigation to fares, rules and footnotes, enabling analysts to quickly create and distribute a competitive response to meet market demands.

- **Comprehensive content:** Empowers airlines by giving them access to their own public and private fares along with their competitors public fares and rule data, Fare by Rule, and dynamically constructed fares in a multi-carrier display.
- **Integration:** Enables airlines to monitor and analyze market data with direct navigation to FareManager to change fares, rules, and footnotes all within the same environment. Market View is also linked with Fast Track to instantly track daily sales to determine the success of fare initiatives and make immediate alterations.
- **Efficiency:** Market View increases efficiency for airlines from a user and cost perspective. Available via ATPCO's FareManager, the solution is cost efficient because it does not require expensive system integration or hardware/software purchase. Market View is an easy-to-use tool that offers the functionality to define and retain personalized settings and searches, as well as data export capabilities.

Market View 2.0 Enhancements

Expanded fare rule details on results grid

By adding these provisions to the results grid, more relevant data is available to help with your competitive analysis.

- *View day of week (Category 2), seasonal dates (Category 3), and surcharges (Category 12) details in the results grid*
- *Base fare amount plus total surcharges:* A new column that adds the base fare amount with all applicable surcharges from the fare rule and general rule or alternate general rule, so you can clearly see the impact of the surcharges.

Seasonality detail view

- *See more seasonality ranges at once:* To see if you are competitive, use chart view, a graphical representation of seasonal ranges, for up to 10 fares in a single comparative view up to 365 days in the future.
- *Data all in one screen:* Seasonal information is clearly displayed in one screen so you can easily spot discrepancies. The row view helps you to get more granular details.

Market search increased

- *Monitor more markets:* Ability to query up to 1,800 markets at one time, giving you the flexibility to receive more inclusive results, and create better reports.

Travel details view

- *Base fare amount plus total surcharges:* Ability to see and analyze the impact of surcharges on a base fare for up to 10 fares, up to 365 days in the future. By looking at this, you can quickly see the effect of surcharges and if they are being properly applied. This view helps identify and expose surcharge variability by including dates and day of week applicability of surcharges (Category 12).
- *See when the fare is truly applicable for travel:* This view also allows you to see the true travel applicability of the fare, as it displays the combined effect of fare travel dates (Category 14) and seasonal dates (Category 3)

Surcharge text view

- *Combines surcharge text of fare rule and general rule:* See surcharge text from both sources for up to two fares in a single, side-by-side display for better analysis.

Category 5

- *Enhanced advanced reservation/ticketing data in results grid:* Now you have a more accurate representation of advanced purchase and ticketing restrictions to improve analysis results.

Change in search logic

- *Validation of Category 3:* Market View now considers seasonal dates (Category 3) when determining the fares to display for the requested travel window, giving you a more accurate and relevant representation of the market.